

# Agenda

## **ARTS COMMISSION**

Monday, August 13, 2018 City Councilors' Conference Room, 200 Lincoln Avenue 505-955-6707 5:00 PM

- 1. Call to Order
- 2. Roll Call
- 3. Approval of Agenda
- 4. Approval of Minutes
  - a) July 9, 2018
- 5. Report of the Chair
- 6. Report of the Director
- 7. Updates and Reports
  - a) Art in Public Places
    - i. Art on Loan, "PoP" & "Tree of Knowledge," GVG Contemporary (Rod Lambert)
  - b) Culture Connects
    - Southside Summer (Debra Garcia y Griego)
- 8. Action Items
  - a) Request for approval of Community Arts Development program funding in the amount of \$30,000 total as follows: (Jackie Camborde)

i.	ARTsmart	\$5,500
ii.	Indigenous Solutions	\$4,250
iii.	NDI New Mexico	\$5,250
iv.	New Mexico School for the Arts	\$5,000
v.	Santa Fe Children's Museum	\$5,250
vi.	Santa Fe Symphony Orchestra	\$4,750

- b) Request for Approval of Community Gallery exhibit themes for spring and summer 2019 (Rod Lambert)
  - Silk Purse/Sow's Ear: The Art of Found Objects
  - ii. Happy Little Clouds: Skyscapes of New Mexico
- c) Request for Approval of \$100,000 of Lodgers' Tax for the Arts fund balance in support of TOURISM Santa Fe Gallery Initiative.
- 9. Adjourn

Persons with disabilities in need of accommodations, contact the City Clerk's office at 505-955-6520 at least five (5) working days prior to the meeting date.

## RECEIVED, AT THE CITY CLERK'S OFFICE

DATE: 8/7/18 TIME: 9.38

Kathlene Ritch, Acting Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico.	Page 1
Roll Call reflects quorum.	
Ashlyn Perry moved to approve the agenda as amended, second by Bernadette Ortiz-Pena, motion carried by unanimous voice vote.	Page 1
Ms. Exilda Trujillo-Martinez moved to approve the minutes as amended, second by Mr. Hanna, motion carried by unanimous voice vote.	Page 1
No Report	Page 1
Informational	Page 2
e) covered in 8c	Page 2
Ms. Bernadette Ortiz-Pena moved to approve CENTER \$10,000 and International Folk Art Market \$20,000 for 2018/19 Collaborative Arts Marketing, second by Ms. Adelma Hnasko, motion carried by unanimous voice vote.  Mr. Hannah moved to approve Museum of New Mexico Foundation \$30,000 funding from the 2018/19 Collaborative Arts Marketing, second by Ms. Trujillo-Martinez, motion	Page 3-7
	the agenda as amended, second by Bernadette Ortiz-Pena, motion carried by unanimous voice vote.  Ms. Exilda Trujillo-Martinez moved to approve the minutes as amended, second by Mr. Hanna, motion carried by unanimous voice vote.  No Report Informational Informational e) covered in 8c  8c – heard as first order of business under Action Items.  Ms. Bernadette Ortiz-Pena moved to approve CENTER \$10,000 and International Folk Art Market \$20,000 for 2018/19 Collaborative Arts Marketing, second by Ms. Adelma Hnasko, motion carried by unanimous voice vote.  Mr. Hannah moved to approve Museum of New Mexico Foundation \$30,000 funding from the 2018/19 Collaborative Arts Marketing, second by Ms.

	Commissioner Ashlyn Perry recused herself from this vote.	
	Ms. Hnasko moved to approve SITE Santa Fe for \$30,000 funding from the 2018/19 Collaborative Arts Marketing, second by Ms. Perry, motion carried by unanimous voice vote. Mr. Alex Hanna recused himself from this vote.	
	Ms. Trujillo Martinez moved to approve Santa Fe Friends of Traditional Music, \$7,500 and Santa Fe Women's Ensemble, \$7,500 from the 2018-19 Target Impact Support funding, second by Mr. Hanna, motion carried by unanimous voice vote.	
Adjournment and Signature Page	There being no further business to come before the Art Commission, Acting Chair called for adjournment at 6:00 pm	Page 7

### ARTS COMMISSION

Monday, July 9, 2018 City Councilor's Conference Room 5:00 PM - 6:00 PM

#### **MINUTES**

### 1. Call to Order

Kathlene Ritch, Acting Chair, called the Arts Commission meeting to order at 5:00 pm in the City Councilor's Conference Room. Roll call reflects a quorum.

