



totahfestival.org

"Artists Helping Artists Keep Culture Alive"



August 29 - 31 | 2025
Farmington Civic Center

Market Terms, Conditions & Application



Totah Administrative Office
3041 E. Main Street
Farmington, NM 87402



Festival Location
Farmington Civic Center
200 W. Arrington
Farmington, NM 87401

Please read all instructions carefully before submitting your application packet and booth fees.

**Reserve your space early for the
36th Annual Totah Festival today!**

**All booths - \$100
Only 84 booths available**

Official Sponsors



**36th Annual Totah Festival
& Indian Market
August 29 - 31, 2025
Farmington Civic Center**

Exterior Artisan Vendor Spaces for 2025 Totah Festival

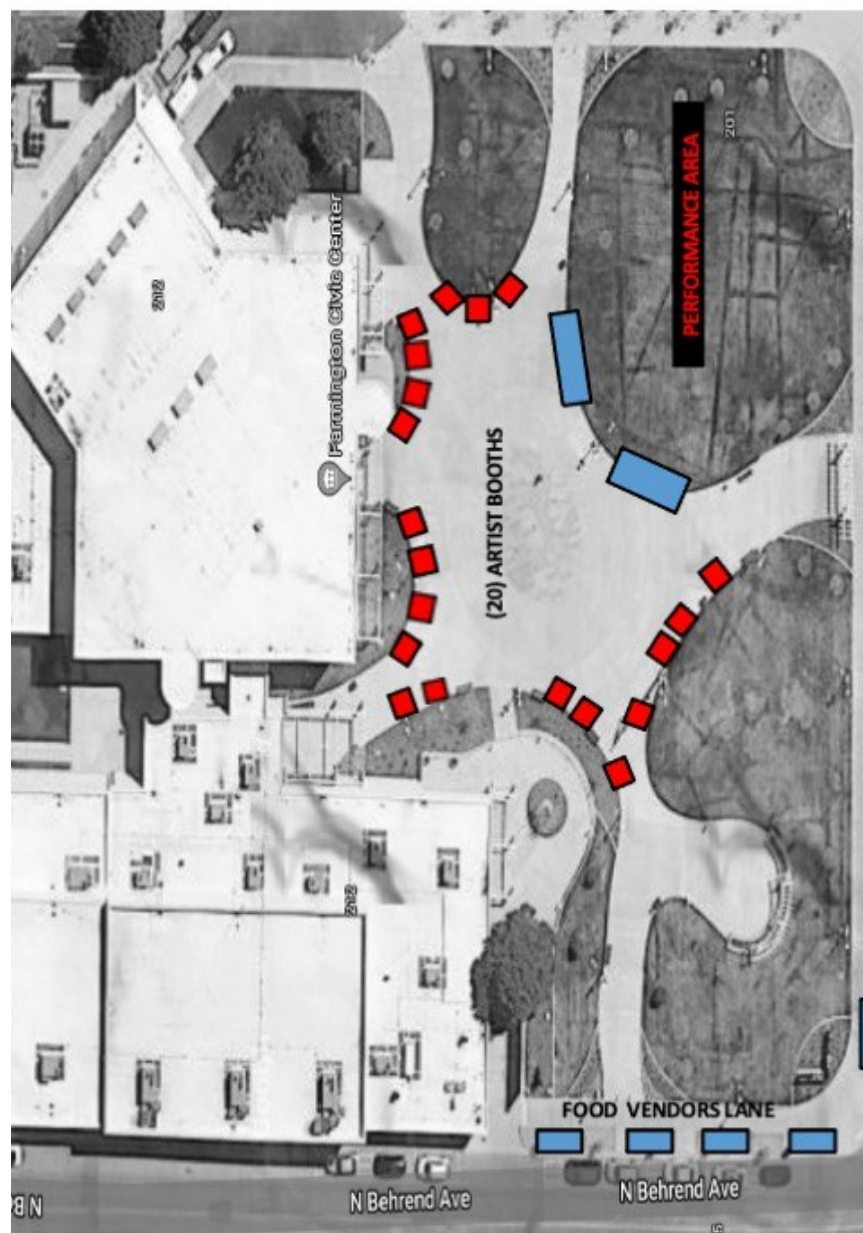


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The 2025 Market Terms and Conditions booklet, Artist Application and additional Festival information available online at

www.totahfestival.org

Totah Festival Foundation

(505)355-0337
totahartist@gmail.com

2025 Totah Festival Foundation

MISSION STATEMENT

Purpose of the Totah Festival Foundation:

- 1) To provide and promote a public marketplace where Native American artisans are able to display and sell their fine handmade artworks and paintings.
- 2) To encourage the development of newly discovered talent among Native Americans by providing an outlet for their works.
- 3) To bring to the northwest corner of New Mexico those people from all over the world who are interested in knowing more about our cultural heritage, and to invest in the artworks of that culture.
- 4) To create a well-known source for collectors and retailers of Native American art objects.
- 5) To enhance the appreciation of our community, and the world, for our talented Native American community.

TO OUR VALUED PARTICIPANTS

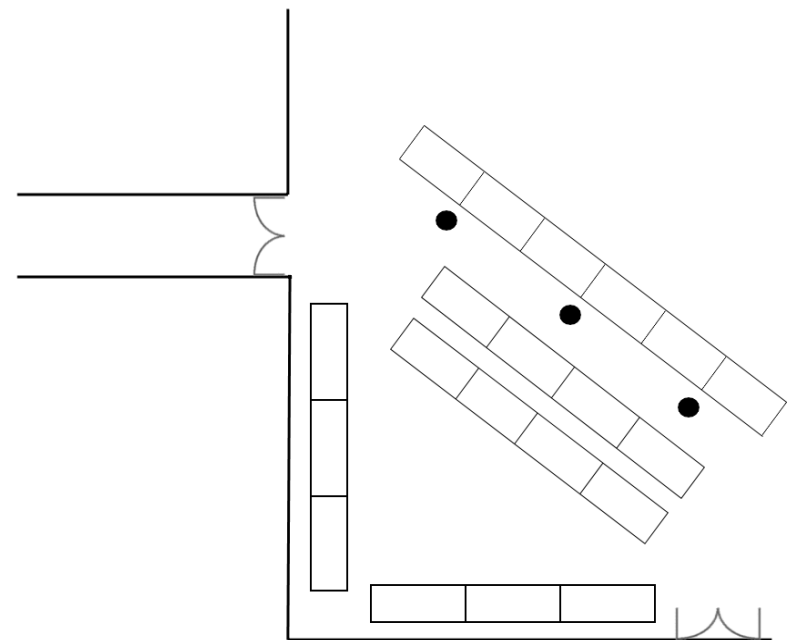
Totah Festival began in 1988 with the idea of creating a marketplace for Native American artists to share their skills and craftsmanship with the community, visitors and each other. The Festival has grown to more than 80 artist booths, a renowned Navajo Rug Auction, Cultural Performances, and Powwow. As a Foundation, we not only wish to bring more artists to the forefront, we strive to keep the cost low for our participants in order to enable them to establish their business and to learn how shows and festivals are operated.

We thank those artists that have been with us for the past 36 years. They are truly the building blocks of this operation. Without their support and goodwill, Totah Festival would not enjoy the success that it has today.

The Artist Advisory Committee has recommended to the Foundation an additional statement to our title, "Artists Helping Artists Keep Culture Alive." We wish each and every one of you success in your career and we are proud that you chose Totah Festival as one of your annual festivals.

