

2018 Currents New Media Economic Impact Analysis & Marketing Report



CURRENTS

Presented to:

***Tourism Santa Fe
201 W Marcy St
Santa Fe, NM 87501***

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SOUTHWEST PLANNING & MARKETING

PLANNING | MARKETING | RESEARCH | ECONOMIC DEVELOPMENT

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Executive Summary

Overview

The 2018 Currents New Media event was held June 8-24, 2018. A total of 8,850 unique visitors attended the event. The City of Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees.

Methodology

The survey was designed by SWPM and approved by the Currents New Media staff. The survey included questions about attendee party spending during the event, as well as attendee average party size, and other questions about demographics and visitor experiences at the event. SWPM received attendance, management, marketing and production spending data from Currents New Media staff. SWPM used the average spending and party size, combined with total event attendance, to determine categorical total event spending. The survey had a total sample size of 352 survey responses. The overall data for the entire sample is accurate to plus or minus 5.2% at the 95% confidence level.

Economic Impact Summary

- Visitors to the event were asked to estimate their entire party's spending during the event in six categories: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Total spending for all categories combined was \$1,367,166.
- Taxation for outside spending on activities as a result of the event by out-of-town attendees was calculated in six economic segments: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Based on spending resulting from the event, total gross receipts tax (GRT) spending by out-of-town and resident attendees combined generated an estimated total GRT of \$139,159.
- Out of town attendees to the event spent an average of \$354 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by attendees was \$340,067, generating \$23,805 in lodgers' tax.
- Total spending on management, marketing and production was \$198,000. As a result of spending on marketing and production, an additional \$16,706 was generated in GRT.
- Combining spending on marketing and production of the event and attendee spending during the event yielded total combined direct spending on the event of \$1,565,166 and generating total estimated tax revenues of \$155,866.
- The City of Santa Fe received \$30,325 in total GRT tax benefits and \$23,805 in lodgers' tax as a result of the event.

About the Attendees

- Visitors from 20 states were represented in the survey results, with the majority (75.7%) of respondents being from New Mexico. Sixty percent (60.0%) lived in the City of Santa Fe. Just under seventy percent (69.7%) of the respondents lived in the area (within 50 miles of Santa Fe) and thirty percent (30.3%) lived more than 50 miles from Santa Fe.
- Demographics
 - 83.4% of respondents had a bachelor's degree or higher.
 - Average age of respondents: 49.7 (ranging in age from 18-79).
 - Forty-two percent (47.6%) of the respondents reported annual household incomes between \$25,000 and \$74,999. Median income was \$48,425.
 - Four-fifths (81.6%) of the attendees were White/Anglo followed by Hispanic (8.8%).
- 61.5% of respondents attended the Friday, June 8 opening at El Museo Cultural de Santa Fe, 39.6% attended an event at the Railyard, and 36.3% attended the Saturday, June 9 opening at El Museo Cultural de Santa Fe.
- Respondents, on average, attended 2.4 days out of the 17 day event.
- The average attendee party size was 3.6.
- Over eighty-percent (80.2%) of the attendees indicated that Currents New Media was the primary reason or a one of the reasons for visiting Santa Fe.
- Half of the respondents (53.5%) from out of the area drove to Santa Fe, followed by flew into Albuquerque and rented a vehicle (29.1%).
- Seventy-two percent (72.1%) of respondents from outside the area (live 50 or more miles away) indicated that they spent the night in Santa Fe while participating in the event.
- Visitors who stayed overnight spent an average of 5.8 nights in the area. Visitors spent an additional 1.0 nights in New Mexico (outside of Santa Fe) as a result of attending Currents New Media.
- Forty-five percent (45.2%) of respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B. This was followed by vacation rental (29.0%) and friends/family (19.4%).
- Sixty-eight percent (67.5%) of respondents most frequently heard about the event from past experience. This was followed by word of mouth (37.1%), social media (23.0%), mail/email (22.3%), Currents New Media Website (21.6%), and newspaper/magazine ad (20.5%).
- When asked to rate their experience at the Currents New Media event on a scale from 1 to 5, with 1 being "fell short of my expectations" and 5 being "exceeded my expectations," respondents rated their overall experience with Currents New Media a 4.1 and their visit to Santa Fe a 4.1.

Methodology

The 2018 Currents New Media event was held June 8-24. A total of 8,850 unique visitors attended the event.¹

The City of Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees. A few days after the event, SWPM sent out an email survey to an attendee email list that was provided by Currents New Media staff as well as email addresses collected during the event by SWPM staff. The survey was designed by SWPM and approved by the Currents New Media staff. The survey included questions about attendee party spending both at and outside of the event, as well as attendee average party size, and other questions about demographics and visitor experiences at the event.

SWPM received attendance, marketing and production spending data from Currents New Media staff. SWPM used the average spending and party size, combined with total event attendance, to determine categorical total event spending. SWPM then determined tax on each of the spending categories analyzed. An indirect/induced multiplier of 1.4 was added to the direct impact.² SWPM also analyzed the information provided about user experiences and demographics and provided averages or other relevant information.

The survey had a total sample size of 352 survey responses. The overall data for the entire sample is accurate to plus or minus 5.2% at the 95% confidence level. That means that 95% of the time the data for the entire attendee population would not vary by more than 5.2% from the result obtained from the sample in this survey.

¹ Attendance was provided by Currents New Media.

² Source: Tourism Economics-Tourism Economics utilizes a standard input-output model to generate the percentage of indirect/induced impact as a result of tourism; each directly affected sector also purchases goods and services as inputs into production (indirect impacts). Induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

Economic Impact Analysis

Attendee Spending During the Event

Visitors to the event were asked to estimate their entire party's spending during the event in six categories: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Total outside spending was \$340,067 for lodging, \$371,167 for food and meals, \$243,463 for transportation, \$132,537 for attractions/entertainment, \$231,116 for shopping/miscellaneous and \$48,816 for other. Total spending for all categories combined was \$1,367,166.

2018 Currents New Media Spending										
Statistics	Party Size	Unique Attendee Numbers	Number of parties	Lodging	Food and Meals	Transportation	Attractions/ Entertainment	Shopping/ Miscellaneous	Other	Total Spending
Mean	2.7	8850	3224	\$113	\$121	\$81	\$44	\$75	\$14	\$447
Mean (in-town attendees 69.7%)	2.7	6168	2310	\$7	\$38	\$10	\$9	\$21	\$5	\$90
Mean (out-of-town attendees 30.3%)	2.9	2682	912	\$354	\$310	\$240	\$123	\$200	\$42	\$1,270
Total Spending (in-town attendees)				\$16,791	\$88,264	\$24,198	\$20,404	\$48,456	\$10,680	\$208,794
Total Spending (out-of-town attendees)				\$323,276	\$282,903	\$219,265	\$112,133	\$182,660	\$38,135	\$1,158,372
Total Spending				\$340,067	\$371,167	\$243,463	\$132,537	\$231,116	\$48,816	\$1,367,166

Tax Benefits from Attendee Spending Outside the Event

Taxation for outside spending on activities as a result of the event by out-of-town attendees was calculated in six economic segments: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Total combined spending in all six areas was estimated at \$1,158,372 for out-of-town attendees. In addition, local residents who attended Currents New Media spent an estimated combined \$208,794 as a result of the event taking place, for a total of \$1,367,166 in total attendee spending.

Based on spending during Currents New Media as a result of the event, total gross receipts tax (GRT) from out-of-town attendees was estimated at \$22,443 for the city, \$15,928 for the county, and \$59,367 for the state. The total GRT generated from local attendees was estimated at \$4,045 for the city, \$2,871 for the county, and \$10,701 for the state. Spending by out-of-town and resident attendees combined generated an estimated total GRT of \$139,159.

Attendees who pay for lodging are assessed both a lodgers' tax and gross receipts tax on the cost of the lodging. Attendees to the event spent an average of \$113 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by attendees was \$340,067, generating \$23,805 in lodgers' tax. The combined estimated gross receipts and lodgers' tax on lodging paid by attendees was \$52,498.

Total Estimated GRT & Lodger's Tax Generated from Spending Outside the Event						
Tax Rate	Direct Spending	Lodgers' Tax	City	County	State	Total Taxes
	N/A	7%	1.9375%	1.3750%	5.1250%	8.4375%
Lodging	\$ 340,067	\$ 23,805	\$ 6,589	\$ 4,676	\$ 17,428	\$ 52,498
Food and Meals	\$ 371,167		\$ 7,191	\$ 5,104	\$ 19,022	\$ 31,317
Transportation, Fuel, etc.	\$ 243,463		\$ 4,717	\$ 3,348	\$ 12,477	\$ 20,542
Attractions/Entertainment	\$ 132,537		\$ 2,568	\$ 1,822	\$ 6,793	\$ 11,183
Shopping/Misc	\$ 231,116		\$ 4,478	\$ 3,178	\$ 11,845	\$ 19,500
Other	\$ 48,816		\$ 946	\$ 671	\$ 2,502	\$ 4,119
Total	\$ 1,367,166	\$ 23,805	\$ 26,489	\$18,799	\$ 70,067	\$ 139,159
Estimated Tax Generated by Out-of-Town Attendees (30.3% of attendees)						
Tax Rate	Direct Spending	Lodgers' Tax	City	County	State	Total Taxes
	N/A	7%	1.9375%	1.3750%	5.1250%	8.4375%
Lodging	\$ 323,276	\$ 22,629	\$ 6,263	\$ 4,445	\$ 16,568	\$ 49,906
Food and Meals	\$ 282,903		\$ 5,481	\$ 3,890	\$ 14,499	\$ 23,870
Transportation, Fuel, etc.	\$ 219,265		\$ 4,248	\$ 3,015	\$ 11,237	\$ 18,500
Attractions/Entertainment	\$ 112,133		\$ 2,173	\$ 1,542	\$ 5,747	\$ 9,461
Shopping/Misc	\$ 182,660		\$ 3,539	\$ 2,512	\$ 9,361	\$ 15,412
Other	\$ 38,135		\$ 739	\$ 524	\$ 1,954	\$ 3,218
Total	\$ 1,158,372	\$ 22,629	\$ 22,443	\$15,928	\$ 59,367	\$ 120,367
Estimated Tax Generated by Local Attendees (69.7% of attendees)						
Tax Rate	Direct Spending	Lodgers' Tax	City	County	State	Total Taxes
	N/A	7%	1.9375%	1.3750%	5.1250%	8.4375%
Lodging	\$ 16,791	\$ 1,175	\$ 325	\$ 231	\$ 861	\$ 2,592
Food and Meals	\$ 88,264		\$ 1,710	\$ 1,214	\$ 4,524	\$ 7,447
Transportation, Fuel, etc.	\$ 24,198		\$ 469	\$ 333	\$ 1,240	\$ 2,042
Attractions/Entertainment	\$ 20,404		\$ 395	\$ 281	\$ 1,046	\$ 1,722
Shopping/Misc	\$ 48,456		\$ 939	\$ 666	\$ 2,483	\$ 4,088
Other	\$ 10,680		\$ 207	\$ 147	\$ 547	\$ 901
Total	\$ 208,793	\$ 1,175	\$ 4,045	\$ 2,871	\$ 10,701	\$ 18,792

Marketing & Production Impact of the Event

Currents New Media spent money on event management, marketing and production in order to make the event happen. This includes production, supplies, artists lodging, salaries, equipment rentals, housing rentals for interns, advertising, equipment, supplies and other local spending. Total spending on management, marketing and production was \$198,000, generating an additional \$16,706 in GRT.