### 2. Roll Call

### Present:

Kathlene Ritch, Acting Chair Exilda Trujillo-Martinez Alex Hanna Adelma Hnasko Bernadette Ortiz-Pena Ashlyn Perry

### Not Present:

Chip Chippeaux, Excused Brian Vallo, Excused

### Staff Present:

Debra Garcia y Griego, Executive Director, Arts Commission Randy Randall, Executive Director, Tourism Santa Fe Jackie Camborde, Program Planner, Arts Commission Lee Ann Cory, Administrative Assistant, Arts Commission Kathryn Kline, Partnership Coordinator, Arts Commission

## Others Present:

Fran Lucero, Stenographer

### 3. Approval of Agenda

No report of the Chair 8c before 8 a & b Strike 7e as it is covered in 8c

Ashlyn Perry moved to approve the agenda as amended, second by Bernadette Ortiz-Pena, motion carried by unanimous voice vote.

## 4. Approval of Minutes – June 11, 2018

Correction: Mr. Halpin Mr. Haldren

Ms. Exilda Trujillo-Martinez moved to approve the minutes as amended, second by Alex Hanna, motion carried by unanimous voice vote.

## 5. Report of the Chair - No Report

## 6. Report of Director

Ms. Garcia y Griego introduced Ms. Kathryn Kline, Partnership Coordinator, and new staff member of the Arts Commission. Ms. Kline provided a short bio of information on her background and employment. Ms. Kline's background includes working with traditional artists in Mexico and she has worked with several museums. Ms. Kline served as the Curator at Maxwell Museum of Anthropology at UNM. She was a teacher at NMSA for the last 2 years and she loves working with youth.

## 7. Updates and Reports

## a) Art in Public Places

Santa Fe Gateway Ignite Program Update

Jackie Camborde: Ignite Program has two project going up in SF – Gateway Arch – We worked with the Haitian Artist from the Folk Art Market and a local artist. Due to the busy schedule for Folk Art Market, the dedication will be done in September in conjunction with the 15 year anniversary.

Telephone Poem Booth – The Arts Commission received a question of concern regarding ADA compliance for this exhibit. Staff met with city ADA staff and worked with the artist to develop some alternatives. It will be a kiosk phone and accessible in height and the phone will be push button vs. rotary. Ms. Camborde is working with the state on ADA wording moving forward for contracts.

## b) Culture Connects

Southside summer is in full swing and had a great movie at SWAN Park Saturday night with excellent attendance. ART Smart was out with painting, fire and police, NM Coalition – Parks and Recreation provided popcorn and cokes (donation from Coca Cola). Mayor, Councilor Abeyta and Councilor Rivera were in attendance. There was a bike competition; the bike decorated as a Unicorn won 1<sup>st</sup> place. There was a trail ride from the Genoveva Center to SWAN Park. There were approximately 375 people there.

## c) Summer Youth Culture Passport

With Southside summer being in full swing, Summer Youth Culture Passport is out in the community. There were many distributed during the first outdoor movie night and the attendance to date is very positive. The Passport App will also be available in the near future.

Saturday Night at the Performing Arts Center, College of Santa Fe: Andy, City Historian will talk about history of the campus. Center for Contemporary Arts will also sponsor take your grandparent to the movie. It is the hopes to have some food trucks since it is Folk Art Festival weekend. There will be popcorn and soda for the kids. It is also Tango and swing nights and they will teach lessons. There will be a Fashion Show sponsored by SFCC. First 50 grandparents will receive lawn chairs.

#### d) Poet Laureate

For a number of years the Arts Commission ran the Poet Laureate program. It was put on hold to evaluate the mission and goal of the program. A member of the community, Paul White met with the Mayor and the Director. Mr. White is anxious to see this happen and he will help with fund raising. He has brought poets together so the future looks bright for his project. Ms. Garcia y Griego would like to have a member of the commission to participate in this task force and asked that members e-mail Lee Ann and share their interest.

