



2022 Heritage Festival FAQs

Why One Heritage Festival?

Holding a single festival allows us to be more inclusive. The culture-specific festivals MNA used to hold for the Hopi, Navajo, and Zuni left out many other Native people of the region, such as the Pai people. The culture specific festivals also created difficulties for the many people who are of mixed Native heritage.

MNA can focus marketing and resources on one festival to make it bigger and better, benefiting the visitors and the artists. Holding three separate festivals stretched the museum staff, volunteers, and budget thin.

Finally, both visitors and artists prefer having a mix of cultures represented, as they told us during the summer 2021 festival weekends. While some artists miss having an event for only their culture, most enjoyed the diversity, as is seen in these quotes from the 2021 artist survey:

"I like the mixed event with different tribes."

"Next year's festival should be just like this year. I like the way it had a good diverse form of artists, not just all the same tribe. It's very nice to see different medium of art."

"Was great socializing with others from different places."

Why is MNA making the Heritage Festival a juried show?

The Heritage Festival, then known as the Craftsman Show, started as a way to encourage the production of fine, quality crafts from tribal communities. MNA is still committed to that goal. By jurying in a wide variety of Native artists who create fine crafts and artwork, MNA is able to showcase the talent and heritage existing on the Colorado Plateau.

In the past, MNA was unable to carefully curate a selection of quality artists who were committed to the Heritage Festival. MNA often times ended up with artists who did not show up to the festival or artists who did not make quality work. By jurying in artists, MNA is able to commit to hosting a market with authentic artwork and renowned Native artists.



Why hold the artist market outdoors?

COVID has made us aware of how much safer it is to bring people together outdoors in the fresh air. While we all hope COVID and its variants will be less of a worry by July 2022, we also want to plan for an event that can be safely held no matter what.

To make space for more artists, we had to move outdoors. The museum has limited space and the festival had no more room to grow within the museum walls. Large tents will be set up to host most of the artists, while artists who prefer to bring their own tents will be given that option.

Finally, by moving the art market outdoors, visitors will be able to enjoy the world-class museum exhibitions as well as the artist market, cultural talks, and performances. In the past visitors couldn't enjoy the exhibitions because they were blocked by artist booths.

Will there be a member's preview this year?

Yes, MNA members will be invited to an exclusive preview of the artist market on Friday, July 1.

Will there be a juried competition this year?

Yes, the Heritage Festival juried competition will give out more than 90 awards in 24 categories. These awards are important for the artists not only because most come with cash prizes, but also because the ribbons allow artists to be recognized for their skill and draw more buyers.

While most of the categories will be open to all Heritage Festival artists, some are set aside specifically to recognize excellence in arts specific to the Hopi, Diné, Zuni, or Pai.

Why do I need a TPT tax license? Do I have to charge my customers sales tax?

The Museum of Northern Arizona is required by the State of Arizona to collect a list of participating vendors, their contact information, and their Transaction Privilege Tax license number. All artists are requested to provide this information to MNA prior to participating in the Heritage Festival.



Why do you need a proof of my tribal enrollment?

In order to comply with the Indian Arts and Crafts Act of 1990, the Museum of Northern Arizona must verify that all applicants comply with the requirements of the Indian Arts and Crafts Board.

Requiring proof of tribal enrollment also ensures that the Museum of Northern Arizona will host a wide variety of authentic Native American artwork.

Who is invited to participate in the Heritage Festival?

All previous participants from the Zuni, Hopi, and Navajo shows, as well as any artist from the Pai, Northern Ute, Southern Paiute, and Yavapai Apache tribes.

New and upcoming Native artists are welcome to apply as well, as MNA is also committed to fostering talent regardless of experience.

What do the application and booth fees cover? Why do you charge admission?

The artists' application and booth fees cover the cost of putting on the Heritage Festival, such as advertising and marketing, tent rentals, the juried competition, staff time, cultural performances and signage. There are also administrative costs, which the application fees cover.