



**MUSEUM of NORTHERN ARIZONA**  
*Celebrating the Colorado Plateau*

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**FOR IMMEDIATE RELEASE**

## **2021 Heritage Festival and Native Art Market is Back and Better Than Ever**

*The Museum of Northern Arizona will be hosting the art festival this year, welcoming any native artist that are from the Colorado Plateau region*

**[Flagstaff]** Supporting artists has been incredibly important to the Museum of Northern Arizona. Since 1930, the Museum of Northern Arizona has worked closely with artists from the Hopi tribe. The museum would host an art festival; allowing artists to speak about their art to the community while making an accurate amount of money based on their unique work. By 1932, artists from the Navajo tribe were included. In 1987, artists based in the Zuni tribe had an art festival as well. Decades went by with great success. Artists were able to earn profit on their own work while educating the community about their own culture; in return community members were able to purchase unique pieces of artwork while learning more about the culture. With the pandemic year of 2020, the museum had to heartbreakingly cancel the art festival for the second time in history.

Covid-19 has been a tragic time for millions of people residing in the United States. People have lost jobs, homes, loved ones, and more. In the Navajo Nation alone, 1,204 people have lost their lives due to Covid-19. Last year was filled with unpredictability that has caused many people to lose their source of income, especially artists who rely on festivals and person-to-person interaction to promote their work. Native artists are struggling to support their loved ones because without festivals, they lost a huge interaction with the public. Without interaction, there are no purchases. With that being said, the Museum of Northern Arizona recognized that now more than ever, it was a priority to host the art festival safely and in proper approved guidelines.

With great pride, the Museum of Northern Arizona is proud to announce that the 2021 Heritage Festival and Native Art Market will be taking place again after the one year hiatus better than ever!

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This market is coming with unique assets that previous markets have never seen before. Instead of it being hosted in one weekend, the Museum of Northern Arizona is hosting a month-long celebration of the beauty and uniqueness of the Native People of the Colorado Plateau. It will be split into three branches: the art market, main stage performances, and humanities based presentations.

The art market will be welcoming artists not only from the Hopi, Navajo, and Zuni tribe but also from **any** Native artists from tribes in the Colorado Plateau region, including members of the Acoma, Havasupai, Hualapai, Yavapai-Apache, and other Northern Apache tribes. This portion of the festival will be in-person. Masks are mandatory and hand sanitizer will be provided by each vendor. The art market will be open on the weekends only, advance ticketing is required. Please see the museum website for ticketing information. <https://musnaz.org/>

The art festival will be hosted on the following dates:

- July 2nd- 4th
- July 9th- 10th
- July 16th- 18th
- July 23rd- 25th

The main stage performances will be a collection of sporadic live stage performances. These performances will also be live streamed through the Museum of Northern Arizona's Facebook Page. To get more information on the music performances, please visit the Museum of Northern Arizona's Facebook page for more information. <https://www.facebook.com/musnaz>

For the people who are unable to attend the in-person event, the Museum of Northern Arizona will host virtual only presentations. These will be held on the Facebook Page as well throughout the weekdays of the month of July.

As the situation surrounding Covid-19 remains unpredictable, the main priority is to safeguard the well-being of artists, visitors, volunteers, and staff. The museum staff will continue to closely monitor the situation and follow guidelines from the CDC as well as the Arizona Department of Health and Safety. Additions, adjustments, or cancelations will be conducted if necessary.

The Museum of Northern Arizona's address is 3101 N Fort Valley Rd Flagstaff, AZ 86001. Located two miles from downtown Flagstaff along scenic Highway 180 to Grand Canyon National Park. If there are any questions please call 928-774-5213.

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High-resolution photos available upon request. Interviews of artists available upon request.

**About the Museum of Northern Arizona:** Founded in 1928, the mission of the Museum of Northern Arizona is to inspire a sense of love and responsibility for the beauty and diversity of the Colorado Plateau through collecting, studying, interpreting, and preserving the region's natural and cultural heritage. MNA works in collaboration with native peoples of the Southwest to protect and foster the cultures, traditions, and beliefs of the Colorado Plateau by encouraging artistic expression and supporting, empowering, and educating visitors about the region's art and cultures. The Museum, located at 3101 N. Ft. Valley Rd. in Flagstaff, is accredited by the American Alliance of Museums.