Mr. Hanna asked what the cost was for the Poet Laureate. Ms. Garcia y Griego said back in time it was \$5,000 and the historian is being paid \$10,000.

e) Gallery Initiative Covered in 8c

#### 8. Action Items

## c) Request for approval of Galleries and Culture Marketing Campaign

Art and Cultural Initiative Update – Randy Randall (Exhibit A) is to provide an update in writing to give an explanation on the concept. He has had two meetings with the Gallery Association which continue to be strong and enthusiastic. They represent 60-70 of the 250 galleries and do not want this to appear as any exclusivity to membership in the association, nor any benefit because they are a member. This should not become a fund raiser or an ability for them to build membership. The concept would be and initially he talked about using the current advertising agency that we use only because we helped facilitate it. Mr. Randall has re-thought that and they will do an RFP if they proceed forward with this proposal. There is no importance for it to start July vs. August or September because this buyer that we are trying to market to has a lot of flexibility of when they can travel. If they can't; then they are not really the buyer we are trying to target, it is a very narrow group. Again to remind everyone, it is a much narrower alignment of what we do in the city. The thought at this point is that the RFP would suggest a campaign of \$250,000 with a commitment of \$50,000 from the Galleries. If they could come up with \$100,000 it would be even better, that is a bit of a stretch. To do an RFP we need to put out some numbers so the responder has a sense of scope of what we are asking them to do. The galleries that do contribute, we would have to come up with some way that it would be a beneficial edge over the galleries that do contribute. Whether it is an appearance on the destination website this would draw people to which would have to be designed, this would have to be part of the RFP or whether it is priority with the influencers and the RFP will suggest an influencer campaign as a part of this, they might get some priority with the influencer. There needs to be some benefit to those galleries. Mr. Randall tried to suggest a next step that would need a commitment from this commission if you all think this is a good concept to move forward. Mr. Randall stated that he made a statement during lunch that was misunderstood. Tourism Santa Fe is going to try to do this with \$100,000 and maybe the \$50,000 match from the Galleries, one way or the other. Mr. Randall thinks it would be a much stronger campaign if the Arts Commission could contribute the \$100,000 from the fund balance. Mr. Randall said that their money will come from the fund balance as well because it wasn't in their budget and he does not want to take away from the scope of the campaign. Mr. Randall will be going to Council and Finance Committee with that \$100,000; if there is interest from the Arts Commission it would be best to present both requests together.

Ms. Trujillo-Martinez asked for an explanation on the Fund Balance, how come we have \$100,000 in a fund balance?

Ms. Garcia y Griego said that most fund balances historically were in existence prior to Mr. Randall and Ms. Garcia y Griego arrival. The budgeting is done off projections and year after year before Mr. Randall and Ms. Garcia y Griego the projections were underestimated so the collection of tax would come in higher for one year over taxes and expenses so over time the fund balance accumulated. Depending on whom the Finance Director is they like to see some fund balance because it is the cash on hand to cover emergencies, so it isn't necessarily a bad thing.

Mr. Randall stated that they basically need to budget from the revenues that were generated the prior year. In the last 4 ½ years the revenues had increased by 40% and about half of that was

because of short term rentals the other half is through increased revenue and occupancy in the hotels. We are only allowed to spend dollars that have been budgeted as expenditures; they don't have anything to do with revenue. Revenue and expenses are two different things the way the city deals with. If we budget to spend \$1.3 million in the Arts Commission and the Arts Commission receives \$1.5 million that \$200,000 just becomes a balance and we don't get to budget it the next year necessarily. The last two years we have actually been able to convince the Governing Body that we expect the continuing upward trend in revenue generation and we have been able to exceed the past year collections by a few hundred thousand in the big scheme. The total amount that I am budgeting which includes the Arts Commission is about \$12 million, \$11.3 million coming in from Lodgers Tax and the other \$700,000 from earned income.

Ms. Trujillo-Martinez asked how the decision is made and how that money will be spent and by whom?

Mr. Randall stated that the Governing Body is the final decision maker. The Governing Body would always want the input if there is an organization, such as this, that deals with a portion of it. The \$100,000 that I am suggesting I take from the fund balances at Tourism Santa Fe would move through with a recommendation from OTAB.

Mr. Hanna asked; the previous reiteration had more reference to the non-profits and this update does not make reference to them.

Mr. Randall clarified that Exhibit A is an update, not to exclude the prior presentation at a previous meeting to include the non-profits. This was more so to inform everyone about the discussion at lunch. If we are still going to be involved with this we want to make sure that the visual arts is a part of this and feel like they are partners.