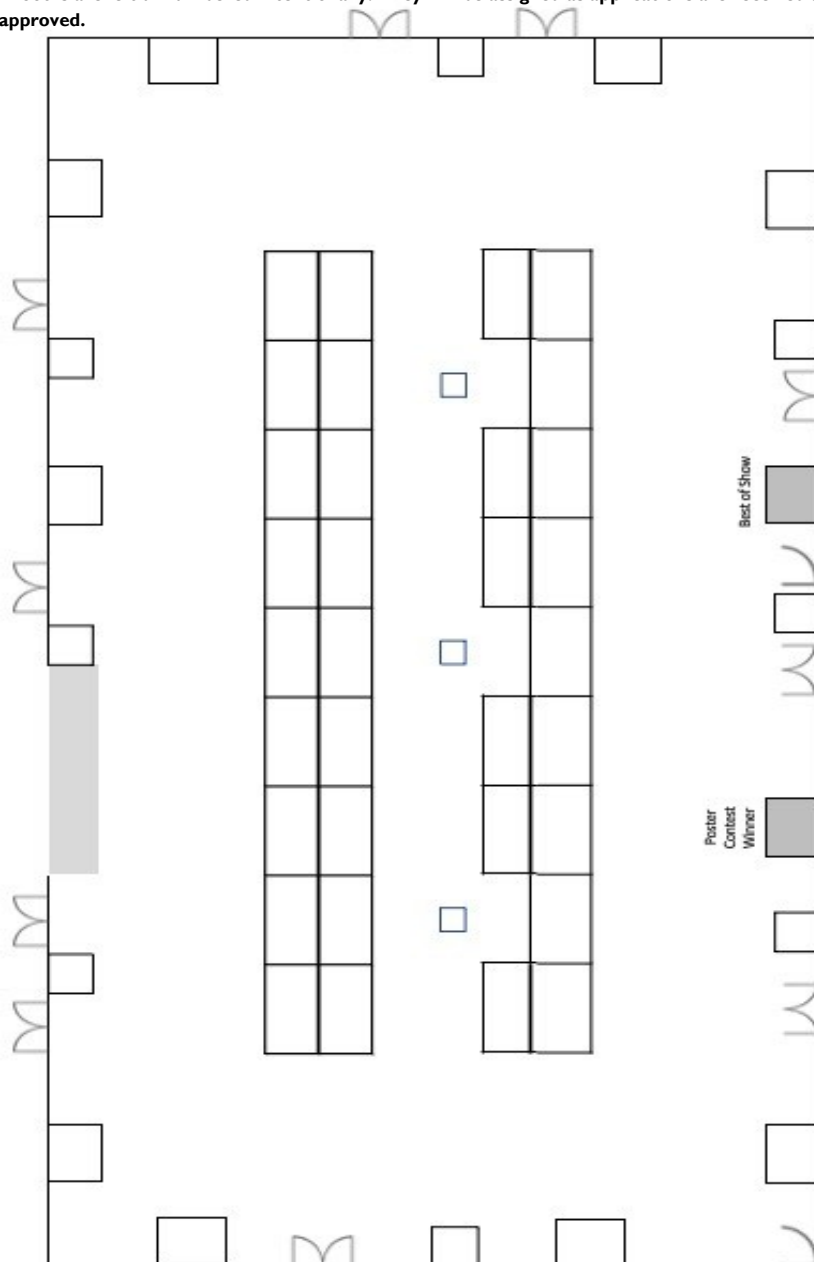
Artisan Vendor Spaces in Atrium for 2025 Totah Festival

Civic Center Atrium



Artisan Vendor Spaces in Exhibit Hall for 2025 Totah Festival

*Booths are left unnumbered intentionally. They will be assigned as applications are received and approved.



2025 Totah Festival Schedule

Totah Festival Artist's booth price **\$100**.

August 29 - FRIDAY

- Artist Check-in, 12 p.m. to 4:30 p.m., Farmington Civic Center
- Juried Art Show Competition Registration, 8 a.m. to 12 p.m. at the Farmington Civic Center
- Rug Check-in, 9 a.m. to 4:30 p.m. at the Farmington Civic Center
- Juried Competition Awards & Poster Contest unveiling, 5 p.m. to 7 p.m. at the Farmington Civic Center