GRT Paid on Event Management, Marketing & Production Costs					
		City	County	State	Total Taxes
Total Spending		1.9375%	1.375%	5.125%	8.4375%
Total Marketing & Production Spending	\$ 198,000	\$ 3,836	\$ 2,723	\$ 10,148	\$ 16,706

Estimated Total Tax Revenues

Combining spending on management, marketing and production of the event and attendee spending during the event yielded total combined direct spending on the event of \$1,565,166. This generated total estimated tax revenues of \$155,866. The City of Santa Fe received \$30,325 in total GRT tax benefits and \$23,805 in lodgers' tax as a result of the event.

Estimated Total Tax Revenues					
		City	County	State	Total Taxes
Taxable Spending		1.9375%	1.3750%	5.1250%	8.4375%
Marketing & Production	\$ 198,000	\$ 3,836	\$ 2,723	\$ 10,148	\$ 16,706
Spending As a Result of the Event	\$ 1,367,166	\$ 26,489	\$ 18,799	\$ 70,067	\$ 115,355
Lodgers' Tax					\$ 23,805
Total	\$1,565,166	\$ 30,325	\$ 21,521	\$ 80,215	\$ 155,866

Indirect and Induced Impact of Spending³

Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

Indirect Impact – Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.

Induced Impact – Created when employees whose incomes are generated either directly or indirectly by tourism spend those incomes in the local economy.

Tourism Economics utilizes a standard input-output model (Implan) to generate the percentage of indirect and induced impact as a result of tourism in New Mexico.

Tourism economics estimates that for every dollar spent as a result of a visit or an event an additional forty cents is generated in local spending.

Direct	Indirect	Induced	Total
1.0	0.2	0.2	1.4

The following highlights the total impacts resulting from spending by attendees of Currents New media, including direct, indirect and induced impact:

Indirect/Induced Impact of Expenditures	
Category	Spending
Total Direct Spending	\$ 1,565,166
Induced/Indirect Multiplier	1.4
Induced/Indirect Impact	\$ 626,066

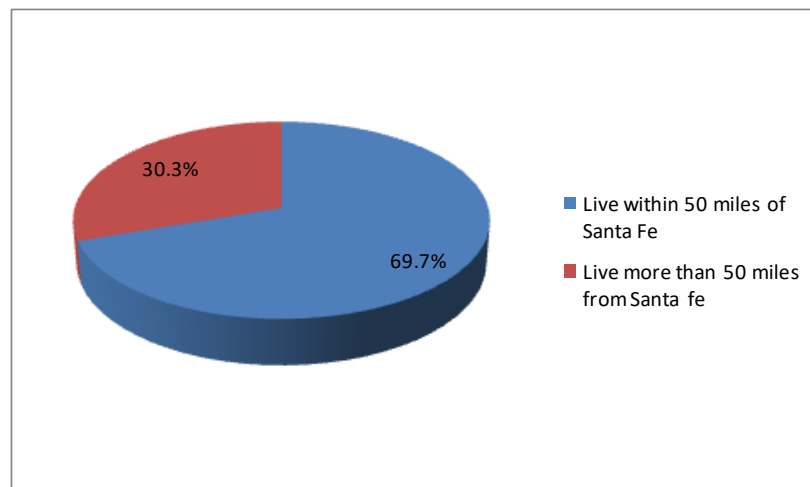
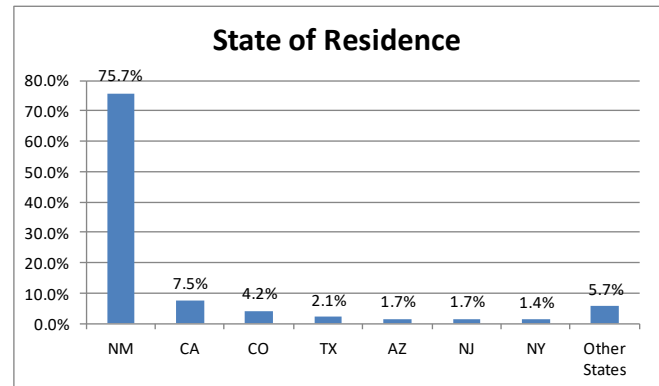
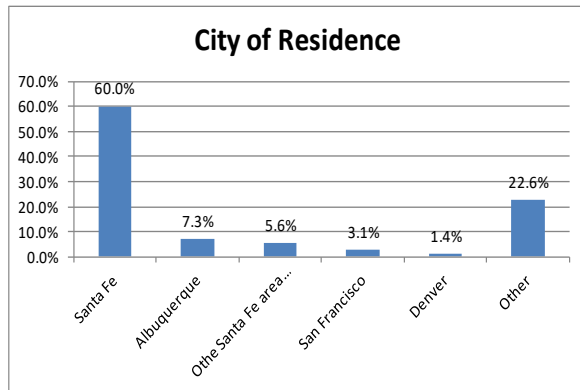
Total Economic Impact (Direct Spending + Induced/Indirect)
\$2,191,232

³ Source: Tourism Economics - An Oxford Economics Company. The Economic Impact of Tourism in New Mexico, August 2015.

Marketing Report

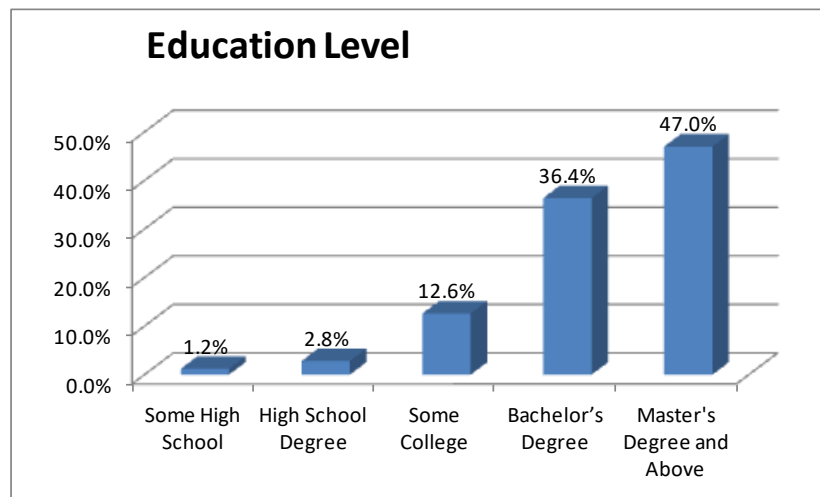
Visitor Residency

Visitors from 20 states were represented in the survey results, with the majority (75.7%) of respondents being from New Mexico. Sixty percent (60.0%) lived in the City of Santa Fe. Just under seventy percent (69.7%) of the respondents lived in the area (within 50 miles of Santa Fe) and thirty percent (30.3%) lived more than 50 miles from Santa Fe.



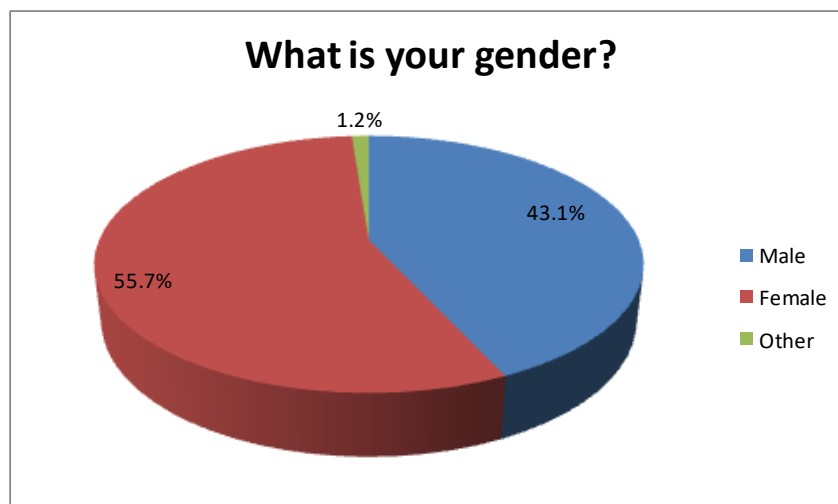
Demographics

83.4% of respondents had a bachelor's degree or higher.

