



## New Mexico

► **November 25-27, Rio Grande Arts & Crafts Festival – Holiday Show, Albuquerque.** Contact: Ruth Gore, 3709 Westerfield Dr. NE, Albuquerque, NM 87111. Phone: 505-292-7457. Email: info@riograndefestivals.com. Website: www.riograndefestivals.com. Space fee: \$495. Space size: 10x10 to 10x20. 100% indoors. Attendance: 20,000 (source: gate).

### Compiled by *Fast Audit Reports*.

Ranked #16 on the 2016 *Sunshine Artist 200 Best Shows* in the Fine Art and design show category, the Rio Grande Arts & Crafts Festival-Holiday show proved to be a strong event this past November. The show is held on Thanksgiving weekend and kicks off the local holiday shopping season handmade-style. The show location is at the Expo New Mexico in Albuquerque.

SA *FastAudit* respondents gave the show a score of 7.4 for sales (on a 10-point scale). High sales were recorded by a photographer who grossed \$7,800 in sales with an average item price (AIP) of \$320. “[This] professionally-run show offers a relatively painless artist experience and a dollar return that is better than most other shows,” the photographer wrote.

The next highest sales were by a photographer (\$4,210 total/\$225 AIP) who commented, “Great show, and the people that run it (Ruth Gore) are awesome.”

A wood artist (\$3,800 total/\$35 AIP), praised, “Ruth and her team consistently provide a well-organized venue for artists and plenty of advertising in

multimedia which provides lots of customers.”

Another artist (jewelry) who reported the same sales figures as the wood artist commented, “I like the fact that they charge the customers for admission. It screens out the looky-loos.”

A photographer (\$2,805 total/\$110 AIP) said “excellent show for this area.”

For attendance, the show earned an 8.7 and weather was good with an 8.9. Very high marks were given for advertising (9.7), management (9.9), artist treatment (9.7), and artist amenities (9.4). A jeweler (\$1,250 total/ \$62 AIP) commented, “great venue; well-organized and advertised ... there was great buyer energy, especially on Friday.”

Low sales were reported by a fiber artist (\$456 total/\$76 AIP) who countered and said there was “lack of sales.”

Exhibitors were pleased with the show’s quality of work (8.9), balance of medium (8.6), and prestige of show (9.0). Also scoring very well were those for layout (8.7), load-in/out (9.0), and parking (8.1). 86 percent of reporting artists said they would

come back to the holiday show.

The 2017 Rio Grande Arts & Crafts Festival-Holiday Show is scheduled for Nov. 24-26 in the Manual Lujan building at Expo New Mexico. Show hours will be Friday and Saturday from 8 a.m. to 5 p.m. and 10 a.m. to 4 p.m. on Sunday. Parking will cost patrons \$5 and is free if you are a Grande Pass holder. A complimentary shuttle van runs from the parking lots to the show every day from 10 a.m. to 4 p.m. A one-day admission pass costs \$8 and children 12 and under are free. A three-day festival pass can also be purchased for \$11, which includes free return parking.

The event will also offer live entertainment, including professional pianists, carolers, and mariachis. Santa Claus will also visit with photo opportunities available at this family-friendly event. Kids can also take part with interactive fun at the Kids’ Creation Station.



Glastonbury’s 55<sup>th</sup> “On the Green”

# Art & Craft Show

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