August 30 - SATURDAY

- Artist Check-in, 7 a.m. to 9 a.m., Farmington Civic Center
- Rug Check-in, 9 a.m. to 12 p.m., Farmington Civic Center
- Show open to public, 10 a.m. to 7 p.m., Farmington Civic Center
- Indian Market, 10 a.m. to 7 p.m., Farmington Civic Center
- Totah Festival Powwow, 10 a.m. to 5 p.m., Farmington Civic Center
- Navajo Rug Auction, 1 p.m., Farmington Civic Center
- Unsold rugs from Navajo Rug Auction, available for pick up, 1-hour after close of auction - Farmington Civic Center
- Checks for sold rugs from Navajo Rug Auction, available 1-hour after close of auction - Farmington Civic Center

August 31 - SUNDAY

- Totah Festival 5K Run/Walk, 8 a.m., Berg Park
- Show open to public, 11 a.m. to 5 p.m., Farmington Civic Center
- Indian Market, 11 a.m. to 5 p.m., Farmington Civic Center
- Total Festival Powwow, 11 a.m. to 7 p.m. Farmington Civic Center

September 3 - WEDNESDAY

- **Weaver Checks for rugs sold will be available** from 10 a.m. to 4 p.m. at the Farmington Museum
- Unsold rugs can be claimed from 10 a.m. to 4 p.m., Farmington Museum

September 5 - FRIDAY

- Remaining weavers' checks will be mailed

REGISTRATION INFORMATION

Booth Registration: The **non-refundable** booth fee is due at time of application. Booth fees will be \$100. **All booths will be assigned on a first-come, first-served basis.**

Booth Capacity: A maximum of 2 artists permitted per booth. Only registered artists will be permitted in booth space. Artisans must be present both days of Festival, artwork cannot be sold by anyone other than the registered artist.

Booth Space: Booths will be assigned in the order completed applications are received and approved. Incomplete applications will be returned to artists. **If you need more than the allotted space then you need to purchase the adjoining booth.**

Booth Space Description: Booths in the Exhibit Hall will be approximately 9 ft. X 6 ft. separated and draped. One table and two chairs will be provided per booth. Please let us know at check-in if you will not need the table or chairs so they can be removed.

Display: Display units are not provided. Displays, tables and shelving brought in must fit within the assigned booth space. Artists agree to keep booth space presentable and free of debris.

Electricity: Electricity cannot be made available to every booth or guaranteed to any artisan. If electricity is necessary, bring extension cords and set up early to gain access to the limited outlets.

Waiting List: A waiting list will be established Saturday, August 30, 2025. Judges will approve applications and booths will be assigned on a first come first served basis. Come with a complete application and photos. No-show booths will be reassigned at 10:00 a.m. on Saturday, August 30, 2025.

Cancellation: Please notify Totah Committee of cancellation at least 30 days prior to opening day. No-shows jeopardize acceptance into future shows. **Booth fees are non-refundable and there are no rain-checks.**

Submit application, 3 photographs (for each category), artists' biography, description of artwork (for each category) and booth fee to:

Totah Festival: 3041 E. Main Street, Farmington, NM 87402

Each registered artist will be kindly asked to make a donation to the Totah Festival Raffle. Each piece submitted will be included in the raffle. Artists who participate will also be entered into a raffle of winning a complimentary booth at the 37th Annual Totah Festival & Indian Market.

until after the 2025 Totah Festival. Winner must be available at his/her booth to sign purchased posters during the business hours of the Festival and at the poster unveiling reception **Friday, August 29, 2025.** Artist will be expected to sign and number the 250 posters prior to reception. The artist must be at the poster unveiling.

2025 TOTAH FESTIVAL POSTER CONTEST

You are cordially invited to submit your artwork for the 2025 Totah Festival Indian Market Poster Contest. Artists previously honored were Mark Silversmith (1989), Pete Jackson (1990), Clifford Simpson (1991), Jay De Groat (1992), Willie Murphy (1993), Dave Yazzie (1994) Jimmy Abeita (1995), Don Clark (1996), Calvin Toddy (1997), Roger Deale Jr. (1998), Lawrence Charley II (1999), Anthony Chee Emerson (2000), Rosie Yellowhair (2001), Hyrum Joe (2002), James Joe (2003), Everett Howe (2004), Cheryl Joe (2005), Harold NezBegay (2006), Donovan Begay (2007), Roger Deale Jr. (2008), Douglas Yazzie (2009), JC Black (2010), Gilmore Scott (2011), Dennis Ross (2013), Roy Kady (2014), Santana Edd-Belin (2017), Littleriver Simpson (2018), Jerald Sherman (2019), Beverly Blacksheep (2021), Robert Manygoats (2022) and Lawrence Charley III (2024)