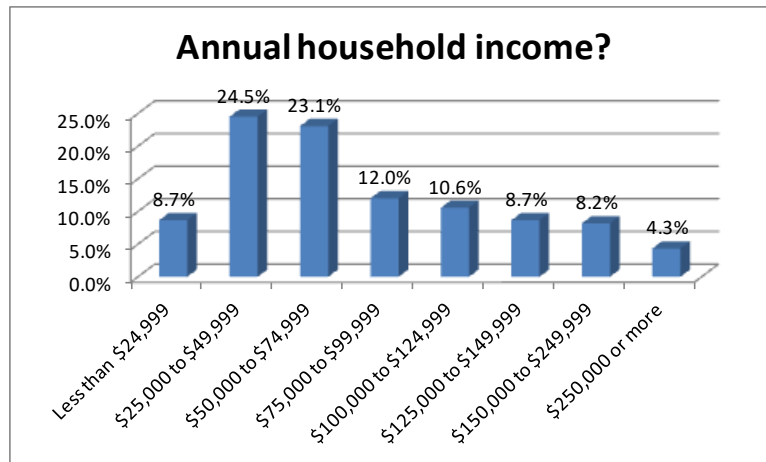


Average Age of Respondents: 49.7 (ranging in age from 18-79)

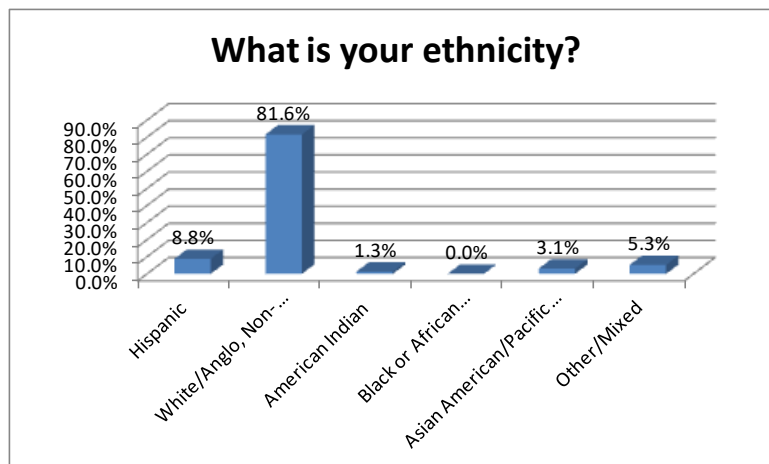
Gender: 43.1% Male
55.7% Female
1.2% Other



Forty-two percent (47.6%) of the respondents reported annual household incomes between \$25,000 and \$74,999. Median income was \$48,425.



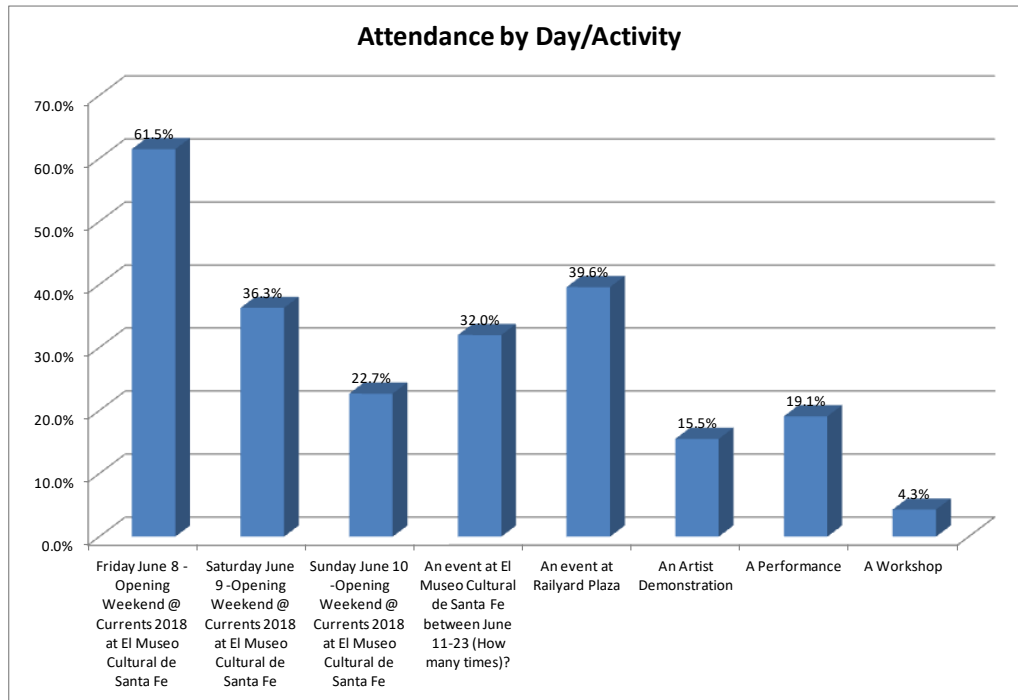
Four-fifths (81.6%) of the attendees were White/Anglo, followed by Hispanic (8.8%).



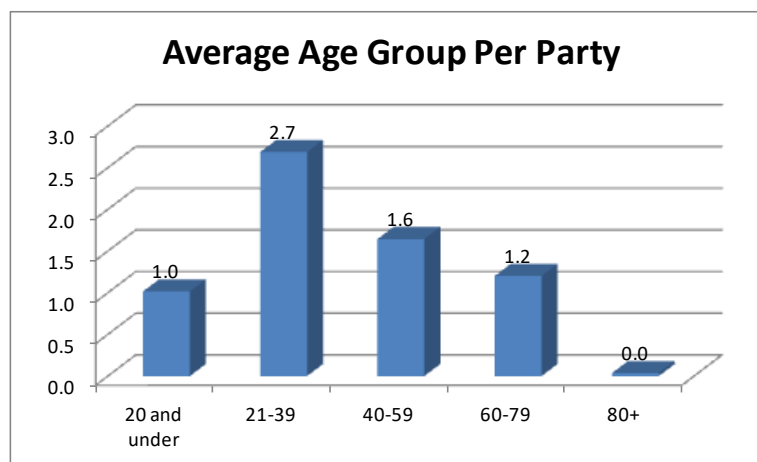
Attendance

61.5% of respondents attended the Friday, June 8 opening at El Museo Cultural de Santa Fe, 39.6% attended an event at the Railyard, and 36.3% attended the Saturday, June 9 opening at El Museo Cultural de Santa Fe.

Respondents on average attended 2.4 days out of the 17 day event.

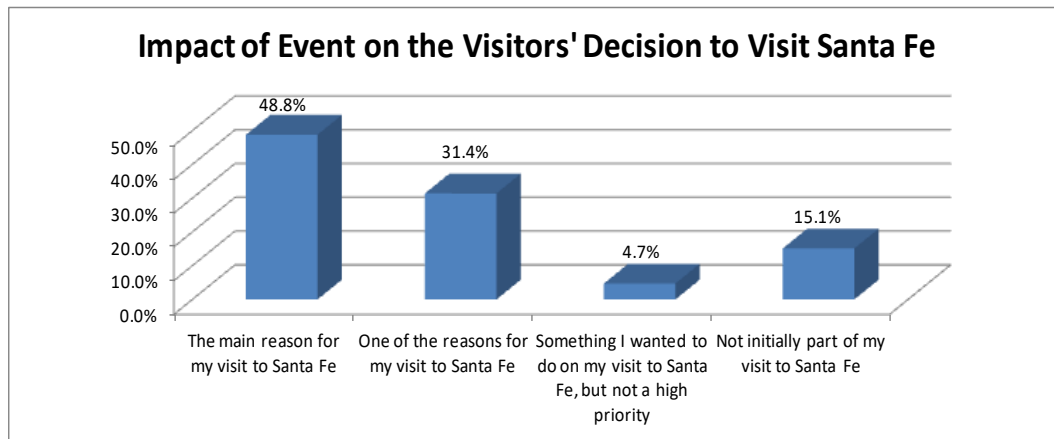


The overall average attendee party size was 3.6 and the largest party size by age group was the 21-39 age group (average party size of 2.7).

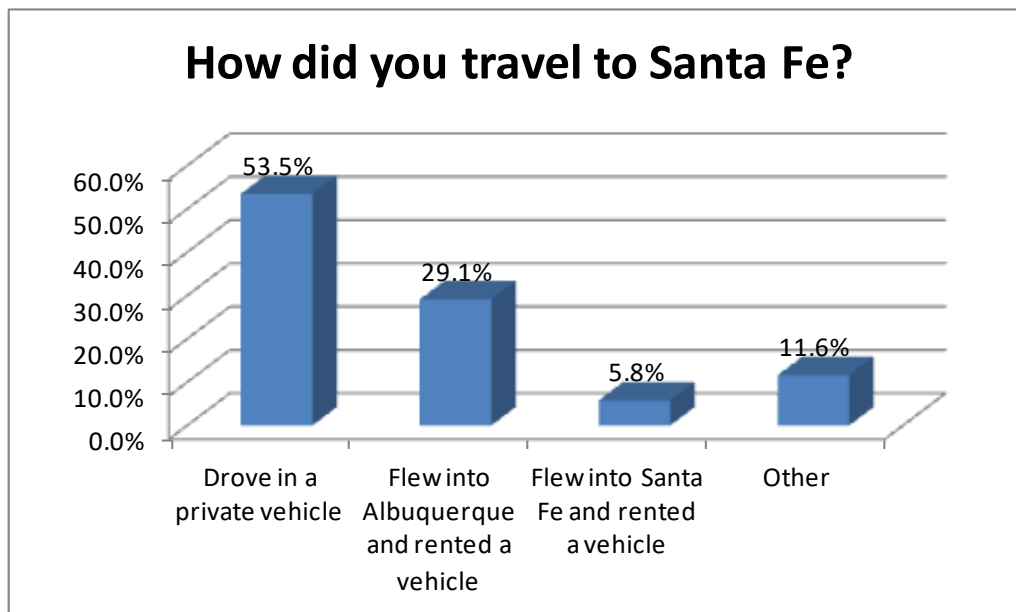


Travel to Santa Fe

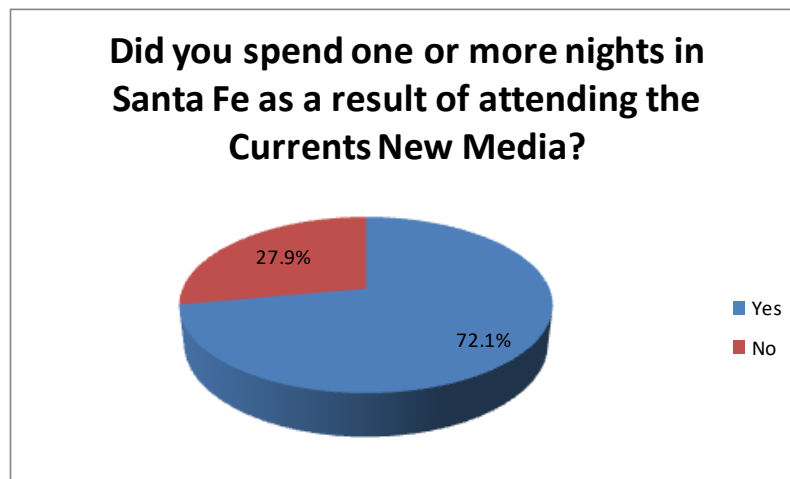
Over eighty-percent (80.2%) of the attendees indicated that Currents New Media was the primary reason or one of the reasons for visiting Santa Fe.