Mr. Randall stated that Curt Doty, a marketing person from California brought forth an app that he has developed for Canyon Road and he is looking for a partner in this APP. The question was asked if it could include all of Santa Fe, art galleries in the city at no cost to the gallery. Mr. Randall said that he would envision that to be a \$10,000 cost but that would be separate from the ask for \$200,000 from the governing body. He could envision being a partner with him and he plans to proceed; this App could sell video opportunities to galleries at a very reasonable cost. It could be ready to go in a month or two and that investment is so small compared to what other Apps cost. (FYI)

Ms. Hnasko expressed her thanks for the clarity on her previous questions. She would like to be assured that the RFP would include partnership or engage local talent and that language is included in the RFP. She would hope that as discussion was to engage a Boston firm or others at a different caliber, that this be considered.

Mr. Randall said that because of the reduced scale, there is a far better chance that it will be a local agency than a national agency; you can't get their attention for less than ¾ million dollars these days.

Ms. Hnasko: The \$100,000 being asked for from the Arts Commission fund balances; she has the concern that it would need to go to non-profits who have a focus on tourism in our city. I understood you to say at lunch that you would consider requesting a change to that Ordinance in order to free up the \$100,000 so that it could go beyond non-profits.

Mr. Randall asked for legal clarification whether all funds that flow through the Arts Commission are restricted to non-profit. I assure you that the salaries we pay are non-profit and we have other expenditures that are not spent on non-profits. Rather than us trying to dissect the Ordinance it makes sense for us to have the Legal Department give us their opinion. What I suggested at lunch was that if this was something that we want to do, that if the current Ordinance does not permit it, an Ordinance change could be made to broaden the scope to pull out some percentage or some amount of funding to be spent for the benefit of the visual arts not non-profit. The use of Lodger's Tax can benefit organization that are for profit because that is most of what we do is. Somehow the galleries, the visual arts that are not non-profit have gotten the short end of the stick because they are considered in the language but they were never cut in to it if you go strictly with the non-profit language. My only comment is if the Ordinance precludes it and the Arts Commission feels that this is a good thing to try we could ask at the same time we take a Resolution through to get the funding, we could ask to have the Ordinance reviewed and modified to allow something to happen in a way that is acceptable to this group.

Bernadette Ortiz-Pena: What is the time limit of when fund balances need to be used?

The Director said there is no time line for use of the fund balance.

Mr. Randall did recommend that Ms. Garcia y Griego provide the information on the fund balance to the Arts Commission members.

Mr. Randall noted that this particular proposal is targeted for 1 year, it is targeted for the art buyer but it will benefit many other community businesses.

The Arts Commission did not take action at this meeting. Ms. Ritch said she would like to have a report on the questions asked above by the commission members and to have a report from the Legal Department.

Audience Comments:

Shelly Thompson, NM Department of Cultural Affairs, Publisher of El Palacio New Mexico Magazine

Your Cultural Affairs department has invested over \$200,000 developing an App that addresses the areas that you have suggested, atlas.newmexicoculture.org and suggested the commission members visit the website. They have just received additional funding for the 18-19 FY to add more to this App. We are happy to work with the city of Santa Fe to take an already existing robust product with 12,000-15,000 followers at this point and leverage that instead of starting over from scratch. Ms. Thompson offered to help facilitate that project with the city. It is live and operational for over 1 year to date.

Mr. Randall said he would like to review the website and get together Ms. Thompson off line.

Ms. Thompson asked if there is any precedence that addresses co-mingling marketing funds and funds from Lodger's Tax administered by this commission. Has that ever been done before to our knowledge?

Mr. Randall responded that he did not know if this commission has ever done marketing, it generally provides funds to non-profits who do their own marketing because the non-profit is the beneficiary there is a match request. I don't know that the commission has ever entered in to initiating its own marketing for the benefit of the whole.

Ms. Thompson: Made the comment that she isn't sure that the Galleries could contribute that much, this seems much like bailing out banks. These are for profit institutions and while their business model is changing and that has an impact on all of this because they are part of our art landscape it concerns me that we are taking money from origins who were intended to fund non-profits not for profit, doesn't know why the city is going there. She stated if Mr. Randall feels that strongly why doesn't he dedicate city marketing budget that he has control over, why would you dip in to these funds?

