

# new mexico creates

## FOR IMMEDIATE RELEASE

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## LARGEST WEBSITE OF NEW MEXICO ART AND FOLK ART STORE RELAUNCHED

*Santa Fe, New Mexico*—Museum of New Mexico Foundation Shops (MNMFShops) has simultaneously relaunched two of their websites, dramatically improving the design and navigation of [www.newmexicocreates.org](http://www.newmexicocreates.org) and [www.worldfolkart.org](http://www.worldfolkart.org).

Newmexicocreates.org is the largest site of New Mexico art in the world. Worldfolkart.org is the online store for the Museum of International Folk Art Shop. The revitalized sites went live Wednesday, Oct. 27.



More than 1,300 artists and 4,000 of their works are featured on the New Mexico Creates ([www.newmexicocreates.org](http://www.newmexicocreates.org)) site. Two hundred seven artists are showcased on the World Folk Art site ([www.worldfolkart.org](http://www.worldfolkart.org)) with 1,129 of their pieces.

Through a new shared shopping cart feature, purchases can be made on both sites with one order. The world folk art site features Huichol work from Mexico, arpilleras from Peru, textiles from Afghanistan and Nepal, Day of the Dead skulls, figurines, pottery, retablos, nichos and more. New Mexico Creates showcases products from around New Mexico including wood carvings, sculptures, paintings, fetishes, books, photographs, jewelry, candles, bath products and more.

“When you purchase items from either of these sites, you will not only be buying handmade, stunning work from our wonderful artists,” says John Stafford, Director of Retail Operations at the Museum of New Mexico Foundation, “you will also be doing good. Your purchases support the artists and the Museum of New Mexico. We strive to make the shopping experience easy, fun and educational. It's a place for people who love New Mexico and world folk art to connect with the artists and their work.”

Both sites have full biographies and photographs of the artists. The beautiful product shots are by Candace Allen from the Museum of New Mexico Foundation. They also include robust glossary systems with descriptions on everything from acequias and bultos to yei.

The two sites now have a state-of-the-art filtering search system. Thousands of products can easily be searched by price, artist, medium—even by the color. A “turquoise” search pulls 249 results of necklaces, pendants, raku sculptures, silk scarves, leather bags, and books on everything from the historical significance of turquoise to “Fine Indian Jewelry of the Southwest: The Millicent Rogers Museum Collection.” The sites faceted search systems were programmed and designed by Webb Design Inc in Taos, N.M.

“The Shops buyers from the Museum of New Mexico Foundation are now tagging every product and uploading a lot of very helpful information to assist their online shoppers quickly find the perfect treasure,” says Janet Webb, owner of Webb Design Inc.

The redesign allows visitors to see all the MNMFShops sites ([www.newmexicocreates.org](http://www.newmexicocreates.org), [www.worldfolkart.org](http://www.worldfolkart.org) and [www.museumfoundation.org](http://www.museumfoundation.org)) from each URL, and toggle between the three of them. Additionally, visitors can now join the Museum of New Mexico Foundation from all of the sites. Also, there are links to Facebook and Twitter for the latest MNMFShops social networking posts and news.



New Mexico Creates is working in partnership with the NM Centennial Foundation to promote the “New Mexico Creates/Centennial Commemorative Art” line. New Mexico-based artists and artisans can now submit applications on the new [www.newmexicocreates.org](http://www.newmexicocreates.org) site to be considered for commemorative pieces for the upcoming statehood Centennial. A wide range of artistic media will be considered, including glassware, jewelry, basketry, pottery, and fiber arts. The application deadline for the first selection is Dec. 10, 2010.

*Founded in 1962, the private, non-profit Museum of New Mexico Foundation raises funds for exhibitions, education, collections, capital improvements and other valuable programs and projects at the New Mexico History Museum/Palace of the Governors, New Mexico Museum of Art, Museum of International Folk Art, Museum of Indian Arts and Culture, seven state monuments, and the Office of Archaeological Studies.*

*Since 2003, New Mexico Creates has enhanced the livelihoods of over 1,000 artists, artisans and authors through a model of economic self-sufficiency. Over the last seven years, the program has paid directly to the artists and their families of New Mexico over \$6 million. The Museum of New Mexico Foundation Shops through the New Mexico Creates initiative offers these extraordinary beautiful, state and locally made gifts and collectables in its six shops in the following Museums of New Mexico; New Mexico History Museum, Palace of the Governors, New Mexico Museum of Art and the Museum of Indian Arts and Culture and the Museum of International Folk Art as well as two websites: [www.newmexicocreates.org](http://www.newmexicocreates.org) and [www.worldfolkart.org](http://www.worldfolkart.org).*

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