



United Nations  
Educational, Scientific and  
Cultural Organization

*Santa Fe*

**UNESCO City of Crafts, Folk Arts and Design**  
Member of the Creative Cities Network since 2005

# 10 Things to know about

## **SANTA FE** **UNESCO City of Crafts** **and Folk Art** **UNESCO City of Design**

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## **Capital City**

Santa Fe is the capital of New Mexico, a state located in the southwestern United States. Santa Fe's population is 70,000 and the city is located in a high desert/mountainous area at 7,000 feet above sea level.

Settled in 1609-1610, Santa Fe is the oldest capital city in the United States. Its roots as an international trade center date back 10,000 years to hunters and gatherers and settlements by pueblo Indians between 850 and 1000 AD. As a colony of Spain and Mexico, Santa Fe was the northernmost stop on the Camino Real trade route from Mexico City to the United States. In 1822, Mexico's independence from Spain invited unrestricted international trade along the Santa Fe Trail, boosting the city's cachet as a world trade center for Native Americans, Spaniards, Mexicans, Europeans and Americans.

## **City of Rich Cultural Heritage**

Historically, the distinct confluence of culture and commerce created a multicultural community where a vibrant exchange of goods, services and ideas attracted creative visionaries. The Native American people of the pueblos have artistic traditions in pottery, weaving and jewelry-making that date back more than a millennium. The Spanish settlers of the 17th century brought artistic traditions from Spain and Mexico. Combine these artistic traditions with the influx of painters and writers from the east coast of the United States during the early 20th century and one gets a sense of our rich cultural tapestry.

## **A City Built on Cultural Enterprise**

Richard Florida, in "The Rise of the Creative Class" notes that Santa Fe has more cultural enterprises, per capita, than any other city in the U.S. 12,567 people (out of a population of approximately 150,000 in the County) are employed in the arts and cultural industries, generating over US\$1 billion in revenue. Home to over 200 independent art galleries, eight museums, internationally known performing arts organizations, burgeoning media, film and design industries, Santa Fe is the second largest art market in the United States. Emerging creative enterprises abound including Santa Fe Complex which explores connections between science, technology, and the arts, and Santa Fe Community College's Sustainable Technologies Center for workforce training.

## **City of Artists**

According to the National Endowment for the Arts "Artists in the Workforce, 1990-2005" study, Santa Fe stands out in the United States for the following reasons:

- In Santa Fe's total civilian labor force of 78,013, there were 2,625 artists in the year 2000.
- "San Francisco and Santa Fe have the highest concentrations of architects, writers and fine artists of any metropolitan areas in the U.S." (p. 13).
- Santa Fe ranks as the number one metropolitan area by percentage of writers and authors in the labor force.

## **City of Markets**

Over the years, the incomparable Spanish and Indian Markets have brought hundreds of thousands of visitors to Santa Fe annually. Santa Fe Indian Market has been held since 1922 and features over 1100 artists selling their work to an audience of 100,000 people during a two-day outdoor show. The work of many of the artists is so well known and highly collected that they sell out in the first hours of the market. The International Folk Art Market was started in 2004 with the intention of "changing lives by preserving traditions." Now the largest international folk art market in the world, it features over 160 artists from 47 countries. In 2008 the average booth sales were \$13,000.00 and the overall market sales exceeded 2 million dollars.

## **City of Museums**

Santa Fe is home to the internationally recognized Museum of International Folk Art that features Alexander Gerard's collection; two museums with outstanding collections of Native American art, The Wheelwright Museum of the American Indian and the Museum of Indian Art and Culture; the Museum of Spanish Colonial Art; the New Mexico History Museum; the Georgia O'Keeffe Museum; the New Mexico Museum of Art; and the Santa Fe Children's Museum.

## **City of Performing Arts**

Santa Fe is home to the internationally known Santa Fe Opera, the Santa Fe Chamber Music Festival and many other outstanding performing arts organizations.

## **City of Government Arts Support**

The city of Santa Fe supports the development of the creative industry sector through implementation of: the Culture, Arts and Tourism Plan, the Santa Fe Arts Commission Long-Range Plan, and the City's Economic Development Plan. Most noteworthy, the city provides 2% of all building projects and one percentage point of the hotel bed tax to support the arts annually.

## **City of International Creative Tourism**

In 2008, in cooperation with other UNESCO Creative Cities, Santa Fe sponsored the Santa Fe International Conference on Creative Tourism. Over 200 delegates from 16 countries convened to discuss emerging ideas and practices in the development of creative tourism as a powerful economic development tool.

## **City of Creative Experiences for Visitors**

Want to turn clay into art? Blow glass? Create a visual journal? Weave? Create a straw appliqué? Make an amulet? Photograph Santa Fe's unique landscape? The website, [www.santafecreativetourism.org](http://www.santafecreativetourism.org), showcases 50 unique creative tourism experiences in Santa Fe.