Half of the respondents (53.5%) from out of the area drove to Santa Fe, followed by flew into Albuquerque and rented a vehicle (29.1%).

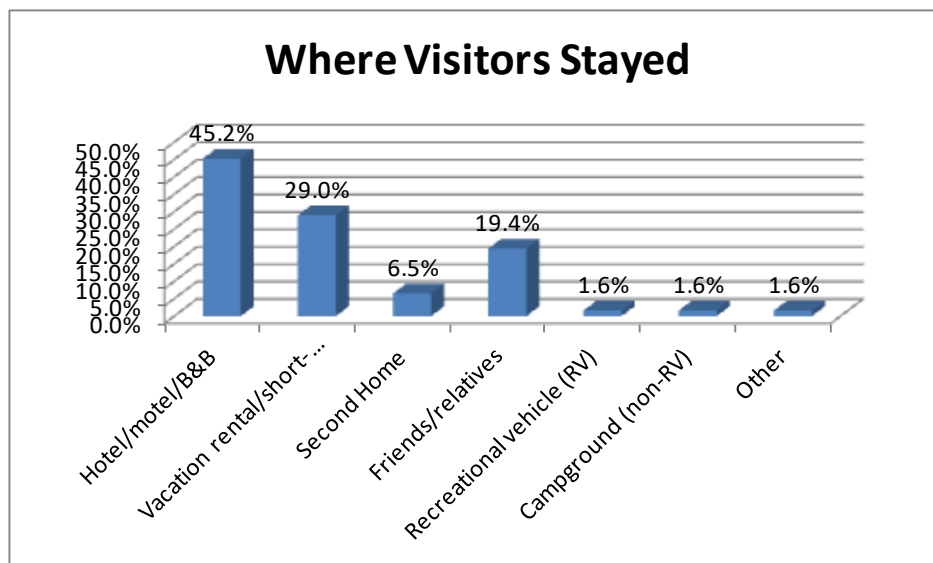


Seventy-two percent (72.1%) of respondents from outside the area (live 50 or more miles away) indicated that they spent the night in Santa Fe while participating in the event.



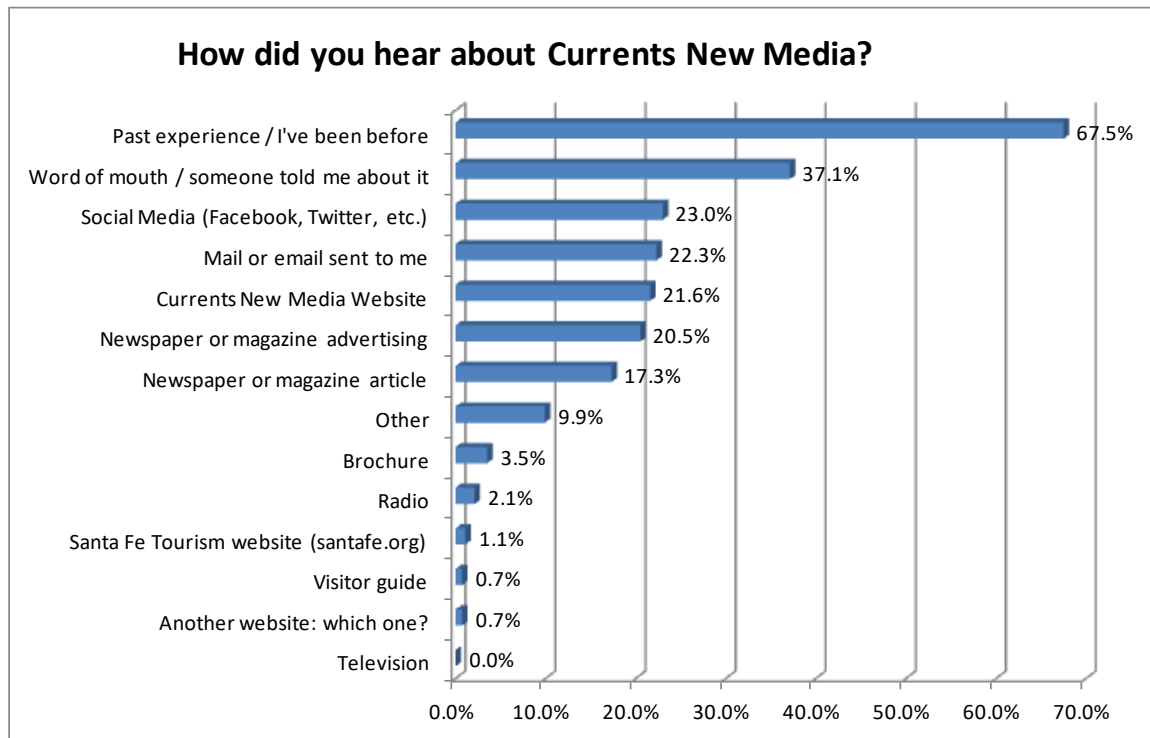
Visitors who stayed overnight spent an average of 5.8 nights in the area. Visitors spent an additional 1.0 nights in New Mexico (outside of Santa Fe) as a result of attending Currents New Media.

Forty-five percent (45.2%) of the respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B. This was followed by bacation rental (29.0%) and friends/family (19.4%)



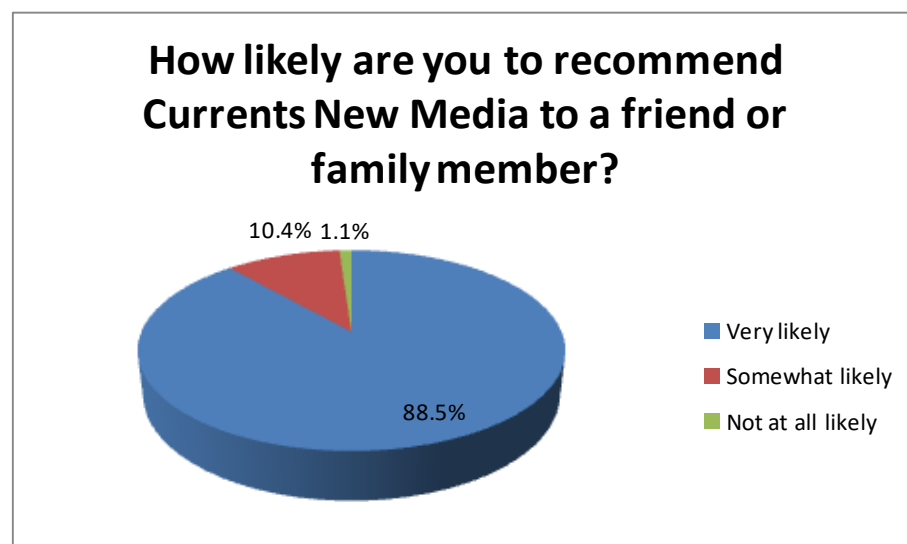
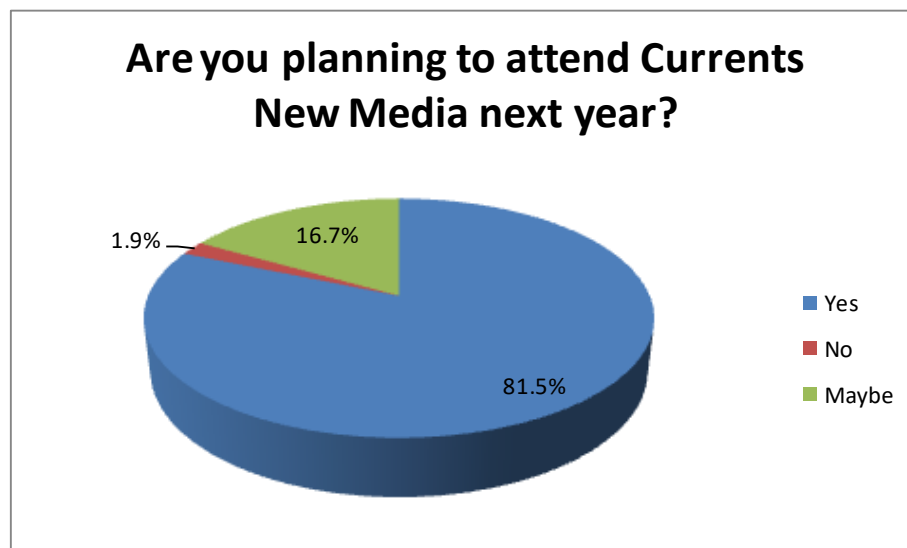
Marketing

Sixty-eight percent (67.5%) of respondents most frequently heard about the event from past experience. This was followed by word of mouth (37.1%), social media (23.0%), mail/email (22.3%), Currents New Media website (21.6%), and newspaper/magazine ad (20.5%).



When asked to rate their experience at the Currents New Media event on a scale from 1 to 5, with 1 being “fell short of my expectations” and 5 being “exceeded my expectations,” respondents rated their overall experience with Currents New Media a 4.1 and their visit to Santa Fe a 4.1.

	1-Fell short	2	3	4	5-Exceeded	Mean
With Currents New Media	1.9%	4.1%	16.2%	33.8%	44.0%	4.1
With my visit to Santa Fe	1.1%	1.1%	20.6%	37.1%	40.0%	4.1



Appendix A: Survey Instrument



Thank you for taking a few minutes to provide your valuable feedback on 2018 Currents New Media

Press "Next" to begin the survey

S1. Did you attend any of the events at the 2018 Currents New Media (June 1-24, 2018)?

