

2020 Application Cover Letter

Dear Applicant,

The 17th Annual **International Folk Art Market Santa Fe** (IFAM Santa Fe) will be held on July 10, 11 & 12, 2020 in Santa Fe, New Mexico, USA. It is the largest celebration of folk art of its kind in the world, and anticipates to host more than 150 folk artists from 50 countries, with approximately 20,000 visitors and 1,600 volunteers.

Each year IFAM receives 500 – 700 applications. An independent panel of folk art experts review applications and make final selections based on various criteria such as: artistic quality, traditionalism of the art form, design and production process, acquisition of artistic knowledge, and role or use of the artwork in the community. There are no guarantees of being selected from year to year. We offer the following recommendations for better consideration:

Folk Art Tradition

Whether submitting for traditional or contemporary folk art - ensure that your work is rooted in a folk art tradition. (Work that is considered as hobby craft or fine art oftentimes does not qualify.)

Photography – One of the most important parts of the application.

- Ensure good photographs of your product representation.
- Represent the full price range of your products – show the difference of high, medium and low price range products (i.e. don't just show your most expensive pieces or your most inexpensive pieces)
- Don't apply with the same photographs from year to year. (Change the photos presented from one year to the next.)
- Submit photographs of actual product – do not submit photographs from a catalogue, publication, etc.
- Submit a few close-up detailed examples to show the quality of your work.

Telling Your Story – Another one of the most important parts of the application.

- Be sure to spend time on a good profile of the artist (if applicable, also the organization).
- NEW in this section "PEOPLE INVOLVED IN THE PROCESS": Explain the impact of your work – If it involves other people throughout the process, what is the extent of their involvement?

Other Things to Keep in Mind

- Go beyond general descriptions: identify your folk art as it is known in your community or region. (For example, identify the type of weaving, specific processes, or local names of your products.)
- Identify the materials used (such as different wood types, fiber content, etc.) and where the materials are sourced.
- If your art form involves a designer/artist collaboration, it is important to explain these relationships. (Who has input in the creative process, design inception, product execution? What are the financial arrangements and recognition?)
- Business applications should specify how many artists are involved in making the products and what their relationship is to the business.
- Complete the application in full (be sure to include prices); incomplete information weakens the application.

IFAM is looking for exceptional folk art that is unique, represents the artist's vision, embraces folk art traditions and generates interest and excitement. Thank you for your interest to apply. We wish you well with your application submission, and thank you for the work that you do to help keep folk art traditions thriving.

Sincerely,



Sachiko Umi
 Director of Artist Development
 On behalf of the Artist Selection & Placement Committees