



A Newsletter from **High Road Artisans** for its Project Members and Board of Directors

August 2009, Vol. 3

The purpose of HRA, a non profit 501(c)3 organization, is to provide vision, direction, and tools to promote and sustain arts and culture as positive, integral elements of communities along the High Road to Taos.

The High Road in Hard Times or What Should We Expect This Year?

A note from the Board President

The truth is nobody knows. We had a low turn out last year. It may have been the economy. It was the economy. Maybe we failed in some ways, inadvertently. Fewer tourists. Other tours? We don't know.

But this is this year. It's a gorgeous summer. We have a new look for our brochure and web page. We have good ad plans, especially on PBS and in the newspapers. People are spending less but they are spending. And the sky hasn't fallen.

Maybe the bottom line is we don't have a lot of control. But we have some. If you have places to take a few brochures—the car repair man, the beauty parlor, a bed and breakfast—please do that. Make a call to friends in Albuquerque or Santa Fe or Denver. Tell them the High Road is a good time to visit. Put a pot of flowers by the gate. Say a prayer. Attitude is everything.

And this going to sound so corny that I can't believe I'm going to say it, but... if I think of the tour as a way to share beautiful northern New Mexico, serve the tourists, and entertain strangers, the tour works for me. Whether I sell or not. In fact, not needing to sell but being willing to play my part in this game, I am more apt to sell.

Meanwhile we need to think about where we go from here as a tour. How do we strengthen and improve what we've got? Some of us have some ideas. We want your input and help. We'll have a tour recap and organization meeting this fall. Please start imaging the advice you'd give.

For now let's get out the brochures. Maybe send some e-mails. Make calls. If possible, use the tour to motivate your own work—and pleasure. I'm talking to myself, of course. Thanks for listening!

And have a lovely end of summer,

Judith Hert

Special Training for Artists

Saturday, August 22, 2009, 10 am - 2 pm
(with pot-luck lunch!)

Ancianos Center in Chamisal, NM

Only \$10!! - RSVP by August 17

More details on page 4

Enhance our Tour!

Help sign up more of the traditional artists in Chamisal, Penasco, and Vadito. Special post-brochure-reduced rate for Penasco and Vadito community sites: \$25 (or \$15 if artist is over 60).

This Tour is at its best when it includes the traditional arts and artists in these communities!

Contact Dawn by August 31 to register: 505-351-1228 or dawnwright@windstream.net

Muse-Worthy: High Road Artists in the News

Paula Castillo

Over two years ago, an international call for public art in the state of New Mexico resulted in naming **Paula Castillo of Castillo Gallery in Cordova** as a finalist and then winner of the contract awarded for artwork on the exterior of the New Mexico History Museum building. The new museum is located next on the Plaza in Santa Fe, next to the Palace of the Governors at 113 Lincoln Avenue, and Paula's work is on permanent display. Read the online press release "Where ancient artifacts meet cutting-edge art" at: http://media.museumofnewmexico.org/press_releases.php?action=detail&releaseID=66.



Paula and her team installed the towering pieces in the weeks before the museum opened in late May. One piece titled, *Dos Arboles, Dos Hermanas* is 37' x 4' x 3'. Another piece, *Rio Grande Colcha*, spans over 20 feet. According to Terry Mulert, Paula's partner at Castillo Gallery, these may be among the tallest sculptures in the state. Congratulate Paula at castilloga@newmexico.com or stop by the Castillo Gallery at 181 County Road 80 in Cordova—an enduring stop on the High Road Art Tour!

Andrew & Lorrie Garcia

Also long-time members of High Road Artisans, **Andrew and Lorrie Garcia of Penasco** won high awards at this year's Spanish Market in Santa Fe. In fact, Andrew won **Best of Show** for his *Bufete de Hojas* furniture piece. Lorrie won the **Archbishops Choice** award for her bulto titled, *Pescador de Hombres* (Fisher of Men).



Both Andrew and Lorrie are well-known and respected as some of the best Spanish Colonial woodcarvers in

the state. About winning the awards, Lorrie says, "We were very fortunate."

Read more about the Garcias and their Spanish Market triumph at: www.santafenewmexican.com/Local%20News/A-glimpse-of-grandeur. Congratulate Andrew and Lorrie at lorriegarcia85@hotmail.com or visit their studio at 1325 State Road 75, Penasco.



Irvin Trujillo of Centinela Traditional Arts, another stop on the High Road Tour, won 1st Place in Weaving at Spanish Market. Congratulate Irvin: centinela@newmexico.com.

MarketPlace Musings

From the HRMP Management Team

The MarketPlace is enjoying a busy season, with a stream of visitors from all over the USA and other countries around the world. We are preparing for the High Road Art Tour, stocking up on a wonderful variety of artwork from our artists. All artists are invited to update our display of rack cards and business cards to promote their studios during the Tour and year-round. Come and visit the MarketPlace—there are new displays and an always-changing, inspiring array of artwork.



We are proud to present artist Ron Leard as the featured Artist of the Month for August. Ron will be present for the opening on August 15, 2009 from 12 noon to 4 pm to greet visitors and answer questions. If you can't make the opening you can view his work from 10 to 5, 7 days a week, all during the month.

Ron's work has evolved through the years as new interests and influences guided him to where he is now, creating a beautiful cohesion of Mother Earth, form, functionality and engineering. Ron has developed a unique and original style in creating his work such as: Free Motion Mobiles, Jewelry, Home Products, Custom Pipes, and much more. Ron uses natural materials provided by Mother Earth, including naturally-shed Deer Antlers, for his creations. A real delight to see and own, so if the Spirit moves you, do come by!