- ☐ Yes ☐ No

Q1. Generally, how many people were in your party when attending one of the Currents New Media events? Number of people in your party ____

Q2. Currents New Media was a seventeen day event. How many of the days did you attend an event? Number of days (1-17) ____

Q3. Please provide your zip code/Canadian postal code or country of residence if other than the United States/Canada. Zip Code _____

Country of residence _____

Q4. Are you a:

- ☐ Local area resident (live within 50 miles of Santa Fe)
☐ Live more than 50 miles from Santa Fe

Q4a. Currents New Media was:

- ☐ The main reason for my visit to Santa Fe
☐ One of the reasons for my visit to Santa Fe
☐ Something I wanted to do on my visit to Santa Fe, but not a high priority
☐ Not initially part of my visit to Santa Fe

Q4b. How did you travel to Santa Fe? (choose one).

- ☐ Drove in a private vehicle
☐ Flew into Albuquerque and rented a vehicle
☐ Flew into Santa Fe and rented a vehicle
☐ Other _____

Q4c. Did you spend one or more nights in Santa Fe as a result of attending the Currents New Media?

- ☐ Yes ☐ No

Q4d. How many nights did you spend in Santa Fe (enter "0" if it was a day trip)?

Nights _____

Q4e. Where did you stay while in Santa Fe?

- ☐ Hotel/motel/B&B
☐ Vacation rental/short-term rental (i.e. Air B&B, VRBO)
☐ Second Home
☐ Friends/relatives
☐ Recreational vehicle (RV)
☐ Campground (non-RV)
☐ Other

Q4e. During your visit, how many additional nights did you spend in New Mexico outside of Santa Fe? (please enter 0 if you did not spend any additional nights in New Mexico) Nights

Q5. How did you hear about Currents New Media? (Check all that apply)

- ☐ Past experience / I've been before
- ☐ Word of mouth / someone told me about it
- ☐ Newspaper or magazine advertising
- ☐ Newspaper or magazine article
- ☐ Television
- ☐ Radio
- ☐ Currents New Media Website
- ☐ Santa Fe Tourism website (santafe.org)
- ☐ Another website: which one? _____
- ☐ Visitor guide
- ☐ Brochure
- ☐ Mail or email sent to me
- ☐ Social Media (Facebook, Twitter, etc.)
- ☐ Other _____

Q6. Did you attend: (check all that apply)

- ☐ Friday June 8 -Opening Weekend @ Currents 2018 at El Museo Cultural
- ☐ Saturday June 9-Opening Weekend @ Currents 2018 at El Museo Cultural
- ☐ Sunday June 10 -Opening Weekend @ Currents 2018 at El Museo
- ☐ An event at El Museo Cultural between June 11-23 (How many times)? ____times
- ☐ An event at Railyard Plaza
- ☐ An Artist Demonstration
- ☐ A Performance
- ☐ A Workshop

Q7. How much would you estimate your entire party (including yourself) spent on Currents New Media, on each of the following categories during your participation of the event? Please enter 0 in each category if there wasn't any spending.

Lodging _____
 Food and meals _____
 Transportation and fuel _____
 Attractions and entertainment _____
 Shopping and misc. _____
 Other _____

Q7. How would you rate your experience...?

	1 - Fell short	2	3	4	5 - Exceeded
With Currents New Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With my visit to Santa Fe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. Are you planning to attend Currents New Media next year?

- ☐ Yes ☐ No ☐ Maybe

Q9. How likely are you to recommend Currents New Media to a friend or family member?

- ☐ Very likely ☐ Somewhat likely ☐ Not at all likely

Q10. Please tell us what Currents New Media did well this year?

Q11. Please tell us what you think Currents New Media could improve for next year?

Q12. Are there any other comments that you would like to share with regard to the 2018 Currents New Media?

The following questions are for statistical purposes only:

Q13. Please list the number of people, including yourself, in each of the following categories that were in your party during your attendance to this year's Currents New Media (please enter 0 if no one in a specific age category were a part of your group):

20 and under ____ 21-39 ____ 40-59 ____ 60-79 ____ 80 and older ____

Q14. What is your age? Age ____

Q15. What is your gender?

☐ Male ☐ Female ☐ Other, please specify: _____

Q16. What is your ethnicity?

- ☐ Hispanic
- ☐ White/Anglo, Non-Hispanic
- ☐ American Indian
- ☐ Black or African American
- ☐ Asian American/Pacific Islander
- ☐ Other/Mixed _____
- ☐ Decline to Answer

Q17. What is the highest level of education you have completed?

- ☐ Some High School
- ☐ High School Degree
- ☐ Some College
- ☐ Bachelor's Degree
- ☐ Master's Degree and Above

Q18. What is your annual household income?

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$124,999
- ☐ \$125,000 to \$149,999
- ☐ \$150,000 to \$249,999
- ☐ \$250,000 or more
- ☐ Decline to answer

Please provide the following information to be entered in a drawing to win one of four Currents New Media T-shirts. Your email address will remain confidential and will not be used for any other purpose.

Name _____

Email address _____

Thank you for taking our survey. We appreciate your responses and helpful feedback that allows us to understand our audience better so we can improve the Currents New Media in future years.

Appendix B: Open Ended Responses

Q10. Please tell us what Currents New Media did well this year?

Response
It was great! I went opening weekend and liked it enough that I told friends to come in from Albuquerque and the brought friends from Colorado on the last weekend
Cool new art concepts
The people greeting as you walked in were very nice and explained everything well
Scope of pieces, interactivity level, layout. Info plaques were helpful.
Presented interactive exhibits
Hours- I loved being able to go somewhere late, until midnight! Selection- I loved the show
Many of the installations.
I did not think to remember specific titles.
I wish that I would have.
art
Several fascinating, well developed (both artistically and technically) pieces. I like seeing pieces that are pushing new ground, not simply local artists competently doing variation on other more accomplished artists' work.
There were a few good pieces.
Interested concepts
Free entrance
I like seeing the return of the little hugging robot. It's a mascot that should be played up for the event overall.
Exhibitions, getting the word out and the cash bar
LOVE some of the exhibits, great space, great volunteers
variety of exhibits, fabulous people helping throughout the entire event...very friendly, approachable and accessible and knowledgeable.
Very exciting night experience. Loved the interactive videos, virtual reality and the roving robot
I liked the indoor exhibition space which was well laid out.
Such nice people guiding the visitor,
everything well set up,
nicely spaced,

caring environment, loved the food and drink
Interesting and compelling works
I love the outdoor installations and in particular those two guys playing their instruments, one in a mask, poetry of sorts projected to the wall - magical. I love the sound installation outdoors, but would have preferred it were a seating area as before one could take time to listen at greater length.
the little figures of people with thier immigration story was fantastic
Max Cooper was incredible. The exhibitions were well selected and surprising. Top quality curation. The guest speaker I saw was excellent. Overall I was extremely impressed at the level of quality presented in the work and how it was put on.
Great variety of exhibits.
I liked the variety of installations. The cutting edge aspect of the technology was exciting, even when not something was glitchy.
Wonderful blend of technology and art.
Good curation
It was a fantastic event with wonderful exhibits. Have not attended before so cannot compare, but felt it was really well done.
Diverse mix of media for artists and craftspeople.
variety of exhibits
The breadth of the work was incredible, it was a lot of fun.
The Museo exhibits were interesting - especially the interactive installations.
It was organized and the people working were very helpful
What you do you do well
fun
Good organization and displays.
Could not attend last year. I liked the bar.
Most of the exhibits were great
Seemed well organized and easy to access, as usual
Utilizing available space.
Feature student art and feature science. I loved the two astronomical pieces
Artists exhibits were best yet. Shows are an important and enjoyable part of the experience.
Good mix of local and international artists

As always, there is an engaging and diverse range of material, from technique to subject matter.
Nothing
The interactive pieces. Especially the brain wave reading ocean video and the google translator.
The variety of media
Great to have this alternative art in SF
Lots of stuff. Axel contemporary. VR
Well curated. Well run.
To be honest, none of it seemed very innovative. All the gadgets with sound became redundant and consequently boring. Sort of a dulled down Meow Wolf.
Getting the artists together for dinner on Sunday night.
I have had a second home in Santa Fe since July 2017. This was the favorite event I have attended. It felt very current and hip.
Art installs were fabulous.
Well organized, space designed nicely, friendly staff
Had the event....
Innovation installations and experiences.
opening night was great
Every single aspect was amazing, I was blown away
Outstanding exhibition, and as shallow as this sounds, the beer garden was essential and most civilized.
Art was amazing, live music and DJs were great!
Location, volunteer staff, artists present, hours.
Experiential & participatory art - not just one or two token pieces but a lot. Could get lost for hours.
The water exhibit
Great shows
Everything
Interns
Staff
We attended the party on June 14th. Excellent speakers, great vibe, incredible art
The variety of emerging new media was very inspiring, make we want to be involved.
Lots of new experiences for our family to see and interact with.

A unique exhibit full of surprises.
I'm always happy to see the installations/ art work. It's always great when the artist is by their work and you can talk with them.
For the most part, the exhibits kept running.
The "Jerk"
1) Quality of the artists/exhibitions.
2) Informative interns.
Great range of works. Wide range of media. Good cross section of local through national and international artists. Technologically excellent curation. Friendly staff at gallery space.
great curation - the best new media event I've ever seen - bar none -
Excellent exhibition design and curation!
I appreciated all the help assistants provided as needed.
It was great having so many knowledgeable people at the exhibits to demonstrate them.
Events were well advertised, excellent choice of art in El Museo as well!
Everything was mind-blowing and amazing.
Many well done VR pieces this year—transforming the mind in the space.
Community outreach and engagement. Supporting artists.
Nice curation of work again this year. The execution of the exhibition proper in El Museo is still quite strong.
The collaboration with the Interplanetary Festival (which had quite a strong roster of speakers and talks) was excellent, as were the continued efforts by Currents to connect with other institutions and businesses on complementary programming (this mantle is now being taken up by the EMA, it seems, which is great—and that ethos of community collaboration and cross-pollination has long been strong with Currents). Currents always seems to be seeking to forge new relationships with organizations in the community, and I hope that continues even as successful partnerships (eg Thoma, Violet Crown, etc) are continued.
The artist talks provided a wonderful human connection to the work and greater insight into it (especially for someone who didn't read anything but the informational cards in the exhibition).
The art was better than last year and more diverse
Bring together regional and international artists that exemplified current directions in art and technology.
atmosphere more quiet, cool elegant sort of arrangement

Great layout, great work, professional staff
All aspects of festival and staff were excellent.
Differentiated from year before - from low tech Claymation to more VR
Good art well installed.
Hours are good.....some of th exhibits wre good, but, not as fantastic as in prior years
Advertising and overall show layout.
The best exhibit was the bean bags and sounds...
It was interactive and got a group interacting.
Really the best this year.
connected with Interplanetary
More space and sound separation
The variety of performances was nice.
We all loved the interactive pcs. Including my teen cousins who were probably completely unfamiliar with any kind of contemporary art at all.
brought a wonderful variety of art to santa fe -- and made fun events
Amazing installation & incredible talent on display for all to see.
the delineation of the geometric, much of the selection, intern and staff attitude, IE knowledge, caring.
News updates were good. Scope of work exciting.
I love the way you get artists from other countries (and continents). Some of my favorites have been the Asian and one German artist in particular (don't remember names)
interns friendly, helpful, attentive
Great organization. From a participant artist perspective we felt welcome.
Fabulous Robert Campbell video installation
Exhibits
Everything
Attracting all ages and creating an exciting international event
The docents were super friendly and helpful.
availability of volunteers, helpful and informative. Having interactive works and video outside is always attractive to see in the Railyard area and draw attention, crowd and excitement.
I really enjoyed the Halograms.