The competition is open to **Native American Art of all types of media** including 3-dimensional pieces (e.g. sculpture, wood carving, rugs, silver work etc.) You may submit **up to three (3) pieces** of artwork for the contest. Artwork must be **hand delivered to Farmington Museum** in Farmington, **July 7 through July 25, 2025**. Artwork not selected will be available on July 31, 2025. Entries can be dropped off/picked up Monday - Saturday, 10 a.m. to 4 p.m. Mailed entries will not be accepted.

Artwork will be reviewed by a panel of judges. They will consider the overall impact of your work, the appropriateness of the subject matter as it relates to the Festival, and how well the artwork can be photographed and reproduced as a poster, as well as other promotional products. Please be aware there is no need to do any lettering for the poster unless it is incorporated into the artwork. The printer will set the type.

Hand deliver artwork to: Farmington Museum

3041 E. Main St., Farmington

Artwork drop off dates: July 7 - July 25, 2025 from 10 a.m.-4 p.m.

Pick-up art work: July 31, 2025

Artwork must be owned by the artist and available for sale at the 2025 Totah Festival. The 2025 Totah Festival Poster Sponsor will have first right of purchase of the winning piece of artwork. The winner will have his/her booth at a prime location to sell artwork at next year's festival. Winning artist will receive **50** of the **150** posters and all artist's proofs at the close of the festival on Sunday. Artist's 50 posters are not to be sold

RULES AND REGULATIONS

Any artist not in compliance or with continued disregard of the set rules and regulations of Totah Festival will be required to leave the premises immediately.

1. The Totah Festival Foundation, herein called Producer, herewith grants a revocable license to use the exhibit space as assigned, subject to the terms and conditions set forth in this contract.
2. Any exhibitor not occupying his/her booth space by **9:00 a.m., Saturday, August 30**, will forfeit his/her booth space AND booth fee, unless such deviation is confirmed and agreed to by Producer. Forfeited booths will be filled by artists from the waiting list.
3. No exhibitor will be allowed to begin packing prior to the actual close of the show. Any exhibitor packing their display, or moving out early, will jeopardize their participation in future Totah Festivals.
4. Buyers may not be solicited in the halls or aisles, nor in any other exhibitor space, or escorted to other spaces. Exhibitors may not have models, signs or other solicitation devices outside their booth space.
5. Exhibitors may not distribute any printed material outside of their assigned booth space without Producer's approval. As a matter of courtesy, please ask permission from other exhibitors before entering their space. If they are with a customer, please allow them to give their full attention to the buyer.
6. Exhibitors assume all responsibility for compliance with local, state & federal ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected with safety devices as necessary. Only fireproof materials should be used in displays. All necessary fire precautions must be observed by exhibitors. No flammable liquids shall be kept within the exhibit booth.
7. **The Producer reserves the right to assign all booth locations and to make changes that become necessary at any time**, consistent with good show practice.

RULES AND REGULATIONS

8. Producer will provide security only during the time the market is not open to buyers from move-in time until show closing. However, Producer and the City of Farmington WILL NOT be liable for loss or damage to the property of the exhibitor or their representatives or employees from theft, fire, accident, water or any other cause.
9. Exhibits and property within the exhibit are brought into the building, maintained and removed from the building at the exhibitor's risk.
10. Exhibitor shall indemnify the Producer and the City of Farmington against and hold it harmless from any claims, suits, or liabilities resulting from negligence of exhibitor in connection with the exhibitor's use of the exhibit space.
11. Producer and City of Farmington will not be responsible for any injury, damage or loss that may occur to an exhibitor, to his/her employees or invitees or to any other person on the premises of the exhibit.
12. Exhibitors will be allowed into the exhibit hall one-half hour prior to opening each day, and will be required to leave the exhibit hall not later than 15 minutes after closing time.
13. Exhibitors are advised to carry floater insurance to cover exhibit material and merchandise against damage and loss, and public liability insurance against injury to the person and property of others.
14. Exemptions to these Festival regulations may be requested and will be considered by the Board of Directors at the request of the Festival Committee or those seeking the exemption.
15. Artists must comply with the current Federal Indian Arts and Crafts Sales Act and the New Mexico Indian Arts and Crafts Sales Act. All items offered for sale must be properly represented. Everything for sale at an artist's booth at Totah Festival must be produced by the registered artist or artists in booth. All forms of artwork are acceptable if the work is done by hand.

