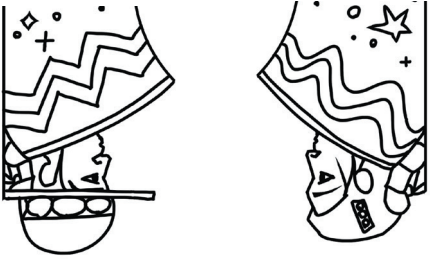

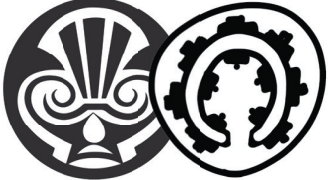





Purchasing art is a chance to support Native American artists and learn about their culture and craft. In 1990 the Indian Arts and Crafts Act made it illegal to represent artwork as Native American when it is not, but counterfeit Native American artwork continues to be sold. This makes it difficult for legitimate Native American artists to make a living.

The Museum of Northern Arizona created this pocket guide to help buyers purchase authentic Native American art.

To use this pocket guide: Cut along outer line
Fold along dotted lines

 <p>Authentic Native American artwork is created by a person who is a member of a federally or officially state-recognized tribe.</p> <p>Authenticity</p> <p>ABC'S OF BUYING NATIVE AMERICAN ART</p>	<p>Art in this guide by Corey Begay</p>  <p>Native American artists mark their artwork with a unique signature or hallmark. If you don't see one, it may be a counterfeit, but some counterfeit items use fake hallmarks. Online resources can help you check whether the hallmark is legitimate. You can find links to the resources at the online version of this guide:</p> <p>Hallmark</p>	<p>Visit the Museum of Northern Arizona giftshop in person or at shopmusnaz.org</p>  <p>At galleries or giftshops, ask the salesperson for detailed information about the artwork and the artist and get this information in writing on the sales slip. Consider buying Native American artwork at giftshops affiliated with accredited museums.</p> <p>Giftshops and Galleries</p>	<p>The MNA Heritage Festival and Winter Art Market are opportunities to buy directly from Native American artists.</p>  <p>Juried art markets managed by reputable institutions, such as flea markets and pow-wows where the artists are not vetted.</p> <p>Festivals</p>
<p>Buyer Beware</p> <p>Watch for warning signs that an item might be counterfeit, such as bargain prices, many nearly identical items, or items being sold by someone who can't identify the artist. Even when the seller is Native American, the items they are selling may not be completely handmade. For example, "stringer jewelry" is made by assembling prefinished stones bought from craft stores or gem shows. Jewelers who do cut and finish their own stones often display examples of the raw stones and the tools they use.</p>	<p>Connect</p> <p>If you feel drawn to a piece of art, build a connection with the artist as well. Ask about their background, where they live, and how their culture and life experiences influence their art. Learning more will deepen your appreciation of the art and create a relationship with the artist. It also allows you to verify the authenticity of the art.</p> 	<p>Deal Direct</p> <p>Unless you previously met an artist in person, it's difficult to verify an artist's identity when buying online. Many artists have Social Media accounts, which allow potential buyers to communicate with them via the messaging app. Use a chat feature to ask questions about their background.</p> 	<p>Expense</p> <p>Visit Native American art markets or galleries to get an idea of what authentic artwork costs and be wary of cheaper counterfeits. Crafting authentic artwork takes time, which makes the final artwork more valuable and more expensive than mass-produced items. It's not appropriate to try to negotiate the price. If you cannot afford an original art piece, some Native American artists sell their artwork as prints, cards, or other items. Buying those allows you to stay within your budget and still support the artist directly.</p>