



New Mexico
Multi-Cultural
Foundation

NMAM SCHOLARSHIP

FOR EMERGING ARTISTS & MAKERS



NMMCF Mission

To promote the multiple cultures within the state of New Mexico and to educate the public about these cultures.

About NMMCF

Started in 2001, the New Mexico Multi-Cultural Foundation (NMMCF) was established to champion the diversity, artistry, and history of our beloved state. Over the last 2 decades, we have worked to develop programs and events—like the New Mexico Artisan Market—that provide local creatives and larger organizations with opportunities to share their mission, talent, expertise, and personal stories.

NMMCF seeks to build cultural recognition, understanding, and love for the multiple cultures. Through our existence as a Foundation we want all people, throughout our state and beyond, to love the values that the unique cultures of New Mexico bring to the world. Through that love, we will preserve these values and our culture for generations to come.

About NMAM

The New Mexico Artisan Market (NMAM) was launched by the New Mexico Multi-Cultural Foundation and Heritage Hotels & Resorts, Inc. in 2018 to expand and strengthen the creative economy of New Mexico by supporting and promoting our local creative talent.

NMAM is a three-day shopping experience that honors our state's tradition of the community marketplace by providing a high-quality event that brings together Artisans and art lovers. Each market event highlights over 100 local Artisans and Artisanal Makers who are exceptional in their creative fields. Artisans are considered and juried into the event from a large variety of contemporary and traditional styles and media that complement the existing markets in our state. Some of the entry categories include Jewelry, Clothing/Fashion, Ceramics/Pottery, Furniture, Metal Works, Painting, Photography, and more.



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Requirements

The NMAM Scholarship will be awarded to a practicing Artist with a portfolio of unique works designed and manufactured in New Mexico.

The NMAM Scholarship is exclusively offered to visual Artists with an Indigenous or Hispanic background. Eligible artist must be currently enrolled in a College Arts Program within the state. Categories accepted include:

- Painting
- Sculpture
- Woodworking
- Glass Blowing
- Fashion
- Furniture
- Textile/Fiber Art
- Jewelry
- Bath & Beauty Products
- Photography
- Ceramics

Eligible Artist must have a sufficient inventory of items to sell during the NMAM 3-day event. They must be present for all 3 days of the event to interact with guests and share information about their work. A parent, guardian, or assistant is permitted to attend and support the Artist at the event.

Panel of Jurors

All submissions will be reviewed by a panel of jurors that may include:

- Artists
- Educators
- NMMCF/NMAM Officials
- Community Representatives

The panel members receive a copy of each application and meet as a group to review portfolio contents and determine the awarded Artist.

Award

The Artist awarded this scholarship will receive support to cover the costs associated with participation in the New Mexico Artisan Market.

Support given:

- Free Booth 8'x8' (Selected by the Director)
- 1 Hotel Room (at event venue)
- Travel expenses to and from the event
- Meals during the event weekend (hall pass to Sawmill Market)



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Award Continued

As an awardee, you may be asked to donate one of your original works to NMMCF or a specific Scholarship sponsor. These donated works may be featured in a future exhibit hosted by NMMCF or sold in auction at a charity NMMCF event. The piece will need to be ready by November 8th.

All of the following info can be shared via the online application

Application

Please include the following information in your submission:

- Name
 - Artistic Medium
 - Address
 - Phone Number
 - Email
 - Website/Social Media Handle
 - School Attended & Anticipated Graduation Year
-

Checklist

Please include the following:

1. Resume

Please list all relevant exhibitions, professional works, or scholastic achievements.

2. Cover Letter

We want to know your story!

In a Cover Letter, please include your Artist Bio with information about your craft and why you do what you do. Please also share why you would like to be a part of this year's New Mexico Artisan Market.

The Cover Letter can be relatively brief—just a paragraph or two so we can get to know you.

3. Samples of Work

Send Digital Portfolio (PDF with up to 5 images) Please include:

- 1 Image of you—can be an image of you working/making
- 3-4 Images of the work you intend to show

Please complete application with above information via:

[NMArtisanMarket.com](https://nmartisanmarket.com)

Due Dates

Holiday Market: June 1 | Notified of Acceptance: Mid July, 2025

Questions

Raquel Chambers and Raechel Mitchell
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Judging Criteria

A panel of jurors rates each application from 1-5 according to the following criteria. The selection with the highest total score is awarded the scholarship. Alternates are selected in case the chosen artist is unable to accept the scholarship.

