GETTING STARTED WITH YOUR ONLINE APPLICATION:

You will need a strong internet connection to access the online application and upload your information and images. We highly recommend collecting all materials listed below before beginning your application as the system times out after 25 minutes.

1. Your body of work (portfolio)
   - Artwork Titles
   - TITLES AND IMAGES CANNOT CONTAIN REFERENCES TO ARTIST NAME OR OTHER IDENTIFYING TERMS
   - Month/Year Completed (must be within the last 3 years).
   - REQUIRED 3 images of your body of work. (No more, no fewer).
     - Image requirements are listed in this guide and in our FAQs.
     - Dimensions of pictured pieces in photography (HxWxD)

2. Tribal Affiliation

3. Tribal Enrollment
   - Digital image or PDF of your enrollment paperwork

4. New Mexico GRT/CRS Tax Number
   - Don't have one? Get one!: `https://www.tax.newmexico.gov/businesses/who-must-register-a-business/`

5. Booth Request Information
   - Booth Size
   - Booth Location
   - Sharer information (if applicable)

6. Your application fee

APPLYING FOR MORE THAN 1 CLASSIFICATION?
Contact Artist Services for information on how to bundle your application fees:
artistservices@swaia.org // 505.983.5220

QUESTIONS?
We’ve compiled a list of our most frequently asked questions and put them on our 2023 Artist Application Page: https://swaia.org/2023-artist-application/
BEGINNING YOUR APPLICATION:

Once you collect your materials, you will need to use your computer with a strong internet connection to complete our 2023 Artist Application.

ACCESSING THE APPLICATION SITE

You can access the application by:

1. clicking the “GO TO ONLINE APPLICATION” button on our website: https://swaia.org/2023-artist-application/

2. by typing “www.zapplication.org” into your browser.

WHAT YOU WILL NEED

1. Your body of work
   - Artwork Titles
   - Cannot contain references to artist name or other identifying terms
   - Month/Year: Completed must be within the last 3 years.
   - Required 3 images of your body of work. (No more, no fewer).
   - Dimensions of pieces in photography (HxWxD)

2. Tribal Affiliation

3. Tribal Enrollment
   - Digital image of your enrollment paperwork

4. NM GRT/CRS Tax Number
   - Don’t have one? Get one!

HOW TO APPLY + FEES

ONLINE: $40 application fee

The application for this year’s market is available at the button below or by going to zapplication.com

NOTE:

For assistance on filling out your online application, we will provide an instructional video, or print-out instructions. (COMING SOON)

IN PERSON or MAILED IN: $60 application fee

SIGNING UP AND LOGGING IN:

If this is your first time using ZAPP, you’ll need to create an account by clicking “Sign Up”.

If you’ve used this site before, you’ll need to Login:
USER REGISTRATION

After choosing “Sign Up”, you will be directed to the ZAPP registration form. This will allow you to access the ZAPP site and our application within the site.

PLEASE SAVE YOUR USERNAME AND PASSWORD.

If you lose your login credentials, you will need to do a ‘forgot password’ or ‘forgot username’ request through ZAPP, **NOTE: SWAIA Artist Services cannot assist with the ZAPP login process.**

*Please input your information using proper capitalization, do not use all caps or all lowercase.*

Review this agreement and check the box.

Set your ZAPP username. *Keep this somewhere you can easily reference.*

Complete all form fields. **NOTE:** Your Password must be at least 7 characters with at least 1 capital letter and 1 number. *Keep your password somewhere you can easily reference it.*

Select the options that best fit your situation.

Click the NEXT button when you’re finished.
CONTACT INFORMATION

Most artists will be “individuals”, so the TEAMS portion will be skipped. Next up, you’ll need to provide your contact information by completing each section. PLEASE PROVIDE PHONE NUMBERS AND ADDRESSES THAT WORK BEST TO REACH OUT.

If you have a website, please enter it. If you have an e-commerce site that is the same as the site you’ve listed already OR one that is a different URL (website address) enter that for “Selling Website”.

If you have social media channels, click on the blue “Add Social Media Link” button. You may enter URLs for up to 3 channels. For SWAIA’s social media, it would look like this:

Click the NEXT button when you’re finished.
PROFILE TYPE + MEDIUMS

On this page, please follow the instructions to select that you are an ARTIST, and to select up to three (3) classification types for ZAPP's system.

If the provided categories don’t fit, select “other” at the bottom of the first column.

Click the NEXT button when you’re finished.
DEMOGRAPHICS

ALL INFORMATION ON THIS PAGE IS COMPLETELY OPTIONAL.
SELECT ANY ANSWERS YOU WISH TO PROVIDE, AND THEN CLICK NEXT TO CONTINUE.

Sign Up

We are collecting demographic information to develop a better idea of the current art fair and festival industry demographics. Every question in this section is completely optional and will only be used to develop statistics on the ZAPP user base. Demographic information is not shared with event administrators and will not impact any applications.

What is your age? Select None
Select

What is your race/ethnicity? Check all that apply. Select None
☐ African American/Black
☐ American Indian/Alaska Native
☐ Asian/Asian American
☐ Hispanic/Latino/a
☐ Middle Eastern/North African
☐ Native Hawaiian/Pacific Islander
☐ White
☐ Multiracial/Bracial
☐ Prefer not to say
☐ Other

What is your gender identity? Select None
☐ Male
☐ Female
☐ Transgender
☐ Non-binary
☐ Genderqueer
☐ Prefer not to say
☐ Other

What are your pronouns? Select None
☐ She/Her/Hers
☐ He/Him/His
EMAILs

THIS FINAL STEP will allow you to set your email preferences.
The communications sent will go to the address(es) provided during this registration process.