Mr. Randall said he is looking for a match. If the Arts Commission does not contribute money it may need to come from the Lodgers Tax. Arts scene is just as important as the performing arts scene. I don't think we should take away what we are doing for the non-profits, we need to think out of the box to help the

Mr. Randall suggested to Ms. Thompson that they discuss her questions off line.

- Request for Approval of Funding Recommendations for 2018/19 Collaborative Arts Marketing:
  - i. CENTER, \$10,000
  - ii. International Folk Art Market \$20,000
  - iii. Museum of New Mexico Foundation \$30,000
  - iv. SITE Santa Fe, \$30,000

Ms. Camborde reported that 9 applications in total were received and were very competitive submissions. Thank you to Mr. Hanna who served on.

CENTER, funding for promotion of summer 2019. This funding will help to support those participating in workshops during the summer. International Photographic Organization, series of workshops and photography, they are known more outside of Santa Fe. They have had a local presence for over 10 years.

Ms. Bernadette Ortiz-Pena moved to approve CENTER \$10,000 and International Folk Art Market \$20,000 for 2018/19 Collaborative Arts Marketing, second by Ms. Adelma Hnasko, motion carried by unanimous voice vote.

Mr. Hannah moved to approve Museum of New Mexico Foundation \$30,000 funding from the 2018/19 Collaborative Arts Marketing, second by Ms. Trujillo-Martinez, motion carried by unanimous voice vote.

Commissioner Ashlyn Perry recused herself from this vote.

Ms. Hnasko moved to approve SITE Santa Fe for \$30,000 funding from the 2018/19 Collaborative Arts Marketing, second by Ms. Perry, motion carried by unanimous voice vote. Mr. Alex Hanna recused himself from this vote.

Ms. Camborde clarified that these are recommendations until they go before the City Council. Once approval is received contracts will be presented for signature.

- b. Request for Approval of Funding Recommendations for 2018/19 Target Impact Support:
  - i. Santa Fe Friends of Traditional Music, \$7,500
  - ii. Santa Fe Women's Ensemble, \$7,500

These are the smallest groups, budgets under \$100,000 run by volunteers. There were 4 applicants in this grouping.

Ms. Trujillo Martinez moved to approve Santa Fe Friends of Traditional Music, \$7,500 and Santa Fe Women's Ensemble, \$7,500 from the 2018-19 Target Impact Support funding, second by Mr. Hanna, motion carried by unanimous voice vote.

