

**FOR IMMEDIATE RELEASE**

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## Creative Santa Fe Emerges From Dormancy

SANTA FE, NM — The Board of Directors of Creative Santa Fe is pleased to announce a new team for the organization, led by Executive Director Sorakamol (pronounced so-RAH-ka-mohn) Annette Prapasiri. After a year of dormancy and reflection, the organization has expanded its mission to leverage creativity and design to build a more vibrant, resilient, and inclusive community.

This vision for Creative Santa Fe builds upon the organization's history of convening creatives to address issues that impact our community. Creative Santa Fe will grow its programs, leaning on the expertise of its new team, to include comprehensive brand communication services, amplifying the work of nonprofits, businesses, educational institutions, and government agencies. The organization will adopt a social design methodology where clients become collaborators and work toward outcomes that bring about positive social change. Within this framework, Creative Santa Fe creates space for collaborative solution-seeking through an empathetic, research-driven, and community-centric process.

Bill Miller, Board Chair, states, "I am very excited to see Creative Santa Fe come out of its dormant state, and I have great confidence in this new team. Their problem-solving approach embodies the same cross-sector collaborative spirit that Creative Santa Fe has practiced since its inception in 2005. We aim to become a repository of best practices and a resource to convene and assist changemakers to solve collective challenges and drive positive change."

Throughout the remainder of 2021, the Creative Santa Fe team will complete an in-depth strategic planning process, including meeting with community members to gather feedback on past initiatives. While the organization will continue to host public events to strengthen Santa Fe's social fabric and examine critical issues, the full scope of its programs will be developed in the coming months.

### **ABOUT THE TEAM**

Executive Director Sorakamol Prapasiri, who was born in Bangkok, Thailand, and grew up in Las Cruces, New Mexico, is a graduate of St. John's College Great Books Program and Seattle Art Institute's Graphic Design Department. She has applied her keen sense of aesthetic, empathetic listening, and critical thinking skills to her brand strategy and design company, Six Blooms. Prapasiri has worked with a multitude of community projects. She most recently served as Vice President of the board of directors of the Friends of Architecture Santa Fe, where she oversaw communications, fundraising, and program development.

Prapasiri states, “I am humbled by the opportunity to broaden the impact of Creative Santa Fe, amplifying the work of our community through our design services program. We have an opportunity to provide direct support, whether through design and communication services or by collaborating to seek funding sources such as grants and individual donations to support projects and critical initiatives. Additionally, I’m delighted by the work opportunities Creative Santa Fe can provide for our local talent—to channel their creativity towards positively impacting the vibrancy of our community.”

“I’m thrilled to see Sorakamol [Prapasiri] lead Creative Santa Fe,” states Creative Santa Fe board member and United World College (UWC-USA) President Victoria J. Mora. “She embodies a sense of purpose in all she does; always with a view to take individuals and communities to another level of connection through the power of creative design. She is a wonderful voice for creatives, for the power of creativity to drive social change, and for creativity as a bridge that makes communities stronger.”

Joining Prapasiri as Creative Director is her business partner, Robert Innis, who is the co-owner of [Rinse Design](#) and co-founder of [Design Corps](#), a place-based alliance of design professionals dedicated to cultivating projects that serve the social good. Innis is a passionate advocate for design that empowers people and places. A graduate of the University of Cincinnati’s College of Design, Architecture, Art and Planning (DAAP), Innis has created award-winning campaigns, branded community and statewide coalitions, and has been a guest speaker, adjunct professor, and mentor to design students throughout Northern New Mexico.

Mayo Miller King, who has been with Creative Santa Fe for nearly ten years and served as Interim Executive Director during its dormancy, continues her commitment to the organization as Finance and Operations Director. The new staff also includes Six Blooms team member and former Director of Advancement at Santa Fe Botanical Garden, Lindsay Taylor as Engagement and Communications Director.

The organization relaunches with design clients including Santa Fe Art Institute, Conservation Voters New Mexico, and St. John’s College. Creative Santa Fe is currently accepting applications to join their creative flex team. To learn more, visit [creativesantafe.org/join-our-team](https://creativesantafe.org/join-our-team).

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