1. Artistic Merit – Artistic maturity, quality, and technical ability as demonstrated in the application portfolio
2. Appropriateness to the NMAM Event – Degree of direct relationship of portfolio to the intentions and mission of the New Mexico Artisan Market.
3. Authenticity and Originality – Evidence that the portfolio shares a unique experience and an individual point of view of what it means to be an Artist living and working in New Mexico.

Market Details

DATES: November 28th, 29th, & 30th, 2025

TIMES for EVENT:

Friday 11/28/25:

Artisans set up from 6am-10am / event opens 11am - 5pm

Saturday 11/29/25:

Artisans set up from 9am-10am / event opens 10am - 5pm

Sunday 11/30/25:

Artisans set up from 9am-10am / event opens 10am - 3pm

LOCATION: New Mexico Artisan Market is excited to be back for our Holiday Market Event for 2025! Our event will be held inside the beautifully decorated Alvarado Ballroom at Hotel Albuquerque at Old Town (800 Rio Grande Blvd NW, Albuquerque, NM 87104).

ADVERTISING AND PROMOTIONS: Along with online promotion through the NMAM website and with the New Mexico Multi-Cultural Foundation and Heritage Hotels & Resorts, Inc. as the main sponsors for NMAM, a robust marketing and advertising strategy will be rolled out over multi-media channels, which may include exclusive exposure through television, radio, newspapers, magazines and local publications reaching over 2 million people, extensive public relations, social media campaigns, online advertising and hotel newsletters.



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Details Continued

AMENITIES:

- Exposure to resale commercial buyers
- Opportunities to participate in other NMAM Events, and NMMCF/HH&R initiatives and programs.
- Discounted rates at participating Heritage Hotels.
- Artisan Lunch Discount – Affordable and healthy lunch options provided by Garduños Restaurant and select venues at Sawmill Market. Discount amount subject to change.
- Free admission tickets for up to 20 guests (issued upon request).
- Free WiFi.
- Free parking.

IMPORTANT DATES:

- June 1st 2025: Application deadline to apply.
- July 1st, 2025: Final jury selections made. Artisans will be notified of acceptance after this date.
- November 28th, 2025: Opening Day! Check-in and set-up begins at 6am - 10:30am. Must be set-up by 11am.
- November 29 - November 30, 2025: Market continues until Sunday, with tear-down beginning at 3pm on Sunday.

SECURITY: Overnight security for the shows is provided, but each Artist is ultimately responsible for their own property. Neither New Mexico Artisan Market, Heritage Hotels & Resorts, Inc., or New Mexico Multi-Cultural Foundation and any of its employees, volunteers, directors, security or insurance companies are financially liable for losses or damages of any kind. Exhibitors are responsible for their own insurance coverage.

PETS: Only service pets are permitted at the event and require proper documentation or proof.

ARTISAN PRESENCE: Artisans must be present to represent and showcase the products accepted by the jury. Representatives are not allowed to attend in place of the Artisan, but assistants are welcome to help support the Artisan. Artisans are permitted 1 assistant for the weekend who will be provided an Artisan assistant badge and receive complimentary entrance into the Market. Artisans must appear for the full duration of the market's event. Packing up early during an individual day or leaving before the end of the 3 day event may result in exclusion from future NMAM market events.

SALES TAX AND BUSINESS REGISTRATION: Albuquerque, New Mexico sales tax is currently 7.625%; taxes are subject to change. Artisans are responsible for collecting and reporting their own taxes.



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Booth Info

BOOTH DISPLAY AND STRUCTURE: Artisan's booths must be displayed in a clean, welcoming and attractive aesthetic. Artisans will be provided with a base level of display and should brand out from this.