CHECK THIS BOX -
OR ELSE YOU WON'T BE ABLE
TO COMPLETE YOUR SIGN UP.

Click the SUBMIT button when you're finished.

CONGRATULATIONS!
YOUR SIGN UP IS COMPLETE!
PORTFOLIO - OPTIONAL

To easily access your images while completing your application, you may want to consider uploading your content in the PORTFOLIO section of ZAPP.

My Portfolio is the place on ZAPP where you upload and store artwork images, booth shots, files, and saved statements that you plan to use when applying to events. Rather than uploading these materials directly to each application, you can upload them once in your portfolio and use them when applying to any number of events.

To upload, edit, or review application materials in your portfolio, click Portfolio in the header or from the menu after you log in.

To upload images,

You will be directed to the MY PORTFOLIO page:
UPLOADING MEDIA/ARTWORK IMAGES / FILES

ARTWORK
You must submit THREE (3) IMAGES of your work for each classification.
Submitting too many or too few images will negatively affect your scoring.

To upload your artwork prior to starting your application, you may do it here in the Portfolio section.
You may also choose to upload from your computer during the 25-minute application window.

MINIMUM IMAGE REQUIREMENTS
- Dimensions: 1400 pixels on the longest side
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB

RECOMMENDED IMAGE REQUIREMENTS
- Dimensions: 1920 pixels on the longest side.
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB
- Resolution: 72 ppi – 300 ppi
- Color space: sRGB

REMEmBER:
- DO NOT include any identifying information on these images, titles, or descriptions
- Include different pieces of work in your required three (3) images per classification.
- Submitted pieces must have been created in the last three (3) years.

Click one of the tabs below (Artwork Images, Booth Shot, File) to upload your desired type of media. Click here to learn more about the different types of uploads.

Click the SUBMIT button when you’re finished.
UPLODING MEDIA/ARTWORK IMAGES / FILES

FILES
You will be required to upload documents such as your New Mexico GRT/CRS Tax Number and a copy of your Tribal Enrollment documentation. You may choose to upload it from your computer during the application process, or upload that information to the Portfolio here.

MINIMUM IMAGE REQUIREMENTS
Files size: no larger than 5MB
Accepted formats: PDF, DOC, DOCX, XLS, XLSX, CSV, JPG, JPEG, PNG, TIFF.

Click here to upload a new file

Upload File

Click on one of the tabs below (Artwork Images, Booth Shots, Files) to upload your desired type of media. Click here to learn more about the different types of uploads.

Required fields are in bold

Upload your file from your computer or device by selecting “Browse”

Name your file something you’ll be able to identify when you’re looking for it later!

Click the SUBMIT button when you’re finished.
APPLYING TO 2023 SANTA FE INDIAN MARKET

In the top of your ZAPP browser, or upon logging into your account, select APPLY TO SHOWS.

Use the Search By Keyword box to find SANTA FE INDIAN MARKET and hit GO.
APPLYING TO 2023 SANTA FE INDIAN MARKET

You can click on either the NAME OF EVENT or MORE EVENT INFO to learn more.
APPLYING TO 2023 SANTA FE INDIAN MARKET

Review the provided information about our event, and then click on the green APPLYTO SHOW button.

Back to Events

Event Information

SWAIA Santa Fe Indian Market 2023

EVENT INFORMATION

Each August, an estimated 100,000 people attend the largest juried Native American art show in the world—the Southwestern Association of American Indian Arts (SWAIA’s) annual Indian Market. This remarkable event takes place on and around the central plaza in Santa Fe, New Mexico, and sponsors over one-thousand Native artists from more than one-hundred tribal communities in North America and Canada. Artists show their latest work and compete for awards in SWAIA’s prestigious juried art competition. This year’s Santa Fe Indian Market dates will be August 19th & 20th, 2023.

GENERAL INFORMATION

Dates: August 19 - 20, 2023

SWAIA Classifications

Jewelry
Pottery
2-D:
Pueblo Wooden Carvings
Sculpture
Textiles
Diverse
Beadwork / Quillwork
Basketry
Youth

RULES/REGULATIONS

For More Information regarding SWAIA Standards Please refer to Classification Standards at SWAIA.org

Artists who are enrolled members in a federally recognized tribe and can provide documentation (CIB), are invited to apply, have their art juried and if accepted, offered the opportunity to be part of SWAIA Santa Fe Indian Market. As a juried-in SWAIA Artist, you attest to:

- The work you will sell during market is work you created as an artist
- That you will abide by the standards and policies of SWAIA and the Santa Fe Indian Market
- That you understand failure to abide by standards and policy may result in booth forfeiture,
EVENT AGREEMENT

Review the Event Agreement and click the YES, I AGREE button to move on.

You can also PRINT LEGAL AGREEMENT

Event Agreement

SWAIA Santa Fe Indian Market 2023

EXHIBITOR DECLARATION:
I have read this statement and attest that I am the artist and that all artwork submitted by me is a true and accurate representation of my work to be sold at the 2023 Santa Fe Indian Market, and that I am an enrolled member of a United States or Canadian federally recognized Tribe/Band/Corporation. I understand by signing this application, I agree to abide by SWAIA'S Indian Market Standards and Rules, including but not limited to all work being made by me, or in the case of a collaborative work, by my collaborator and me. I agree to all SWAIA Artist Policies, SWAIA Standards, and I also agree to abide by the rules set by my City of Santa Fe Special Event Business License and State of New Mexico Tax and Revenue Board.

No, I do not agree  Yes, I Agree

Print Legal Agreement

BACK TO EVENT PAGE