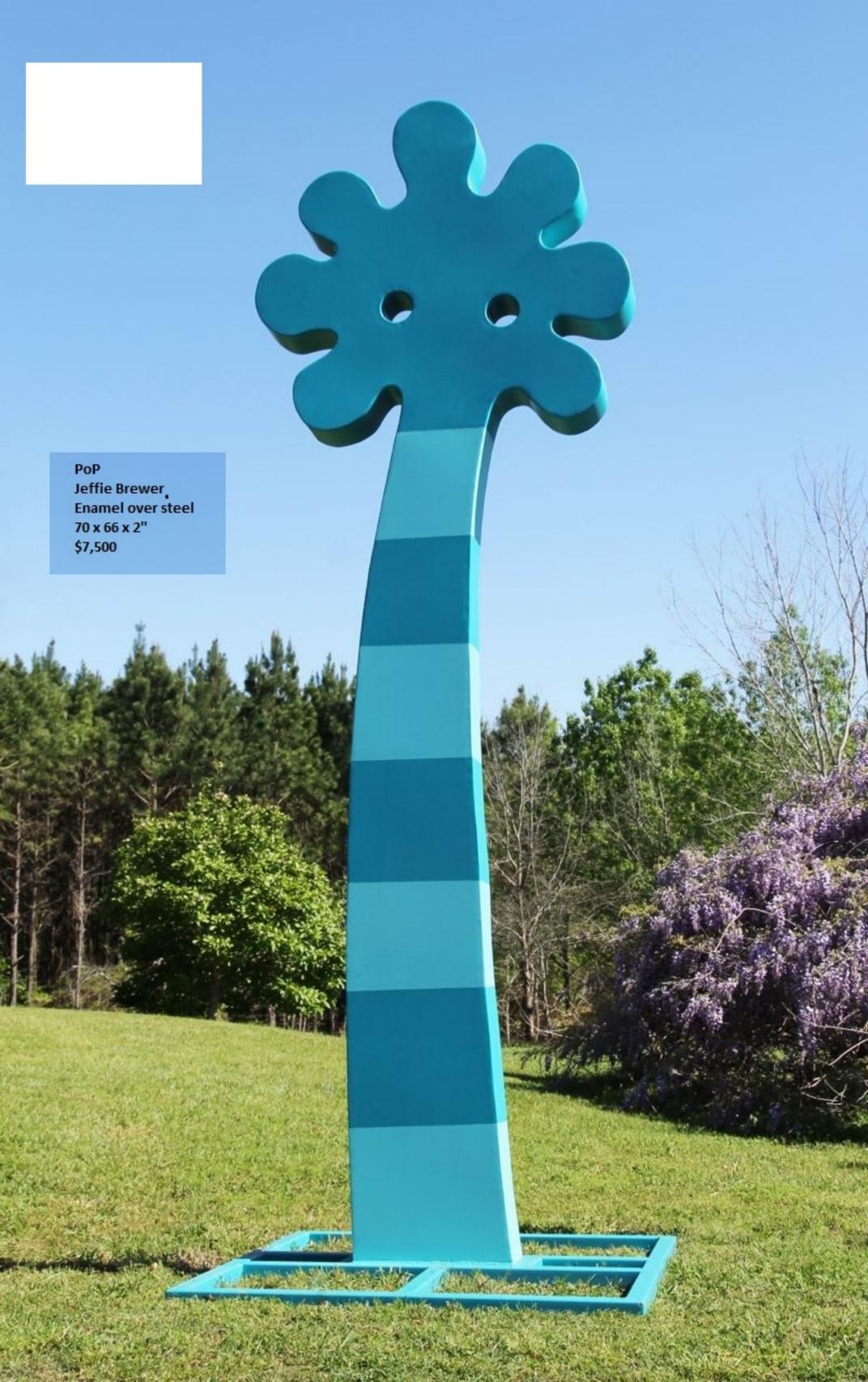
## d) Adjourn

There being no further business to come before the Art Commission the Acting Chair called for adjournment at 6:00 pm.

Signature:

Kathlene Ritch, Acting Chair

7 Arts Commission Meeting - Minutes - July 9, 2018





## COMMUNITY ARTS DEVELOPMENT PROPOSALS 2018/19 SUMMARIES

**ARTsmart:** seeking funding for exhibits taking place throughout Santa Fe during the fiscal year. Over 23,000 people will participate in ARTsmart exhibitions, which will feature artwork from over 1,100 students ages 5-18. Exhibitions will take place throughout the Santa Fe Public Schools, Santa Fe Public Libraries and through the Youth Mural Program.

Amount Requested: \$6,000 Amount Suggested: \$5,500

**Indigenous Solutions:** Seeking funding for their Indigenous Solutions Winter Concert Series and 2019 Indigenous Solutions Festival. They will partner with IAIA and Tewa Women United to bring local artists and healing practitioners together to celebrate healing through laughter, music and community. The organization's main emphasis is on supporting Native American and Indigenous musicians.

Amount Requested: \$6,000 Amount Suggested: \$4,250

**NDI New Mexico:** Seeks funding for the end of year event that showcases approximately 950 low income students from 35 Santa Fe schools through two weeks of high quality, professionally produced dance performances held in May. The majority of the program's participants live at or near poverty and are not able to access the benefits of dance training. Performances are highly popular and draw an audience of over 7,000 people.

Amount Requested: \$6,000 Amount Suggested: \$5,250

**New Mexico School for the Arts:** the project consists of public performances and exhibitions presented by the 200+ students of NMSA. Students will present performances and exhibitions in the four disciplines taught at NMSA: Theater, Dance, Visual Arts and Music. Performances take place throughout the school year.

Amount Requested: \$6,000 Amount Suggested: \$5,000

**Santa Fe Children's Museum: F**unds requested will help produce Fine Art Fridays, artbot building, digital photography and filmmaking instruction, along with other activities. Very large reach to approximately 41,950 kids.

Amount Requested: \$6,000 Amount Suggested: \$5,250

**Santa Fe Symphony Orchestra and Chorus**: seeks support for the 35<sup>th</sup> season of symphonic and choral performances at the Lensic, its free performances in the community, music mentoring and education for youth in Santa Fe's public Schools, outreach programs for families and residents of senior assisted living facilities.

