



**Media Contact: Chris O'Donnell**  
[codonnell@hhandr.com](mailto:codonnell@hhandr.com) or 505-750-0520  
**Website:** <http://www.nmartisanmarket.com/>  
**FOR IMMEDIATE RELEASE**

---

## **New Mexico Artisan Market**

### **A new market event celebrating New Mexican Artisans and Artisanal Makers**

*New Mexico Artisan Market is an exclusive market event showcasing only local New Mexican Artisans and Artisanal Makers. The three-day market, over Thanksgiving weekend, helps expand and strengthen the creative economy of New Mexico by supporting and promoting our local creative talent.*

**ALBUQUERQUE, NM** – New Mexico Artisan Market (NMAM), is a curated market event produced by Heritage Hotels & Resorts Inc. to showcase and celebrate our New Mexican artisan makers. According to Jim Long, CEO and Founder of Heritage Hotels, “this unique market will showcase 130 of the best local New Mexican artisans and artisanal makers who are exceptional in their creative area. Each exhibitor will be selected by a top-quality group of New Mexico tastemakers.” Chris O’Donnell, Heritage Hotels’ Sawmill District brand manager and the event’s designer and organizer says, “It’s a great opportunity for local artists and artisan makers to gain more exposure for themselves through the marketing efforts and support provided by Heritage Hotels.”

The goal of the New Mexico Artisan Market is to offer our local artisanal community greater opportunities to market and showcase their unique products and artistic creations.

Heritage Hotels is a statewide leader in promoting New Mexico’s culture and heritage throughout its hotels and with its artist collaborations. Heritage Hotels works with artists, sculptors, furniture makers, entertainers, beverage makers, weavers, photographers, agricultural producers, product makers and other creative artisans in all of its hotels to create hotel experiences for its guests that celebrate local culture and heritage. Heritage Hotels was a catalyst in bringing Spanish Market to Albuquerque and Las Cruces for the Spanish Colonial Arts Society (SCAS). Both events have provided numerous economic opportunities for their artists. Long describes the New Mexico Artisan Market as “a Heritage Hotels endeavor to help support the creative economy of New Mexico. It’s these artisans, who add to our state’s rich cultural fabric and who deserve more opportunities to showcase their unique artistry and talent. We are delighted to support our New Mexican artisan community through the Artisan Market event.”

Another unique aspect of the New Mexico Artisan Market is the tastemakers who will be selecting the exhibitors through a juried process. These individuals are creative talents and influencers themselves throughout New Mexico’s various creative industries. New Mexico Artisan Market is proud to assemble the following jurors:

**Jamie Lewinger:** Jamie is a nationally followed fashion and lifestyle blogger here in Albuquerque. Through her blog, More Than Turquoise, she identifies for her readers the latest in Southwest fashion and lifestyle trends that are seasonal, affordable and offers something for everyone.

**Adriana Long:** Designer of notable restaurant and hospitality experiences, such as Eldorado Hotel, Placio de Marquesa, Tablao Flamenco and Santa Fe's Casa España. Adriana explores her passion for interiors as she creates spaces that tell a story through the use of the old, the new, the textured, and the sophisticated.

**Tess Coats:** Owner and operator of the popular Spur Line Supply Co. located in the Sawmill District of Albuquerque. She brings her expertise in merchandising and buying to NMAM. She is known for her initial start-up, Spectacle Caravan, a mobile boutique selling the best in local and artisanal products, and for her merchandising work at Anthropologie, The Grove Cafe and Market, and Betty's Bath and Spa.

**Rhett Lynch:** Owner of Gallery Chaco that specializes in offering the best of contemporary Native American art. In his forty years working as a professional artist, Rhett has found expression in a variety of mediums: hand-woven tapestries, sculpture, drawings, monotypes, paintings in oil and acrylic, writing, and film making. His expansive artistic and professional career has given him the experience to help young rising artists to grow within the expanding Native American contemporary arts scene.

**Suzanne Sbarge:** Local gallery owner and director of 516 ARTS, a non-profit contemporary art museum located in downtown Albuquerque. Over her thirty-year career, she has achieved and succeeded in the roles as an artist, gallery director, curator, graphic designer and arts consultant. Her work through 516 ARTS has provided a valuable platform for presenting relevant exhibitions and public programs, which feature a mix of local, national, and international artists and inspire curiosity, risk-taking and creative experimentation.

**Lisa Samuel:** Santa Fe native with roots in the Spanish and Native American cultures, Lisa Samuel journeyed through a path of rich experiences to the destination of owner of her premier interior design firm. Based in Santa Fe, Samuel Design Group serves clients throughout the Southwest including New Mexico, Texas and Arizona, as well as California. The firm recently opened a Seattle location serving the Pacific Northwest.

**Lauren and Jason Greene:** Owners and Founders of the Grove Cafe and Market have succeeded in operating their local restaurant for over ten years with a well-established following. Both talented restaurateurs, are also consultants on the upcoming Sawmill Market located in Albuquerque's Sawmill District. As collaborator's, they bring a wide range of knowledge and experience of the culinary scene and are major players in redefining Albuquerque's food and dining experiences.

The NMAM event will be held inside Hotel Albuquerque's Alvarado Ballroom, Thanksgiving weekend, from Nov. 23rd-25<sup>th</sup>. Daily times vary and are posted on the NMAM website.

Local artisans interested in applying to showcase at the event can visit the artisan's page on the NMAM website: [www.nmartisanmarket.com](http://www.nmartisanmarket.com).

### **About Heritage Hotels & Resorts**

Founded by Jim Long in 2005, a 12<sup>th</sup> generation New Mexican, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel brand in New Mexico. Through their historical connections, architecture, interior design, landscaping, cuisine, art, entertainment and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. Hotel Albuquerque at Old Town, Hotel Chaco and Nativo Lodge are located in Albuquerque, NM; Hotel St. Francis, Eldorado Hotel & Spa, Hotel Chimayo de Santa Fe, the Inn and Spa at Loretto and The Lodge at Santa Fe are located in Santa Fe, NM; Hotel Encanto de Las Cruces is located in Las Cruces, NM; and El Monte Sagrado and Palacio de Marquesa are located in Taos, NM. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 2,000 jobs in NM. You can find Heritage on Twitter at @HeritageHTIs or on Facebook at [Facebook.com/HeritageHotelsandResorts](https://www.facebook.com/HeritageHotelsandResorts) or at [www.handr.com](http://www.handr.com).