It was better curated- more of an art slant and less about ingenuity
Presented a diverse array of new media and art.
VR and single channel video
exhibit curation
Fascinating variety of interesting and diverse new media art! The festival looks and feels even more professional every year. Talking with festival interns, it is clear the organization is providing an enormous, rare educational and cultural opportunity for young people, in addition to putting on a great show.
You pulled it off again and had great community. Although I did not attend any workshops or lectures, I am glad to see more of this. I think it helps people return to the venue.
I loved the simplicity and the immersion of Meridel Rubenstein's event on the marshes in southern Iraq. Lots more but can't really isolate one over others. Even though we went twice, still did not do it all.
Not as well as past years
Everything! The show was great. I especially loved the musical performances in The Railyard.
The Museo space was laid out better than in the past - but it is still a terrible space
The exhibit was delightfully interactive.
Diversity of presenters.
The quality of the artists keeps getting better and better.
Marketing - everyone knew about it
Bringing new media arts to Santa Fe
Really good VR and AR.
International presence of VR and projection art works
Love the experimental shorts. I would be interested in more work presented in a theatre setting, as well as pieces that experiment more with narrative.
I enjoyed all the exhibitions
Excellent seamless exhibition. All in working order. Congrats to Currents crew.
Everything was great!
El museo
Great variety of installations
Simulation events with goggles to experience a computer simulation environment.
Workshops were relevant and the layout in venues was good.
Enjoyed the artist talks at SITE and East West Gallery, Chris's concert at SITE, overall aesthetic of the various installations were beautiful as usual. I liked the events spread out over time. The launch of Emerging Media

Alliance was great fun- good presentations.
Engaging art. Innovative
There were more interactive installations than previous years
I liked the collaboration with Santa Fe Institute and the Synergy that created.
Very promising future to get the event on the international map.
It was part of such a larger push towards new media and cool cutting edge experiences, that just heading towards the railyard was awesome- we played, went to IRIS, hung out at a gallery opening and toured Currents- tried VR for the first time, listened, watched, played with and enjoyed everything we saw- it was amazing!!!
Some great and imaginative exhibits: especially the one interviewing the Arab man, surrounded by images of water and desert and the one where the visitor sifted the sand and everything moved.
Documentary shorts at Violet Crown on 6/20 (?) were a nice addition
Strong work by many of the participants
I appreciate the people who "babysit" various displays to help out the visitor and give explanations
Well organized and presented.
Well advertised.
Curation, Layout, level of work, variety, greetings.
good space layout
I always appreciate currents every year
Well curated, great opening night party.
Lots of things! Hard to specify!
the music blocks on floor...
Exhibit
Lighting
Everything.
Artwork and events!
Great variety of artists and experiences
clear schedule and description and online presence for planning
great line up of artists and installations, very professional organization and the best hosts in Frank and Mariannah.

I attended a lecture at one of the Railyard galleries. Very well organized and attended.
Loved the large stage with performers too!
great event, enjoyed evening outdoor music, etc. (we didn't have time to visit other venues, events but appreciate the community-wide involvement)
Great selection of works
VR
Loved all of the interactive artwork/installations! Good balance between types of media (VR, Single-channel video, installations, etc.)
Greeting...organizing installations... quality of installations
Loved the opera box piece , throwing sand bags on boxes with people I didn't know to make an opera! Loved the interaction and multigenerational aspect of event.
I LOVED the exhibition at the Museo, you are doing a FANTASTIC JOB !!!!
Having high school interns was great.
Easier to navigate exhibition than in years past
I especially enjoyed the artist demonstrations and talks.
everything was great. like it's international now
Variety of exhibits
Use of space; things spread out nicely, helpful docents, good publicity
I was impressed with the overall work represented.
non-VR exhibits were better...no waiting
VR
The people are always very nice
I enjoyed everything
VR
I was one of the artists. I personally loved the organization of the team that puts together the show, the professionalism that I received and the curation of the projects. Also, the side events were wonderful.
I really enjoyed the virtual displays, having never experienced VR before. My past experience with video art was a lot of flickering old video, or installations meant to look like old flickering video with little explanation of what they were supposed to mean. Here I enjoyed the rather large pieces that could be appreciated for their composition and use of color and movement. Of course there were always pieces that, although entertaining or captivating in the beginning, wore off after experiencing them. The air filled lanterns and the beanbags on the squares are examples. For many of the exhibits, your comfortable seating was a real plus.

Lots of interesting talks and events. Some really lovely and exciting work.
Incredible opening event. Meeting the artists was fabulous. Great location and knowledgeable staff
Communication was consistent and effective on social media and email leading up to the festival. The programming was interesting and well curated inside.
impressive production gathering such a variety of new media artist - don't know anything like that !
Organization for the artists coming in, as hotel and transpiration. helping making the best way for the piece to be shown.
Loved the curation, and the flowt of different ideas.
Quality of work exhibited, friendly accommodating staff, well-organized
It's better every year. Also saw lots of young adults late Friday evening—great date night event!
It was great this year as well as every year. I hated to see it end.

Q11. Please tell us what you think Currents New Media could improve for next year?

Response
I liked going on the weekends when there were lights and music outside.
Less projection/screen art. More interactive art.
The lines for VR pieces are very very long, maybe implement a system that would allow visitors to explore the rest of the exhibit while they wait for their turn (without worrying they'll lose their spot in line)?
Make sure technology has enough backup power... several exhibits were shut down at various times
No specific input. Always endeavor to exceed past accomplishments.
Currents needs a professional curator. Either for the entire show or for large room, with the local artists whose work does not rise to the level or fit in curatorially placed in the secondary space. The show lacked cohesion. Too much derivative work. Sound disruption from adjacent pieces was distracting.
The venue. The carpet in el Museo is so nasty and the general environment is so shabby that you could display a Bill Viola piece and it would seem amateurish. The fact that the building is falling apart (and not in a graceful or cool-industrial sort of way) takes away from the perception of the pieces. You could go a loooong way just by removing that carpet and exposing the concrete slab underneath it. And maybe higher standards or more intense jurying (is it juried?) for the works themselves and fewer pieces, too. There were quite a few interesting and exceptional pieces, and a lot of pieces that sort of 'brought down the neighborhood'.

Please offer wine again. I disliked the offering this year.
More diversity events. All the events featured mostly white speakers.
food trucks at events
not all the exhibits worked, and I would have like more explanations at most of them because there was often not a person around to ask questions of, or they were busy with other people.
?? Not sure keep up the good work!
Some of the exhibits were underwhelming.
nothing
Can't think of anything
Very few inside installations captured my attention and interest. While I still have vivid memories of years prior. I love the moving picture panels, they can be magical. More so in years past. I would welcome more variations on this theme.
I am a fan of installation art but found many of the videos and tech to be without meaning or purpose.
More electronic music shows! Currents could become a nexus for fans of electronic music. I live in Seattle where Decibel Festival used to happen, for 12 years, before it finally ended. It was one of the world's premier electronic music festivals that happened over the course of 7 days around the city at different venues. Currents could partner with local venues to bring in more international DJs and it would totally fit the theme of New Media. Max Cooper was phenomenal and I can only imagine how great it would be if there were 7 nights of shows instead of just one!
Utilizing smaller spaces to exhibit the art. There were too many exhibits in one large area causing one to feel overwhelmed.
More social media presence- Facebook or Instagram live, interview the artists on site, make a podcast of artistd
Not sure
Clear listing of events, or directions to them.
queuing for some of the interactive exhibits - at least on Friday and Saturday opening weekend - was somewhat disorderly, hard sometimes to get into an exhibit - for VR for example. For workshops / artist presentations, help them be prepared to use the set up for computers, the software, monitors, screens, etc, so that doesn't distract from the presentations themselves.
meh
I performed on a Saturday at the Santa Fe Railyard (outdoors) as part of a free festival, and yet there were not many people in attendance. I feel that perhaps Currents New Media could have done a better job communicating about / hyping up my performance in advance to ensure a larger audience.
more hype, more sponsored social media posts, more videos to show the event off
Nada
large sculptural installation

Publicity. Quality of work.
More new media. I'm sort of bored of too many tv screens+ coach+headphone art peaces.
Continue to look for new ideas
I enjoyed the installations and work maybe more the previous year, this year seemed okay but not that impressive
The work seemed to be of a lower caliber than previous years, not sure if there was a changing curator or something but seemed to be the case.
It might be helpful if a more readily visible floorplan was at the entrance.
I was less enthralled with what seemed to be a greater number of works requiring the use of headphones to fully engage. It is purely personal and subjective, but I dislike using headphones in an exhibition. It is an isolating component in what should be a social experience. I don't know for sure that there were more headphones, but it felt as though there were proportionally more pieces with headphones than in previous years.
Strippers
Be more selective with the art that is included, have less art.
More of the same
I feel like each year is pretty much the same thing - which is odd considering this is supposed to be cutting edge. One year blends to the next.
Professionalism of install and assistance to artists.
It needs selections that are more artistic and not gimmicky. Addition of "light" artists might help.
I would have liked to have had more opportunities to meet with the other artists earlier in the weekend as I was only there for 3 days, but I understand the extra work that that would involve on top of the opening. A green room area where artists could connect during the event? Perhaps an accreditation section on the website would help us to identify each other?
Have Instagram or a similar company come out and host the kind of thing they do at their own product launches.
Try to avoid having so many videos on screens. It feels like the dominant theme.
More Albuquerque marketing
This is very subjective, but I prefer to have more of a human element in the pieces. It was very technologically oriented this year with an emphasis on projections - and many of them had a similar in feel. I prefer more of a variety.
Encourage more technical explanations from the artists on how the exhibits were created / engineered.
Serve wine (only beer this year).
more hands on exhibits
Maybe more interactive work, although you already had a great deal of it
Calendar/schedule/hours of exhibition were unclear. Mostly, the run of the exhibition was too short, and I was not able to return after the opening.