2025 JURIED ART COMPETITION

The Totah Festival offers a Juried Art Competition for registered and confirmed participants of the Festival and/or Rug Auction. Registered artists and Weavers confirmed for the Rug Auction are allowed three (3) entries for judging. Prize money and ribbons are awarded in over 16 categories.

Entries for the juried competition must be hand-delivered to the *Farmington Civic Center*, located at 200 W. Arrington, in Farmington. **Entries will only be accepted on Friday, August 29, 2025 from 8 a.m. to 12 noon.** Mail-ins will not be accepted. The artist must be the sole owner of any artwork submitted for judging. Judging will take place immediately following the deadline. The winning entries will be on display for the Artist Reception Friday evening. Reception will be limited to those entered in the competition.

Juried Competition Reception

Friday, August 29, 2025

5 p.m. to 7 p.m.

Farmington Civic Center

200 W. Arrington

Ribbons will be awarded for 1st, 2nd and 3rd places in each category. Prize money and ribbons will be awarded for Best of Show (\$1000), Claudine Riddle Award (\$300), Emerging Artist (\$300) and Junior Artist (\$250). The Best of Show 1st place winner will also be given a free booth in the 2025 Totah Festival.

Juried Art Categories

- | | |
|-----------------------------|-------------------------------|
| 1. Jewelry | 9. Beadwork |
| 2. Paintings/Prints/Drawing | 10. Sand Art |
| 3. Weavings | 11. Sculpture |
| 4. Pottery | 12. Cultural Items |
| 5. Wood Carving | 13. Junior Artist (18&under) |
| 6. Folk Art | 14. Emerging Artist |
| 7. Basketry | 15. Photography |
| 8. Digital Art | 16. Textiles Wearable Fabrics |

All entries must be available for sale at the artist's booth or the rug auction during the Totah Festival. An artist may receive first prize for only two (2) consecutive years, but the artist may enter and be eligible for other awards every year.

Artwork must be available for viewing during reception and can be picked up at 7:00 p.m.

2025 TOTAH FESTIVAL RUG AUCTION POLICY

Rug Auction will be held at the Farmington Civic Center
200 W. Arrington
1 p.m. on Saturday, August 30, 2025

Total Festival will accept rugs directly from weavers only, with the following understanding:

1. Both the weaver and Total Festival representatives agree on a **REASONABLE** minimum acceptable auction price.
2. If a minimum price **cannot** be reached, the rug will not be accepted by Total Festival.
3. Weavers will be charged a **10% commission** on sold rugs. The funds generated from the sale of all rugs will be invested back into the Festival.
4. No rugs may be sold on the Civic Center premises or surrounding parking lots during Total Festival, except in a registered booth.
5. A limited number of rugs from invited licensed and active Trading Posts will be accepted for sale at the auction, with a statement of authenticity, signed by the weaver attached to the name of the Trading Post.
6. Trading Post owners will be charged a **25% commission** on sold rugs, with a maximum of 15 rugs per trading post accepted.
7. Rugs from other sources will NOT be accepted.
8. To enter a rug into the Total Festival Juried Art Competition, the rug must be available for sale at the Festival. Weaver must be registered into a booth or checked-in to the auction.
9. All rugs must be made entirely of purchased or hand-spun natural (non-synthetic) wool.

Rug Check-In

Friday, August 29 9 a.m. to 4:30 p.m.
Farmington Civic Center
200 W. Arrington

Saturday, August 30 9 a.m. to 12 noon, Farmington Civic Center
Rugs not accepted after 12:00 p.m.

