

T H E

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Future Folk : Innovation at IFAM

The annual International Folk Art Market, now in its fourteenth year, is the world's largest folk art festival and easily one of the top hits of the summer in Santa Fe. This year, the market will feature 160 artists from fifty-three countries, and will debut a new thematic section of the market called Innovation Inspiration. The section is devoted to highlighting artists whose work takes ancient folk traditions into the 21st century and showcases new folk art forms, aesthetics, and uses. Thirty artists have been juried into the section this year, only five of which are sampled here, showing cutting-edge work that is both rooted in tradition and undeniably modern.

In the Innovation section, as with the rest of the festival, prices range from teasingly

affordable to high-end collectible, but across the board purchases of folk art become powerful vehicles for economic opportunity. Ninety percent of every purchase goes home with the individual artists, family enterprises, or community cooperatives, and becomes a catalyst for empowerment and positive social change. The impact is especially great for disenfranchised women and artists from developing countries, where artisan work is second only to agriculture and daily income averages less than \$3.10 per day according to the Market's press materials. So, go forth and shop, and feel good about it, too!

all images courtesy the artists and the International Folk Art Market.



Carla Fernández

Mexico
textiles / fashion



Innovando La Tradición

Mexico
ceramics





Sidai
Tanzania
jewelry



FEATURE



Manos de Uruguay
Uruguay
textiles / fashion



IOU Project
Spain
textiles / fashion