-
More marketing
I was proud to show currents off to my outta towners from the bay, keep making Sfe rad and proud! Thank u for your work. I'd only say keep it up!
More contact with artist
Add educational programming
Just keep doing what you're doing!
a few technical glitches, but hardly worth mentioning
Add more robots. My children liked those the most.
NA
There was one installation that was in need of repair. I understand this happens, but it looked a bit odd.
Robustness. There were still some exhibits that were down.
Chairs for elderly
On weekends, open at 11am, rather than noon.
Sell a catalogue or ebook of the works
nothing. keep up the good work !
Not sure. I have no basis for comparison.
More! Longer!
It was perfect!
The artist blurbs and description of the work could be bigger for easier reading and more attention. Some installations were interesting but did not captivate attention very long, or their purpose was not relatable.
Storytelling and social media. Artist interviews. Focus on a publication throughout the year?
As everyone today working with VR is facing, the VR pieces are tricky to manage with large groups of people in an exhibition opening setting (causing long waits or the inability of everyone to experience the work). This challenge will of course change as the technological infrastructure does.
Even more performance is a goal Currents should have, as there is quite interesting new media work being made today by performing artists.
A/V needs prep for artist talks in the El Museo space were lacking and delayed the talks. One artist talk could have used a hired interpreter to facilitate communication, as the artists were essentially left on their own with not a great English proficiency.

The fundraising strategy for Currents seems a bit haphazard from an outside perspective, in a way that doesn't inspire tons of confidence or impetus to give. It's such a wonderful thing that the festival is free, and that must remain the case. Perhaps a gala-like preview event could serve as a fundraiser for the higher rollers in Santa Fe (with a couple guests from among the international artists in attendance in the lead-up the festival opening). In any case, certainly room for improvement on this front from the perspective of a potential donor.
More significant collaboration with SFI Interplanetary / include a leading digital performance group /
a more varied feeling.....more 'soul-stirring'; many of the installations were visually similar or produced the same reaction...good looking, but not engaging for long.
Just keep bringing the most creative new projects
Everything seemed great!
Bring in more installation artists, light artists
Open earlier on Sunday.
I missed the mandalla!
This year was not as great as years past...
????
Spread out events over time rather than opening night concentration. Note length of videos (minutes) Put instructions on pieces, what to do to access the work (like if you must have an app or an iPad or stand somewhere, etc.) - Educate us to keep our interest.
The show at El Museo was pretty rough. Layout had no flow and the work was mediocre. Lighting and set up for many of the pieces was low quality and affected the enjoyment/reading of the work. Overall, lots to improve upon.
I never was able to try the VR because of long lines and I had to move faster with relatives in attendance.
- type on wall labels could be a little larger
- even a crude, quickly made, cheaply xeroxed map of the floor plan would be great -- it would help (certain viewers anyway) to locate specific artists
some greeters and attendees suggested Artechouse less overwhelmed the sensory. Some of Currents people expressed Currents had technology, yes, and might take content to a more elevated stance vis-a-vis selection and focus, that it was a bit flat, thus, you would better translate this.
Sorry, can't think of anything!
Get more synergy between SFI and Currents to expand Interplanetary Fest and combine with Currents. Lots of potential.
keep expanding

Nothing to improve!
Quite a number of pieces were not operating.
Parking vouchers
More docents
Too many Virtual reality goggles Made my experience less interesting this year than in past years because I can't do them (motion sickness). And in general see like they pull energy away from the overall in-person experience.
I think possibly the follow of people on opening night.
I think you should charge a small admission
Better visibility on the railroad track side of the building to pull people in from the Railyard Plaza concerts.
N/A
More tactile interaction in the installations. Interactivity with more direct clear response.
I'm not sure whether my experience is the norm, but as an out of town weekender there for Opening Weekend, I would have loved to see more talks/events on the Saturday (and Sunday morning) rather than later in the day on Sunday.
I didn't want to wait in the lines for some of the VR things. So, I said I would return later. I didn't. But a friend did. He said several of the VR exhibits didn't work.
Just find the resources needed to keep this going. Congratulations for the long run of this event already.
Everything you are making saying the mark future of your event audience true sync
Not sure.
Feels more like a tech showcase than an exhibition - more curation, more information about the work. Better labeling hard to know what is what.
.More VR access
Continue with local and international integration.
SO hot in El Museo and that made lectures a bit painful.
Little more variety. There was more sameness in style than in some previous years.
Just keep doing what you are doing.
More mechanical interactive works
whatever you doing just keep doing it
It was hard to hear some of the installations because of the crowds on Opening Night.
can't think of anything.

Please stagger the closing time of the exhibit with the starting time of the films. We left the exhibit when it closed and walked straight over to the Violet Crown but had already missed the first couple of films. There is also not enough time to buy refreshments which I am sure the VC appreciates.
Get work from Seitz moca in cape town south africa. All of the new media was better than Currents this year. William kentridge from south africa and wangechi mutu from Kenai and some others.
1.) Documentary quality
2.) Advertising to schools. This event should be a mandatory field trip for schools with special hosted events by the artists to explain their work to children.
I felt like there were too many VR exhibits.
Not running Marianna and Frank into the ground. The Currents Board of Directors could take a more active role in fundraising. Excuse me if they are already doing this.
More collaboration with National Labs, SFI, Universities.
Maybe separating some of the exhibits a bit more, with some temporary walls or structures? But it was really incredible as it was, truly amazing.
Keep like exhibits near one another.
More experimental short films; the 3-d goggle, amateur robotics, vapid content, and lame electronic sound effects are getting really stale for this repeat attendee
Wish we could have gotten to more events- so much happening at that time.
Would appreciate more cutting edge installations.
I'd like more explanations, in layman's terms, of how various displays are done
Some of us live here AND elsewhere; fix the survey.
More work with actual stories
Larger label and better explanations on the technical aspects on the installation and not only an artist (often vague) statement.
I believe most people how it was done.
Interactive is the best!
Entry sequence was a little awkward this year- I wasn't greeted by anyone upon entry.
I feel like most of the work is highly conceptual, and often not very visually rich. It's personal preference, but I'd love to see more work focused on really stunning video/visual work and less on delivery / install / technical novelty. I feel like there are often surprising examples of very dated video art methods, especially the videos of people edited into a background.
More color and beauty!
good question....
no shop

Improve access to and ergonomics of VR and AR pieces.
Front and back entrance signage and enticement.
Some exhibits are too fragile and break down easily so I wasn't able to experience them.
same, more artist info on website maybe. More local artists. Thank you.
not much really.
Sadly, my schedule did not allow for viewing the main event at the El Museo
Long waits for popular exhibits (VR, etc) despite very few people there. Wish more of the installations had artists present. A few not in working order.
Perhaps provide a guide with written or app-based listings of the work, etc. Maybe break up the large rooms a bit more.
advertising or how to let the community know what is happening
For the exhibits that were interactive it would have been helpful if there were a written description of what to do. (As there was for the envelopes installation) Many of the other exhibits were not very clear about what or how to interact. (I realize that had I been there opening weekend this likely would not have been a problem, but since I was only able to attend the closing weekend there were not as many people around to explain/demonstrate.)
So much of the art is tech heavy and based on gadgets over content.
No
I thought this years Currebts was excellent. Although the year before I went to a music event inside Museo with a young man and woman singing and I missed that sort of small concert feeling in the stage.
Nothing everything was great what I had experienced.
Fewer virtual reality pieces. Would like to see greater variety and more innovative pieces.
Clean headphones more often for sanitary reasons
More artist talks and interactive events.
look good to me
Sometimes a wait time for some devices
An extra day during the week of El Museo hours. Our events were attendance at El Museo
I'm always a fan of more money for artists.
Fewer VR exhibits
Some pieces seemed to not be working as intended.
See below
I'm surprised that many friends who also have 2nd homes in the area had never heard of it. I keep talking it up!

N/A
Advertisement outside NM. A lot of people in New York don't know about it.
As a conventional video artist, sticking to realism and the natural world, I found that your vision did not include my sort of work. That's OK, because you can't broaden your parameters so much that you water down the show with a little of everything. Too bad, though, that folks like me have no venue to display our stuff. There would be an audience for it.
Clearer instructions for each piece in a consistent format. Several pieces were not functioning. People who are available to explain pieces or how-to-use.
Incredible opening event. Meeting the artists was fabulous. Great location and knowledgeable staff
The event and evening related performances lacked the sophistication of the rest of the exhibition at the rail yard or at site. I was surprised at the very old dance party culture dj type vibe.
concentrate more workshops and lectures in the space
Prepare a team to onboard each artist, and then set a time so everyone know when they help a specific artist.
The atmosphere seems dark and scary. Adding some softened pieces might help that feeling.
Push the quality of exhibitors even further ;)
The app wouldn't work for me. Are too many people trying to use the network at once?
Nothing.

Q12. Are there any other comments that you would like to share with regard to the 2018 Currents New Media?

Response

Great event! I wanted to go back again to buy some art but it ended before I had the chance

Been going for several years now and it seems to get less and less interactive. I miss touching things and getting unexpected results..

Not all the people helping with vr were very nice or approachable

Love sound-related and inspired works! Data-based works too.

Keep doing these international exhibits!

I felt lucky that this show happened in Santa Fe.

Keep it up.

I wish I had known of Currents far sooner and happy I am now in the know.