Muse for the Artist

Artists: send me your ideas for this page. Know of a good website? Want to share a tip? Got an event? Send submissions to dawnwright@windstream.net by the 15th for placement in each month's edition.

Online Resources - To Give You Ideas*

www.nmculturenet.org/ "The mission of New Mexico CultureNet is to promote the understanding and appreciation of the diverse cultures of New Mexico by connecting people, ideas and resources." "New Mexico CultureNet is a human web of people who are committed to communication, cooperation and collaboration. We are artists, educators, writers and technologists. We are New Mexicans of diverse origins, interests and experiences."



www.aep-arts.org "The Arts Education Partnership provides information and communication about current and emerging arts education policies, issues, and activities at the national, state, and local levels. Our major projects and activities include: commissioning and disseminating research about critical arts and education issues; maintaining and linking databases on state-level policies for arts education; and convening national forums around significant themes and issues in the field."



http://www.seasource.org/ "The focus of SEA is on the business of art. SEA was created with the idea that more artists will succeed if they have business skills, knowledge, resources, and contacts. Through artist-led conferences, a website full of resources and articles, and educational tools like the award winning Entrepreneurial Artist DVD; SEA helps artists turn their passions into a living."



Calendar/Events/Deadlines

August 14, 5 - 7:30 pm Shiela Cantrell's "Best Of" Silver Gelatin Prints Music, Food, and Art at Bond House, 706 Bond St., Espanola

August 15, 12 - 4 pm Open House High Road MarketPlace' Artist of the Month **Ron Leard** (see MarketPlace Musings, p. 2)

August 22, 10 am - 2 pm Getting Ready for Company Special artists' business training (see p. 4)

August 31 Deadline for artists to register at reduced rates for Penasco and Vadito Community Sites during the High Road Art Tour (see bottom, p. 1)

September 19-20, 26-27 10 am - 5 pm each day 12th Annual High Road Art Tour

Tips for Artists

"If you hear a voice within you say 'you cannot paint,' then by all means paint, and that voice will be silenced." *Vincent Van Gogh Dutch Post-Impressionist Painter*

"You must do the thing you think you cannot do." *Eleanor Roosevelt American First Lady*

(both tips are from www.inspirationpeak.com)

*The views expressed in these websites and tips are not necessarily those of High Road Artisans. They are simply items which I found during online research and thought may be useful to our artists. - Dawn

Getting Ready for Company

A Special Training for Artists Who Work with the Public

Hosted by High Road Artisans

Training by Bette Bradbury of WESST Corps

Saturday, August 22, 2009, 10 am to 2 pm
Ancianos Center, 14136 State Road 76, Chamisal

Pot Luck Lunch Bring *quick and easy* food to share

Training features: ✓making a good first impression
✓layout for various spaces ✓guest services
✓marketing ✓pricing ✓data collection ✓sales
✓resources ✓and more!

Only \$10 per person!

Register with your name, business name, phone number, email and fee by 8/17/09:

High Road Artisans, c/o Dawn Wright, P.O. Box 945, Chimayo, NM 87522

Or Call 505-351-1228 for details and directions

All Hail the NEW High Road Artisans' Website!

Up to now, the website HighRoadNewMexico.com was focused only on the High Road Art Tour. However, High Road Artisans, the nonprofit organization, has more projects and functions than the Tour alone. So far, HRA has 4 projects including the Tour, the High Road MarketPlace, the Website, and Artists' Training programs. The time has come to make HRA fully visible online, and our webmaster, Liz Gold, has done just that.

The new look includes a home page with stunning images of the High Road, images of art from this year's Tour brochure, and a comprehensive menu which includes **About Us** (our mission and history), **Year-Round Visitor's Guide** (interactive pop-up maps for sites open year-round), **Tour** (downloadable Tour brochure/map and artists listings), **MarketPlace** (artist of the month feature, artists listings), **Resources for Artists** (tools and downloadable MUSE issues), **Donate** (online donations to HRA), **Links**, and a **Contact Us** page.

The website is up as of today! Some final touches will be made over the next few days. Take a look: www.HighRoadNewMexico.com. *Tell Your Friends!*

LOCAL BUSINESS ADVERTISEMENT

Back Country Bar & Bistro

Music, Food, & Fun

Serving Lunch:

Tuesday-Saturday 11:00-4:00

Cantina Hours:

Thursday, Friday & Saturday 4:00-close

Available for Private Functions:

Weddings, Graduations, Baby Showers & Birthday Parties!

For more information, call Donna at 505-689-1123

Located at

**#26 County Highway 75, Truchas, NM
(next to Ray Tafoya's General Store)**

Tour A-Muse-Ments

By Dawn Wright, High Road Art Tour Director

This year's tour includes over 70 artists at 47 different sites. **Special thanks to all our committee chairs and all who have volunteered so far!**

☆ 2009 Tour "**Visitor's Guide**" now available: pick up a supply for your studio from the MarketPlace in Truchas. The Brochure Distribution Committee is busy taking brochures to selected sites. If you have any ideas or questions about distribution, please contact committee chair Terry Mulert: terrymulert@gmail.com or 505-351-4067.

☆ This year's tour advertising includes 20 radio spots on KUNM during prime PBS shows, and print ads in a variety of newspapers.

☆ 5,000 "Save-the-Date" over-sized **post cards** were mailed to remind our friends and patrons of the Tour dates and to direct them to our website for current information

☆ Flag repairs are being made, and the Number Signs/Banners/Flags Committee is calling Tour participants to verify quantities needed. Questions about flags and signs? Call chair Nicki Marx 575-587-2383.

☆ As we draw closer to the Tour, the more positive and light-hearted we must become! Share your hopes with each other!