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## ART In the Market for Gifts?

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Ania Hull  
Dec 13, 2024

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Not all artists at the annual IAIA Holiday Art Markets are current IAIA students; many are alums, faculty, and staff, as well as other local artists, including non-Indigenous, showcasing art across many mediums.

Jason S. Ordaz

Every late fall for about a decade, the Institute of American Indian Arts (IAIA) has hosted a free annual holiday art market. This year's is Saturday, December 14, and includes some 110 artists.

IAIA Director of Communications Jason S. Ordaz says the market offers something for everyone and for all budgets. "We have artists who are working in textiles," he says. "We've also had ribbon shirts and skirts, stickers, beadwork, pottery, glass work. We've even had people who work in metal, stainless steel, silver, bronze, and gold."

The market is not juried, as opposed to the SWAIA Indian Market. However, to be true to the institute's mission of supporting artists through different stages of their creative journey — including students as well as alumni who are now working artists — IAIA opens each year's market registration in stages, Ordaz says.

"Current IAIA students are given first right of refusal," Ordaz explains. "We open registration to them first, to give them an opportunity to sign up to become working artists. And then we open it up to our IAIA community: our faculty, staff, and alums. Finally, we open it up to the general public; by that point, we are already roughly about 75% full."

Based on last year's attendance, IAIA expects about 1,800 visitors. The Indigenous artists who are

participating this year represent heritage and membership from some 50 different Indigenous groups, including several pueblo communities as well as Diné, but also Kanaka Maoli, Shoshone, Umonhon Tribe, Lower Brule Sioux Tribe, Arapaho, and Inupiaq, the latter from northwestern Alaska.

During the market, five designers will also present their latest collections during a fashion show from 1 to 2 p.m. in the Performing Arts and Fitness Center Blackbox.

IAIA may be an Indigenous institution, but it also embraces non-Indigenous students who make up on average 20% of the student body; the IAIA holiday market welcomes for this reason both Indigenous and non-Indigenous artists, from the IAIA community and from the Santa Fe community at large.

Some of the artists who've participated in the past as students — and many of whom continue participating year after year, now as alums — have gone on to win awards in various categories or classifications at bigger and juried events like SWAIA Indian Market.

“The IAIA market really helps foster and support the work that our students and recent graduates do now,” Ordaz says. In other words, you may buy something at this year’s market from an artist who will make headlines tomorrow.

Ordaz says he loves shopping at the market and does so year after year. “Every time I go to the Holiday Art Market,” he says, “I always purchase for the women in my life: my wife, my two daughters, and my mother-in-law. I purchase gifts for the people I love. I’ve purchased from Terran Last Gun [Piikani (Blackfeet)], I’ve purchased from Pat Pruitt [Laguna Pueblo and Chiricahua Apache], from Chad ‘Little Coyote’ Yellowjohn [Shoshone-Bannock, Spokane, and Ho-Chunk], and from so many other artists.”

The market caps the end of the term for IAIA students and allows all artists to participate or purchase gifts to promote a sense of community. The event also is a networking opportunity for up-and-coming artists. “At the market, there are students, alums, mentors, faculty, staff,” Ordaz says. “I’ve seen students talk giddily with some of our really well-known alums who are open to sharing information about the business side, and about their experience.”

IAIA will also have food for purchase on site at Café Bon Appétit. Ohoi’s Coffee Roasters will donate coffee for the second year in a row and serve it for free on a first come, first served basis.

The event will also offer free flu and COVID-19 vaccinations, provided by the New Mexico Department of Health, from 10 a.m. to 2 p.m. for Native individuals, ages 6 months and older. Free flu vaccines are available for under-insured and uninsured individuals, ages 6 months and older. For more information, email Laurie Logan Brayshaw at [llogan@iaia.edu](mailto:llogan@iaia.edu).

#### details

IAIA Holiday Art Market

9 a.m. to 4 p.m. Saturday,  
December 14

Performing Arts Building and  
Fitness Center Gym, Institute  
of American Indian Arts

83 Avan Nu Po Road (park at  
entrance 1)

Free entry, free parking

505-424-2300;  
[iaia.edu/market](http://iaia.edu/market)

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