Tipping Points for Creatives is a partnership between the City of Albuquerque’s Cultural Services and Economic Development departments. It was launched in March 2019 to better understand and address the needs of artists in Albuquerque. For more information and further program developments, visit cultureabq.com.

Albuquerque artists’ challenges in their own words:

What keeps you up at night when it comes to practicing and sustaining your art?

- Financial instability. Making a living as an artist only works some of the time for me. I need a manager. Being an artist and also having to figure out how to sell and market myself is difficult to near impossible at times.

- I know how to create but have a hard time with the business part. Paperwork, orders, networking with locals etc.

- The difficulty of finding appropriate venues to showcase my art. But once a venue is found, the additional hoops to jump through can make it discouraging.

If you could wave a magic wand, what resource, tool, or service would be the most helpful in taking you to the next level?

- Closer ties to the community of artist, promotional tools, marketing tools, financial resources, and understanding the art market in New Mexico.

- Unified marketing base to expose the rich, artistic resources available in our city.

- Artist recognition and places to exhibit for those of us who have something to say or share but have not yet had the ability to be exhibited by more exclusive galleries.

Who took this survey?

- Visual arts: 41% (38% male, 59% female, 2% LGB TQ+)
- Media/Film/Video: 8% (45% male, 59% female, 2% LGB TQ+)
- Literary art: 3% (60% male, 40% female, 2% LGB TQ+)
- Electronic arts: 1% (70% male, 30% female, 2% LGB TQ+)
- Performance art: 28% (25% male, 75% female, 2% LGB TQ+)
- Artisan: 36% (30% male, 70% female, 2% LGB TQ+)
- Other: 8% (50% male, 50% female, 2% LGB TQ+)

- 59% White
- 20% Hispanic
- 13% Multi-racial
- 4% Black
- 3% Native American
- 2% Asian

Survey Summary
528
Albuquerque artists participated

Top five most pressing issues identified by artists in Albuquerque:

- Financial Resources: 62%
- Marketing and Promotion: 46%
- Earned Income: 33%
- Physical Space: 33%
- Personal Wellness: 19%

The Tipping Points for Creatives program was launched in March 2019 to better understand the most pressing needs of artists in Albuquerque. For more information and further program developments, visit cultureabq.com.