Amount Requested: \$6,000 Amount Suggested: \$4,750

Community Arts Development										
Organization	Total	Average	Rank	F	Requested	Suggested Funding		Last vear		
ARTsmart	473	94.6	1	\$	6,000.00	\$	5,500.00	\$	5,700.00	
NDI New Mexico	470	94	2	\$	6,000.00	\$	5,250.00	\$	5,500.00	
Santa Fe Children's Museum	470	94	2	\$	6,000.00	\$	5,250.00	\$	12,000.00	different category
NMSA	365	91.25	3	\$	6,000.00	\$	5,000.00	\$	3,750.00	
Santa Fe Symphony Orchestra	450	90	4	\$	6,000.00	\$	4,750.00	\$	26,000.00	different category
Indigenous Solutions	443	88.6	5	\$	6,000.00	\$	4,250.00	\$	-	
Santa Fe Art Institute	435	87	6	\$	6,000.00	\$	-	\$	-	
Santa Fe Youth Symphony	433	86.6	7	\$	6,000.00	\$	-	\$	-	
Transformational Learning	408	81.6	8	\$	2,000.00	\$	-	\$	4,300.00	
Creativity for Peace	400	80	9	\$	6,000.00	\$	-	\$	-	
Upstart Crows	320	80	9	\$	5,000.00	\$	-	\$	5,000.00	different category
Santa Fe Downtown Kiwanis	398	79.6	10	\$	6,000.00	\$	-	\$	3,750.00	
YouthWorks, Inc.	385	77	11	\$	6,000.00	\$	-	\$	-	

Happy Little Clouds: Skyscapes of New Mexico

## **Spring 2019**

The skies of New Mexico deserve more credit. On average, there are 280 sunny days a year and those clear skies comprise (and often dominate) half of the content of our treasured landscapes. New Mexico's artist populations have incorporated the sky and its clouds into their studio lexicons. Native American symbolism often references clouds (both rain and otherwise) while Spanish Colonial religious retablos and *bultos* rely on cloud imagery to elevate their subject(s) to new heights. Modernists flocked to New Mexico for the legendary light and colors provided by our clear skies.

The time has come for our skies to become the subject of an exhibition, no longer a member of the supporting cast. For "Happy Little Clouds" New Mexico artists in all 2-D and 3-D media will be invited to explore the role of clouds and skyscapes in the identity of New Mexico.

- Potential Artists: Tony Abeyta, Dan Boldman, Susanna & Bruce Carlisle, Dawn Chandler, Joerael Elliott, Victor Goler, Bob Haozous, John Hogan, Elodie Holmes, Frank Buffalo Hyde, Vasili Katakis, Max Lehman, Stephanie Lerma, Arthur Lopez, Louisa McElwain, Joel Nakamura, Robb Rael, Elias Rivera, Dee Anne Wagner, Julie Wagner
- Potential Partners: Plein Air Painters of New Mexico, Local TV Weather Anchors, GO Solar, Institute of American Indian Arts, Bioneers, Earth Guardians, Outside Magazine
- Programming Options: The Sky in Modernism Lecture, Harnessing Solar Energy Presentation,
   Weather Patterns 101, Creating Clouds Hands-On Workshop

Silk Purse/Sow's Ear: The Art of the Found Object

#### **Summer 2019**

Coined by author Stephen Gosson in 1579, the proverb, "make a silk purse of a sow's ear" refers to the creation of something refined, admirable or valuable from something which is unrefined, unpleasant or of little or no value. The goal of "Silk Purse/Sow's Ear" is to feature an exploration of the inspiration and process of transforming found objects into works of art. Not intended to be a recycled materials exhibit, "Silk Purse..." will challenge artists and makers alike to transform found objects into aesthetic gems that belie their humble origins.

Artists in all 2-D and 3-D media will be encouraged to push their studio practice beyond the familiar and explore the process of transformation that takes place in their creative process.

- Potential Artists: Pilar Agoyo, Mitch Berg, Geoffrey Gorman, Nicholas Herrera, Tom Joyce, Will Karp, Don Kennell, Deborah Klezmer, Ann Laser, Janet O'Neal, Tom Osgood, Gail Rieke, Greta Ruiz, Bunny Tobias
- Potential Partners: Santa Fe Makers, Santa Fe Beautiful, Habitat For Humanity
- Programming Options: Transformation Hands-On Workshop, Raw Materials Scavenger Hunt