

SPECIAL ISSUE // Movers and Makers, Picklers and Bakers

New Mexico

JANUARY 2016

ADVENTURE. CULTURE. TRAVEL. LIFE.

WHAT'S NEXT!

ABQ'S DOWNTOWN AWAKENING

21st-CENTURY SANTA FE

DIY ART
SILVER»CRUCES»TAOS

CRAFTY DOUGHNUTS &
ARTISANAL EDIBLES

NM'S FAVORITE SKI BUM
SUCCESS STORY (P. 12)

***“THERE’S HUGE ENERGY
IN THE STARTUP WORLD IN NEW MEXICO—
THERE’S AN AWAKENING HAPPENING.”***

—Pamela Weese, ABQid

***“WE WANT THIS TO BE
THE TOP FAMILY
ATTRACTION IN THE STATE.”***

—Meow Wolf CEO Vince Kadlubek, on the House of Eternal Return

SUCCESS STORIES

THE SEED FOR THE THEME of this special issue was planted a year ago at an event in Taos called the Ski Lift Pitch Contest, sponsored by the ABQid business accelerator. Owners of startup companies pitched their concepts on chairlift rides with venture capitalists and business leaders who later judged their ideas and awarded a nice cash prize. There were all kinds of great ideas on display, many of a highly technical nature, but the winners were the hometown favorites behind Taos Mountain Energy Bars (see “Raising the Bar,” p. 12). The takeaway, for me, was that **this event represented the sweet-spot nexus of New Mexico’s natural assets, the recreation/lifestyle/travel options they present, and the opportunities for grassroots economic development they can inspire.**

Once I’d witnessed this ecosystem in action, I started seeing examples of it all over the state. In this issue, you’ll read about the revival of Downtown Albuquerque (“ABQ Awakening,” p. 32), the capital city’s pivot to 21st-century culture (“Neo Santa Fe,” p. 16), and a community of artists and food crafters who exemplify an only-in-NM brand of creativity. **All of this contributes enormously to the quality of life here, and to the visitor experience as well:** There’s simply lots of cool new stuff to see and do and eat and drink in New Mexico these days.

—From the Editor’s Letter by Dave Herndon

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