Weaver Checks and No Sale Rugs

- A. **Weaver checks** for rugs sold will be available 1 hour after CLOSE of auction OR at the Farmington Museum on **Wednesday, September 3, 2025, 10 a.m. to 4 p.m.**
- B. **Unsold rugs** can be claimed by weavers 1 hour after the auction has concluded or from the Farmington Museum or **Wednesday, September 3, 2025** between **10 a.m. and 4 p.m.**

RULES AND REGULATIONS

16. There are a number of restrictions that may apply to specific categories. Jurors and the Show Committee have the final determination concerning the interpretation of these rules and regulations. In order to increase the quality and integrity of the Total Festival, new procedures in the monitoring and juroring of booths have been implemented. **Artists are due in their assigned booths by 9:00 a.m. Saturday, August 30, 2025. Vacant booths will be reassigned at 10:00 a.m.** At 9:00 a.m., jurors will check all booths looking for the following:
 1. Compliance with Federal & State Native American Art Acts and the Indian Arts and Crafts Act of 1990
 2. Compliance with the Total Festival Terms, Rules and Regulations set forth in the 2025 Terms & Conditions Booklet.
 3. All items for sale are made by the registered artist.
 4. Each item for sale has the artist's hallmark or a signed statement of authenticity.
17. Artists must maintain a presence at their booth during the entire length of the show, failure to do so will jeopardize ability to show at future festivals.
18. Sale of mass produced items without approval is not permitted. Commercially mass produced items such as books, videos, CD's, postcards etc. must be juried into the show by the Total Festival Foundation Board of Directors on a case by case basis. To have items reviewed by the Total Board submit a letter requesting a review, a complete application packet and sample of the item to be sold (CD, book, postcard) by August 15, 2025. **The sale of stickers will not be allowed.** (See Paintings/Drawings Category Requirements for Poster sale guidelines.)
19. **Textiles:** Artwork of any kind, on fabric, **must be designed and handmade by the artist. Pendleton made items will not be excepted.**
20. Festival participants exhibiting behavior/attitudes deterrent to the success of the show can be removed from the grounds. The individual's actions will then be evaluated by the Total Festival Board to determine future attendance.

SPECIFIC CATEGORY REQUIREMENTS

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I. JEWELRY

A. Hallmarks

All jewelry including beading, metal work, etc. must have an artist's hallmark, stamp, mark or a signed statement of authenticity by the artist. This is required for each item and must be displayed at booth. **Items must be artist(s) original work. The resale of items not belonging to the artist is not allowed.**

B. Metal

- 1) Each piece must have the artist's hallmark, mark or a signed statement of authenticity by the artist for each item and must be displayed at booth.
- 2) Each piece must be clearly STAMPED identifying the metal content of each piece.
- 3) Multiple centrifugal cast is not allowed. Multiple cast is defined as lost wax cast, centrifugal cast, spin cast, vacuum cast or any other casting method that is not hand poured, employing gravity only into a mold created by an Indian artist.
- 4) No manufactured components may be used except for allowable findings (pin backs, earring backs, sterling silver chains).
- 5) No machine made liquid silver, metal beads or plated metals are allowed. The usage of **Copper and Nickel is not allowed.**

C. Stone

- 1) Artist's hallmark, mark or signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- 2) Artist must be able to identify all stones upon request.
- 3) All stones shall be of natural color and hardness except:
 - a) Historic or ethnic (i.e. Santo Domingo rolled stone jewelry, mosaic, etc.)
 - b) Fetish jewelry.
 - c) Stabilized turquoise is allowed, but must be disclosed as such.
- 4) **NO imitation or synthetic stone or shell.**
- 5) **NO non-Indian heishi or fetishes.**
- 6) **NO imitation jewels or sequins (i.e. premade jewels purchased at local retailers.)**
- 7) **NO mass production items are allowed.**

XII. JUNIOR ARTIST

- A. Artist must be age 18 years or younger.
- B. All rules, regulations and eligibility of artwork for the applicable category and specific requirements apply.

