



# TOI MATARAU

22/9/23

Māoriland Charitable Trust  
68 Main Street  
Ōtaki 5512  
AOTEAROA  
Attention: Ciara Arnot

Tēnā koe e Ciara,

As Kaitiaki Toi, lead artist of our delegation of 3 from Toi Matarau Gallery and a Māori Lakota descendant of the Northern Plains in the USA, the primary objective to meet in person with artists at the Santa Fe Indian Market, surrounding Indian markets, galleries, studios, screenings and other events were met with constructive outcomes. Our time was utilised well especially during SWAIA where we were able to get a good look at the range of arts disciplines and engage in meaningful, robust conversations with a diverse range of Native artists..

Instagram is one of the most effective platforms used by artists all around the world and is a key tool Toi Matarau utilises. While in New Mexico I was able to ascertain what platforms Native artists prefer and whether or not they face issues being connected to the internet and/or with data. We experienced in the Albuquerque CBD it is completely and permanently locked down after COVID due to the danger of homelessness, crime and the Fentanyl epidemic. This also means there is no internet access there as is across every Pueblo (Native reservations) between Albuquerque, Santa Fe, Tesuque and Taos in the North. Access and range varies and we were advised of this prior to going over that internet connectivity is unreliable by artists and curators in the region. Unfortunately this is also why there are many artists who don't have their works online and forced to either supply for retail in galleries, outlets and markets.

While there the opportunities to field interest with artists was fruitful with great interest in collaborating with Māori. Our team is currently working on adjusting our database system to include the addition of Native artists with plans to generate a newsletter to stay connected. For artists living outside of New Mexico I learnt other tribes are well resourced and that most artists need a newer and wider Indigenous network to cast their platforms to.

Next steps for Toi Matarau is to put a plan in place to grow an online exhibition programme. Through collaboration Toi Matarau will use our platforms as the vehicle to drive the sale of Indigenous art via e-commerce..

For now a Potluck dinner event showcasing our trip to New Mexico titled *Kārikiōrangī, Walking The Turquoise Road* opens this Friday Septmeber 29, 2023 at 630PM. A small Native arts exhibition, floor talks and a projection show in the gallery at Māoriland. Our digital marketing team is working as I write this to create content in the build up, on the day and over the duration of the exhibition closing Monday October 23, 2023. All this content will be shared to our platforms, networking into the Native arts community of New Mexico and to organisations such as the Institute of American Indian Arts, The NDN Collective and The State of New Mexico Tourism to name a few. <https://mailchi.mp/maorilandfilm/te-ara-o-karikiorangi>

On behalf of Toi Matarau and the Māoriland Charitable Tust I extend great gratitude for the financial support granted so that we could make the trip to New Mexico. The experience, insights and learning were invaluable to our growth and development as a centre of innovation and excellence.

E kore e mutu ngā mihi, mā te huruhuru ka rere te manu.

Nāku iti nei



Maakarita Paku - Kaitiaki Toi/Māori Indigenous Art Curator + Manager

Project Toi Matarau

Toi Matarau Gallery

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On behalf of Libby Hakaraia - Managing Director

PROJECT TOI MATARAU - SANTA FE 2023



Cara Romero <https://www.cararomerophotography.com>



Denise Wallace [https://en.wikipedia.org/wiki/Denise\\_Wallace](https://en.wikipedia.org/wiki/Denise_Wallace)



Patrick Hakaraia (Māoriand Trustee), Tania Hakaraia (Māoriland Trustee), Dawn Doubleblaze (IAIA),  
Maakarita Paku, Mario Caro (MFSa)



Virgil Ortiz <https://www.virgilortiz.com>