



**FOR IMMEDIATE RELEASE**  
**November 4, 2020**

**MEDIA CONTACT**

**Jamie Clements**

**505.216.0827**

[jamie@museumfoundation.org](mailto:jamie@museumfoundation.org)

**NEIGHBOR HELPING NEIGHBOR**

**Shut-Down Museum Shops ‘Pop Up’ for the Holidays, Thanks to Local Donor**

*Holiday Pop-Up Shop Open Nov. 7 to Dec. 31 at 130 Lincoln Ave.*

**SANTA FE, NM**—Last month, when the four state-run Santa Fe museums in the Museum of New Mexico system shut down for the second time due to the coronavirus pandemic, their affiliated Museum Shops faced a grim holiday retail season ahead.

But thanks to the generosity of the Bertram Family of Santa Fe, who are donating prime downtown retail space for a special holiday pop-up shop, the Museum Shops will continue to generate revenues in support of the Museum of New Mexico system while providing shoppers with much-needed holiday cheer.

The Bertram Family donation will have a major impact on the sustainability of the Museum Shops and the museums they support, says Jamie Clements, President/CEO of the Museum of New Mexico Foundation, which oversees retail operations at the Museum of Indian Arts and Culture, Museum of International Folk Art, New Mexico History Museum and New Mexico Museum of Art.

“Like all local businesses, our four museum shops in Santa Fe are struggling to make sales during the pandemic, particularly with the state museums themselves closed,” says Clements. “Thanks to the generosity of the Bertram family, this will help us increase sales during the all-important holiday season. That, in turn, will support the Foundation’s operations and enable us to continue to provide essential services to the state museum system.”

The Museum Shops Holiday Pop-Up will take place Nov. 7 to Dec. 31 at 130 Lincoln Ave. from 10 a.m. to 4 p.m. daily. The pop-up shop will feature select items from the Museum of International Folk Art and Museum of Indian Arts and Culture on Museum Hill, including Native arts and crafts, global folk art, apparel and accessories, plus puzzles, coloring books, holiday cards, ornaments, 2021 calendars and much more.

Because the Museum Hill shops are situated inside the museums they serve, with no exterior access, the recent shutdown made in-person holiday sales there impossible. When the Foundation team put out a call

for ideas for an alternative location that would enable the shops to continue to operate, the Bertram family readily and generously answered. With nearly 3,500 square feet, the donated downtown space is large and warm with plenty of room for social distancing and other COVID-19 protocols.

For the Bertrams—Marc, Cathryn, Alicia, Amalia and Julia—lifetime Santa Feans whose roots run deep in the local business community, the donation is a natural way to support both the cultural community and the business community of Santa Fe.

“The museum system is an important part of this town, and it has been forever,” says Marc Bertram. “It’s like your neighbor asking you for a favor. Of course we’re going to do that because we care about this place and the people who live here. It’s not about us. It’s about trying to help the museums keep people employed and keep their mission going.”

After nearly 40 years in real estate, the last 20 years in commercial properties, Bertram also cites the positive ripple effect of supporting local retailers, especially in difficult times, as motivation to give. “I’m hoping it might drive traffic to other retail shops nearby,” he says.

The ripple effect will undoubtedly impact the Foundation’s two other Museum Shops at the nearby New Mexico Museum of Art and New Mexico History Museum. With their museums closed, these shops will utilize their streetside entrances to operate from 10 a.m. to 4 p.m. Wednesday through Sunday.

“We all know it’s going to be a different Christmas,” Bertram continues. “Even though we all need to stay home, we’re still going to want to go out and buy a few Christmas gifts. Let’s not buy them from Amazon. Why not come downtown and try to support the museum shops and all our local shops.”

Although the pop-up will only occupy the Bertrams’ space for eight weeks, Bertram says the long-term community relationships enabled by this partnership are what matter most.

“We’re a local family. We love this city. We’re in it forever,” he says. “We’ve all got to do what we can to keep this community alive. Someday, we’re going to come out of this, and we want these museums, these businesses, and these jobs to still be around.”

*The Museum Shops Holiday Pop-Up will take place at 130 Lincoln Ave. from 10 a.m. to 4 p.m. daily from Nov. 7 to Dec. 31. Museum of New Mexico Foundation Circles members will receive a 25% discount for the entire month of November. General members will receive 20% off from November 15 through 29th.*

#### **About the Museum of New Mexico Foundation**

The Museum of New Mexico Foundation supports the Museum of New Mexico system, focusing on fundraising for exhibitions and education programs, retail and licensing programs, financial management, advocacy and special initiatives. The Foundation was founded in 1962 by Thomas B. Catron III with the goal of providing private support for the four state museums in Santa Fe. The private, nonprofit Foundation has expanded to support eight historic sites statewide as well as the Office of Archaeological Studies and enjoys a robust private-public partnership with the State of New Mexico and the New Mexico Department of Cultural Affairs.

**For more information, go to [museumfoundation.org](https://museumfoundation.org).**