Greatly appreciate that Currents exists, even if I feel it falls short. Better to fall short than not be there at all. Keep on developing, stay ambitious and try to find rigor in selection despite the politics of a small town art community.
I love the idea of Currents, but it needs to come up a notch. I do think that venue is the first issue. If all of the works that were displayed were shown in a more crisp, gallery-like venue, the overall feeling would shift to feeling a lot more professional.
I've been going for several years now and this was my least favorite year. I felt there was too much emphasis on video and headphones, not enough on multidimensional art.
Thanks for all the hard work!
enjoyed it immensely and recommended it to many people
I love it!!! I find all of it fascinating. For me I am not the creative person in my household so I am in awe of all the installations. I thank you for bringing this here.
no
Awesome show!
I do recommend currents to tourists and anyone that I think might take an interest. It is a wonderful, different experience. I wonder if students are actually brought in and reached out to. Experiences like these can be formative for the young. I wonder if there is enough active outreach being done?
Amazing work. A+++ . Totally blown away by the interactive art I experienced there. Was not expecting it AT ALL and extremely impressed. I've probably told 20 or 30 people about it by now.
Magnificent ideas presented.
Great show!
Only that my grandson and I loved the event!
Look forward to next year!
nah
no, thank you!
I think it's one of the greatest art events SF has to offer
thanks :)
2017's art seemed much more interesting, exciting, and innovative. This year felt somewhat meh. I felt excited about this year and then let down.
None
I really enjoy the event, its worth the trip down from Denver. I was pretty excited about Max Cooper performing, but then ended up being a bit underwhelmed, though I still think the outdoor stage is a nice contribution to the festival
Keep it going it is definitely a big draw for Santa Fe and is showing new and exciting work, while engaging the younger demographics, which is not something Santa Fe does well overall in my opinion.
This is an excellent, engaging experience. Stimulating, thought-provoking and beautifully presented. It has become

a must-see part of the art calendar in Santa Fe.
No alcohol
Would love to see it up for a full month!
Awesome. World class.
You need to step up your game. You can't just throw out the same flashing lights every year with a totally BS description of what the piece is "about" on a card next to it. Wow me - or what is the point.
Well done.
Great exhibition! I haven't stopped telling people about it. It was the highlight of my trip to the US.
Great job!
Great event.
I always enjoy the show - it is a top notch production
It is a very challenging presentation(s) technically and I admire that it's being created for our enjoyment of new thoughts in art.
Thanks.
I CANT WAIT TIL NEXT YEAR!!!
Keep doing this event, you are critical to this town, and one of the best things this town has to offer.
-
My fav piece was the one from tel aviv w the sand and accompyning pieces. And the opera
Great job!
Thanks for an excellent event
My visit to Santa Fe has been very uplifting, I would like to figure out a way to stay and contribute to this dynamic community.
I would like to more of the 3D art work.
Thank you!
This is always my favorite art show. I always tell people to go see it.
No
Keep up the good work!
bravo !
Thank you for doing this. I got to experience digital art in whole new ways and share it with my young daughters.

Really cool thing you are doing, please keep it up!
Always enjoyable! Always fun! Performances this year were great. Interplanetary festival was a good pairing festival to happen during the opening weekend.
Keep up the excellent work!
It needs to be promoted as an international event, much as the Intl Folk Art Market and Indian Market week so it can reach it's full potential
I have issues with how things are being marketed by the City of Santa Fe and Emerging Media Alliance. Their social media is arrogant and the City's effort to position itself as a center for digital media lacks substance, especially since they have underfunded Currents for so many years and are only now jumping on the bandwagon. Bigger cities that started investing in new media earlier have better support and more new media artists than Santa Fe. I'm all for doing this--it's long overdue--but it just doesn't feel serious.
Volunteer greeter could be screened more...one seemed rude and had a condescending attitude
More innovation, more new artists needed!!!!
Thank you!
Wanted to see more, more deeply but that's my fault not yours...crazy schedule. My relatives were young and probably had never attended an art event. Not sure how there could have been more instruction for ppl like them who didn't even know to read the cards on the wall to get some grounding with the piece. The cards could have been bigger or nearer?
don't hurt yourselves, please!
Outreach was additionally cited : that you might include/invite a broader local potential audience, this, by Currents participants.
Maybe expand venues from just the Railyard to History Museum or the Plaza for outdoor events . Maybe set up the IAIA projection dome at the Railyard.
Find ways to expand the potential audience by reaching out to communities that may not even know you exist.
my 'most memorable' was the simplest: the dented cloissone vase that turned present its good face.
I am aware of all the hard work that you put into this and I want to thank you for your efforts. There aren't many venues for media art in this country and you are taking the lead on this. I hope you can continue this project forever
Great job
Love what you do and how you do it. Also, appreciate all the international entries.
I always really enjoy it and is great for children too.
N/A
Best exhibition of it's kind. Anywhere.
Ex Docs as presented fell short - too much eye candy
I have attended Currents for several years and it is always a highlight experience. This is a world-class festival and an absolute annual gem of Santa Fe.

This is a cool thing for Santa Fe.
We have always been enthusiastic participants in Currents, and praise Frank and Marainna and all who help them to stage this event. It is a huge amount of work which goes year around. We love the discovery of every exhibition and its interactive dimension.
Humanity matters do not have one on one experiences engage the experience at the heart frequent vs the mind
Keep doing it!!!!
Over all it was wonderful.
Wonderful program.
Have a open forum room where any artist working in medias relating to new media can register and show short previews of there work via ipad or tablet presentations.
This would give individual artist who do not have work in the show a chance to see public reaction to the artists ideas.
I have no comments except that I hope you guys continue to exhibit here in Santa Fe
You should provide free listing for our b&b- Pueblo Bonito b&b inn on your website as we provide free advertising for this event multiple times throughout the year via blog posts, newsletters, facebook posts, tweets and more. You charge for us to be posted on your site, yet we promote this event free of charge to you- yes, it's to drive customers to rent our rooms, but it's still great promotions to you and free. People who wouldn't have known about your event are informed due to our aggressive advertising and social media campaigns. Help us by helping us rent rooms and we in turn help you get the word out to over 5,000 subscribers to our site (we've been around for 33 years! We have a large following). Thanks for the opportunity to express myself and for the find event you put forth.
I would like to see more installations with digital media than just video installations. It's also hard to sit down & view the number of video installations because of the crowds on Opening Night. I understand I should have gone (since I'm local) another time after Opening Night but I wasn't able to due to work travel schedule.
Currents is an asset to Santa Fe, New Mexico and the world. Thank you Currents staff.
Except for VR it didn't seem as good as on past years.
The City of Santa Fe Schools MUST make this available to kids. Many local families wouldn't go because it's culturally unappealing. This is why schools need to have field trips to expose kids to technology (expressed artistically).
Keep up the great work!
Be sure to keep the work at a high standard. Seemed like there were more local artists in this years show - not sure if that is true. VR and other interactive stuff was fun
This was my favorite year so far!
Love it !
Loved it- blew the mind of our house guest in from Colorado, who now thinks Santa Fe is the coolest town on the planet. It was a huge success, I thought, with tons of people and so many incredible things to see and experience. I thought the EMA outreach and collaboration among organizations only helped to promote and really advertise the whole month really well.

Enjoyed.
I always enjoy the show
despite the above criticism I applaud your efforts
Interaction with interplanetary festival was unclear
<p>- Face the future more.</p> <p>E.g 3D tissue printing as an art practice,</p> <p>creative ethics in relation to synthetic/hybrid life forms,</p> <p>new media as 'art' lags the common experience of new media as driver of culture</p> <p>- Show some of the associated corporate scale activities that are driving the larger context.</p> <p>I.e. 'corporate' art/creative activities [not necessarily labeled as such] to set the context for the individual artists' explorations.</p> <p>For example, Watson et al as 'weather gods',</p> <p>Fox News as didactic/pornography 'art' activity,</p> <p>apps as social network topology 'terra-formers'.</p> <p>Probably show these contextual forces in a separate anteroom. Could be 'sponsored' without ethical conflicts if well curated.</p>
Beautiful show
Regarding "spendings"
I live a short walk to railyard, thus lodging, transport and the like would not apply.
I am so grateful for currents existence! Keep up the good work <3
keep on !
Great work!
No.
Nice link with the Inter planetary meeting.
no. great job team!
Not at this time
More variety of exhibitors?
no
My wife and I, as well as my mother (who lives in Santa Fe), look forward to Currents every year. I was so disappointed this year that I was unable to make it out for opening weekend, but was glad I still got to see it later in

the month. It was also fun to attend the documentary shorts program. Thanks for putting on this great event!
Awesome, inspiring event! Look forward to it every year!
No
It was packed! It was an exciting opening, brave! Keep doing this more!! Thank you.
CONGRATULATIONS to the ORGANIZERS, you did a fabulous job !!!!
You all are awesome!
No thanks you
A fascinating and thought provoking time
I think CURRENT NEW MEDIA is amazing and I recommended it to other folks. I think it is a HUGE asset to our creative community/economy to have the festival located in Santa Fe!
The difference for me between this year and last year was quite striking. Last year felt much more interactive and lively. This year felt very static and overall unemotional. For me art is an emotional experience, otherwise it's not art, it's just construction of one sort or another. The problem with video, vr, etc. is that it can be so experimental it misses any real form of communication and/or story.. Unfortunately that was my feeling this year. We live in a world where technology is in our lives in many ways. This Currents almost felt like technology for technology's sake, rather than for arts sake.. imho :)
Nope
The attendance for the show on the day we were there was low. This is good. It will not last. At \$5.00 a head, and fun interactive pieces, your attendance will mushroom. It will grow to the point that long lines to experience certain exhibits will result. Just think how many folks will want to try their hand (head!) at stopping the ocean! Once word gets out, you will be overwhelmed. Be prepared.
More workshops with exhibiting artists
It seemed like the volunteers could have used a little more reinforcement and training on how to work with lines, explain the work or technology and support hygiene on things like vr headsets.
keep doing it !!!
I had a great time and I'll be happy to come again. Mariannah and Frank are inspiration.
Love the show, but why only new media? In a world obsessed with new consumption do we really need a show that glorifies that addiction.
Great job, it was my first time and I will be back :)
You all did great each and everyone of you. You're all the best.