



The Paseo 2016 Numbers Show Taos Art Scene is Thriving

Outdoor Art Festival's Praise and Participation Peaks for the Third Year

TAOS N.M.– October 31, 2016 – On the weekend of September 23 through 25, twenty-one Paseo-sponsored art installations (and a number of gallery-sponsored presentations) were viewed by a flood of locals and visitors in a huge and joyful public gathering in Taos, New Mexico. Despite a cold and rainy opening night, hundreds turned out for what has become a favorite, family-friendly outdoor festival celebrating art of many genres. Both Saturday and Sunday were blessed with the extraordinary fall weather Taoseños expect and so the numbers of participants grew to thousands throughout each day.

The Paseo presented installation, performance, and projection art on the streets of the historic district of Taos from 5:00pm to 10:00pm on both Friday and Saturday as part of Taos Fall Arts Festival, now in its 42nd year.

All the Paseo artworks were participatory, meaning the audience was invited to be part of the art-- eat it, touch it, dance with it, re-color it, step inside of it. The artists of each piece were present to explain their process and intentions on site and at Daytime@ThePaseo workshops and lectures, a new addition in 2016 to the three-year-old phenomenon.

THE 2016 PASEO NUMBERS:

The **21 installations** were conceived and produced by **25 artists**. Of those, **seven** were artists living in New Mexico, **two** from within Taos County. **Eight** artists were international in origin—from Brazil, Colombia, Vienna and Spain. In addition, **13 local galleries and businesses** sponsored installations by Taos artists. All the Paseo artists were paid for their work, thanks to funding received from grants and contributions from individual supporters.

Twelve artists presented pre-festival workshops in Taos middle and high schools through a program titled STEMartsLAB@ThePASEO which exposes students to cutting-edge technologies, science and art. Approximately **700 Taos youth from 13 schools** participated in these workshops, many of whom also worked with their artist teacher on his/her festival installation. Another **1800 youth** participated in Hands-on@ThePaseo maker activities.





This year, **150 volunteers** helped pull off the multi-venue event. The Paseo planning team consisted of **7 staff** members and an advisory board of **11 art experts**. The Town of Taos contributed over \$7000 in staff time and technical assets to the weekend events.

Taos Fall Arts Festival (TFAF), the nonprofit umbrella for the Paseo, hosted indoor art exhibits in two venues during the Paseo (**185 Taos artists** were included). Over **700** people were counted at opening weekend of TFAF's prestigious Taos Select exhibition and **600** at the popular Taos Open exhibition.

The Paseo's economic impact on Taos is yet to be measured in gross receipts and lodgers tax numbers, as they will not be available for several months. However, a poll of six downtown hotels showed a **100% occupancy rate** in the historic district over the weekend indicating **1600 overnight visitors** were within walking distance of the Paseo. Combining this data with walking traffic from day visitors, local residents and B & B guests, the Paseo team estimates **between 6,000 and 8,000 people shared the Paseo experience**—and the other art events occurring in Taos over the weekend. (These events were Taos Fall Arts exhibits, Old Taos Trade Fair, Taos Fall Arts and Crafts Fair and a number of gallery openings)

On-site surveys show that participants in The Paseo 2016 came from many cities and states: **59%** were Taos County residents, **16%** from other New Mexico communities, **5%** from Colorado, **3%** from both California and Ohio, and **1%** from both Oregon and Texas. The remaining came from other states.

The Paseo describes itself as “**a 100% free public art festival.**” However, in 2016 several ticketed events were added: three workshops, an after party, and a Robert Mirabal/Joe Dean multimedia concert in a big video dome located in Kit Carson Park. Approximately \$4000 was raised in these efforts. The Paseo 2016 was funded primarily by grants. New Mexico Tourism Department's events grant bestowed on events that embody the New Mexico True experience contributed \$15,000. The Town of Taos and Taos County Lodgers Tax also provided funding, as did over 180 private donors and local businesses. **The 2016 Paseo budget was \$100,000.**

Links: Paseo website: <http://paseoproject.org>; STEMarts website: <http://www.stemartslab.com/>
View photos of The Paseo 2016 on Facebook: <http://tinyurl.com/h49zuev> Media: please request access to high res images on Dropbox: Janet Webb, 575-770-6392 or media@paseoproject.org