XIII. EMERGING ARTIST

- A. This artist must be new to the industry and have never sold artwork one year prior to September 2, 2025.
- B. All rules, regulations, eligibility of artwork and above mentioned category specification previously stated apply.

XIV. PHOTOGRAPHY

- A. Artist hallmark, mark or statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. Artist must have captured and created the original exposure.
- C. Artwork must be mounted on standard mount board or framed.
- D. Images of any size or shape allowed.
- E. Each piece must be titled.

XV. Digital Art

- A. Artist hallmark, mark or statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. The artist must have performed 100% of the digital manipulation and design.
- C. Each piece must be titled.
- D. Reproduction of images not permitted. No two (2) pieces shall be identical regardless of size.
- E. Artwork must be mounted on standard mount material.
- F. Images of any size or shape allowed.
- G. Digital art depicting sensitive ceremonial or nude subjects will not be allowed.
- H. Digital art must be printed using archival materials.

XVI. WEARABLE FABRICS

- A. Blouses, pants, or any other clothing manufactured by commercial firms upon which artwork is placed is NOT allowed.
- B. **The usage of Pendleton is prohibited.**
- C. **No T-shirt prints of any kind will be allowed.**
- D. The usage of any sports teams such as but not limited to NFL, NBA, NHL, NCAA will not be permitted. This also includes usage of other materials such as items with identified logos i.e. bluebird flour bags, etc.

SPECIFIC CATEGORY REQUIREMENTS

VII. BASKETRY

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. Only hand-formed baskets are allowed.
- C. Non-native materials may be used only when secondary to native materials and only when secondary to the importance of the basket.

VIII. BEADWORK

- A. Artist hallmark, mark or signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. All items beaded must be handmade and crafted by the artist.
- C. Any item containing plastic beads WILL NOT be allowed.
- D. Same standards that apply to jewelry apply to beadwork regarding artist's hallmark and the quality of materials and the use of purchased materials. (See Jewelry on page 9.)

IX. SAND ART

- A. Artists hallmark, mark or a signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. Commercial sand must be identified.
- C. Sand art on pottery must meet pottery guidelines as described on page 10.

X. SCULPTURE

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. No prefabricated sculptures.
- C. All types of media are acceptable.
- D. Metal castings must be made by the artist, from the artist's original model and shall be accompanied by a statement of authenticity signed by the artists along with a note designating such work.
- E. No numbered castings after 10/10.

XI. CULTURAL ITEMS

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. All items must meet the Indian Handmade regulation and all applicable acts for Indian Art.
- C. **Wood burned items will not be accepted.**

SPECIFIC CATEGORY REQUIREMENTS

II. PAINTINGS/DRAWINGS including Contemporary

- A. Artist's hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. Original paintings allowed in all media.
- C. Hand executed lithographs, serigraphs & etchings are allowed.
- D. **The sale of stickers is and will be prohibited.**
- E. **The sale of prints will be allowed if:**
 - 1. Original artwork must accompany prints and be available for sale.
 - 2. Prints are "limited edition" with no more than 200 prints.
 - 2. Each print must bare the artist's hallmark .
 - 3. Prints must be numbered in series (1 of 200, 2 of 200, etc.).

III. WEAVINGS

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. Weavings shall be created on a traditional style loom.

IV. POTTERY including Contemporary

- A. Artist hallmark, mark or signed statement of authenticity by the artist is required for each item and must be displayed at booth.
- B. Only hand-formed pottery is allowed and must be signed by the artist.
- C. NO mould poured ceramic allowed.
- D. NO commercial clay.
- E. All painted or etched pottery must also meet pottery guidelines stated under the pottery guidelines.
- F. Wheel-turned pottery must be labeled as such.

V. WOOD CARVING

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. All one (1) piece carvings shall be signed by the artist and identified noting the type of wood utilized.

VI. FOLK ART

- A. Artist hallmark, mark or a signed statement of authenticity by the artist is required for each item and displayed at booth.
- B. Folk art can be multiple piece carvings utilizing glue or other adhesives.