



**SHARE** new mexico™

## Avenue ID

The “Avenue ID” project **transformed the Central Avenue/Route 66 corridor in the International District (ID) of Albuquerque** by installing avenue banners that reflect the place and people of New Mexico’s most ethnically diverse legislative district. Avenue ID is one of several community-led development projects that emerged from the Stories of Route 66 arts engagement project.

During the fall of 2015 and spring of 2016 an Artful Life artist team worked with district residents, schools and partner organizations to gather **writing and art from district residents that communicate their stories and dreams for the neighborhood**. The team then used these writings, drawings and/or photographs as inspiration for designing the avenue banners.

Avenue banners were installed on Central Avenue/Rt. 66 between Louisiana & Wyoming Boulevards in June, 2016.

The project is generously funded by a grant from the **PNM Resources Foundation and the City of Albuquerque**.

---

## Details

**Ages:** All ages

**Intake Process:** Email

**Waiting List:** Never

**Restrictions:** None

---

## Services

Arts & Culture

---

## Locations

### International District

*80 Louisiana SE  
Albuquerque, NM 87108*

**Phone:** 505-603-0866

**Services Limited By Geography:** 1

---

## **Parent Organization**

### **Artful Life LLC**

Artful Life projects are designed to transform communities through the beauty and power of collaborative art. Together, artists, cultural workers and communities co-create significant works of art. In doing so, they get to know each other in new ways, discover the power of working in teams, and create artwork that expresses who they are, where they live, and what they dream. Arts engagement leads to a range of subsequent community-led development initiatives via capacity-building and leadership development. Founded in 2015 by Valerie Martinez (formerly with Littlelobe) Artful Life is dedicated to the Tewa belief that revitalization is an individual and collective process fueled by creative inspiration, labor, and a thoughtful approach.

*11415 Isle Royale Rd. SE  
Albuquerque, NM 87123*

***Mailing:***

*11415 Isle Royale Rd. SE*

***Phone:*** (505) 603-0866

***Email:*** [valerie@artful-life.org](mailto:valerie@artful-life.org)

***Primary Contact:*** Valerie Martinez

***Contact Email:*** [info@artful-life](mailto:info@artful-life.org)

<http://www.artful-life.org>