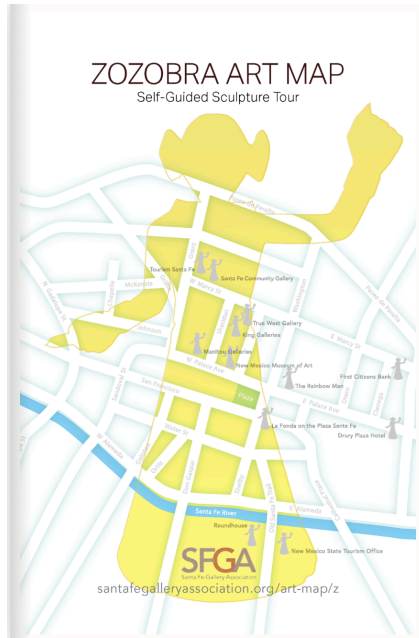


## Zozobra Centennial Celebration

It's happening! Zozobra's 100th anniversary takes place on Friday, August 30, 2024 and the Kiwanis Club of Santa Fe is fired up to promote the unique arts and cultural traditions of Santa Fe through a special Centennial Project in collaboration with the Santa Fe Gallery Association!



### Wait. What's a ZOZOBRA?

Artist William Howard "Will" Shuster, Jr. created the first Zozobra in 1924 as the highlight of a private party for Los Cinco Pintores, a group of artists and writers who made their way to New Mexico in the 1920s. Inspired by Easter Holy Week traditions in the Yaqui Indian communities of Arizona and Mexico, Shuster and his friend, E. Dana Johnson, editor of the local newspaper, came up with the name Zozobra, which in Spanish means "anguish, anxiety, or gloom."

Shuster's creation first burned in his backyard in 1924 as a 6-foot effigy and, over the years, has grown to a towering **50-foot high marionette** made of wood, wire, and cotton cloth. Stuffed with bushels of shredded paper, traditionally including obsolete police reports, paid-off mortgages, and even divorce papers, Zozobra is then spectacularly lit and reduced to ashes symbolically freeing Santa Feans of their gloom for another year.

Since those early days, the people of Santa Fe, families, and friends old and new, have gathered annually to stuff Zozobra with their worries and woes, making their way to Zozobra Field at Fort Marcy Park, to view this one-of-a-kind Labor Day Friday pageant.

Who better than Old Man Gloom himself to spark the imagination and creativity of Santa Fe's artists in an iconic City Different arts project?

This unique series of fine-art finished 4-ft. Zozobra sculptures will be on display in public buildings and private galleries starting Saturday, June 1st to enhance your 100th Zozobra celebration. Look for our [Zozobra Tracker Treasure Maps](#) at participating locations, Visitor Centers and Tourism Offices and plan your personal parade to see them all! These once in a lifetime works of art will be up for auction online with "buy it now" pricing to be introduced on **Jul 12, 2024**.



Joining forces in a group exhibition to be unveiled at [Art Santa Fe](#) in the Santa Fe Community Convention Center in time for Santa Fe's Art Week, July 12 through 21, 2024, these fiberglass Zozobras will remain on display through auction. Funds generated from the sale of the sculptures and fine art prints support the 100th Burning of Zozobra and the Santa Fe Gallery Association's programs promoting our art community. Bid early and often!

*Scan QR code to access online maps and auction listings as they become available.*