Booth Display Guidelines:

- Displays must be contained within booth boundaries.
- Artisans that build out with extra displays/shelving, must have solid fire-proofed display panels/materials to mount on, must contain it within their booth's footprint, keep the height under 6', and not disrupt the view of their neighbor.
- Free standing fixtures are permitted, but not to clutter the booth space.
- Do not attach anything to the pipe and drape. Any fees associated with damage incurred by the Artisan will be the responsibility of the Artisan to pay.
- Branded booth signage must be displayed within the booth's boundaries and without obstruction to neighbors or aisles.
- No signs promoting products "For Sale" "Sale" or "% Discount" are permitted. All signs should look professional.
- No signs or flyers advertising other shows or businesses. Conceal any storage areas, bins, wastebaskets, etc. from view. Do not set up exhibitor chairs in aisles. If not in use, fold and store out of view or request they be removed.

INCLUDED IN BOOTH SET-UP:

- White Pipe and drape display
- Signage – Artisans must provide NMAM with their store/brand name or personal name & city they are from to be printed on their booth signage. No logos, just the name. This signage must stay in place through the duration of the event. Any additional signage must be provided by the Artisan and adhere to the booth display guidelines.
- One 6' table and two chairs for 8'x8', 8'x10', and 8'x16' booths, one 6' table and one chair for 6'x8' booths. All booths get a white tablecloth and a wastebasket.

SET-UP/TEAR DOWN: Artisans are responsible for set-up and take-down of their displays, and general clean-up at the end of each day. Artisans are not responsible for tear-down of anything included in the base level display, i.e. the pipe and drape and table and chairs provided.



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Legal Agreement

RISK & LIABILITY: The Artisan/Vendor agrees to defend, indemnify, and hold harmless New Mexico Artisan Market, New Mexico Multi-Cultural Foundation, Inc. and Heritage Hotels & Resorts, Inc. dba New Mexico Artisan Market and Heritage Hotels & Resorts, Inc. and New Mexico Multi-Cultural Foundation, Inc. and any of their respective employees, directors, subcontractors, or volunteers (collectively referred to as the "Producer") from any damage, loss or disappearance of exhibitor's property or any personal injury to Artisan/Vendor or its employees, volunteers, or agents that are sustained during the event, including travel to and from the event (including air travel) or any events incidental to this event. It is the responsibility of the Artisan/Vendor to pay for any and all expenses arising out of any and all claims, loss or damage to personal property, liabilities and costs, including attorney's fees, as a result of participating in this event. Artisans/Vendors are responsible for purchasing their own insurance to cover their personal property, personal liability and artwork. Artisans/Vendors are responsible for taking precautions to protect their work from theft, damage, weather conditions and acts of God. The Producer reserves the right to cancel the event due to acts of God, weather, terrorism or unforeseen events out of the Producer's control, in which case, the Producer will not be liable for refunds or other liabilities. New Mexico Artisan Market may use Artisan's/Vendor's images for publicity purposes only. The Artisan/Vendor hereby agrees that he/she has read this agreement, as well as all information in the application. With Artisan's/Vendor's submittal of its application, to participate in New Mexico Artisan Market events, Artisan/Vendor hereby agrees to abide by all of the terms and conditions contained herein.

MORALITY CLAUSE: Neither the Artisan/Vendor or the Artisan/Vendor's Representatives shall commit any act or do anything which might reasonably be considered: (i) to be immoral, deceptive, scandalous or obscene; or (ii) to injure, tarnish, damage or otherwise negatively affect the community and/or the reputation and goodwill associated with NMAM, NMMCF, and Heritage Hotels & Resorts and its affiliates. If the Artisan/Vendor or the Artisan/Vendor's Representative are accused of any act involving moral or ethical issues, dishonestly, theft or misappropriation, under any law, or any act which casts an unfavorable light upon its association with the community and/or NMAM, NMMCF, and Heritage Hotels & Resorts and its affiliates or the Artisan/Vendor is accused of performing or committing any act which could adversely impact the Artisan/Vendor's services or reputation, the Producer shall have the right to request the removal of the Artisan/Vendor from the event. The Vendor/Artisan has 10 days to attempt to cure an offense. The determination of whether and to what extent the offense is cured shall be made by the Producer at its sole discretion. If the offense is not cured, the Producer reserves the right to exempt the Artisan/Vendor from participating in any future NMAM market events.