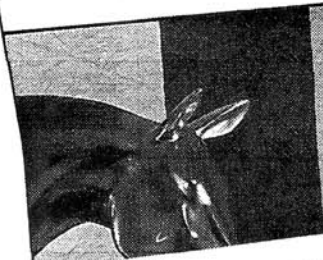


The Trail of Painted Ponies

IT'S BEEN A GREAT RIDE!

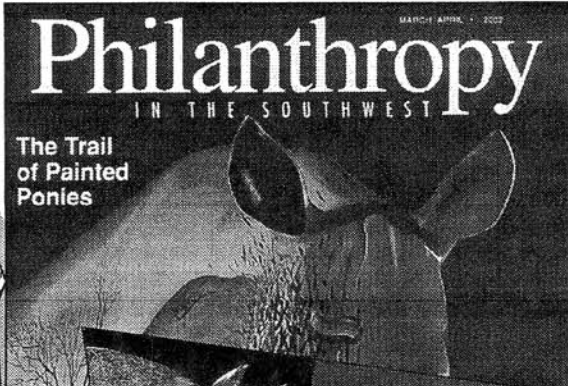
New Mexico's premier public art project brings the mythology and dignity of the horse to the Land of Enchantment.

BY ROBIN HENDRICKSON



Imagine entering the Albuquerque and having six wildly adorned model horses greet you. Throughout of 2001, that's exactly what visitors entered when deplaning at New Mexico's port of entry. For many, it was their glimpse at HorsePower New Mexico's Painted Ponies.

The Trail of Painted Ponies brought together artists, businesses and charities in what is widely New Mexico's most successful public project. Envisioned by Rod Barker and his...



The Trail of Painted Ponies

Western Horse Magazine

Appaloosa Journal

HORSE OF A DIFFERENT COLOR

PAINTED PONY MEMORIAL TO 9-11

The human spirit soars over death and destruction with the Little Horn Memorial Pony, honoring the policemen and firefighters who died at the World Trade Center on September 11. The tribute was installed in the Central Terminal Building at New York's LaGuardia Airport, and organizers hope to find a permanent site for it near ground zero. The Memorial Pony follows the military tradition in which the ribbons of a slain officer lead a funeral procession; the officer's boots reversed in the stirrups.



A unique project in New Mexico triggers a revolution in equine art.

Article by Karin Hawkins
Photographs Courtesy HorsePower New Mexico

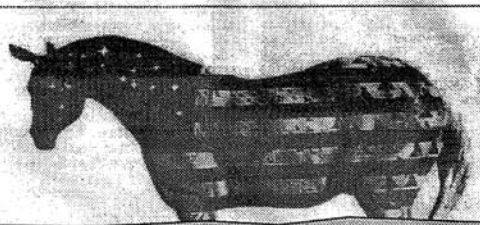
WHEN SOUTH AFRICAN traveler Rena Leroux made her way off the escalator at Albuquerque's International Airport in August 2001, she nearly dropped her carry-on bag. "There's a horse in the passage!" she exclaimed to her husband. As a matter of fact, there was: just one horse standing there in the lobby, but four. Three weeks later in Santa Fe, Obivian Walter Maracle kept looking behind him on the street, as if something were following him. "Good grief, there's one standing inside the jewelry store around the corner, and when I came down the stairs at my hotel there was one right in front of the..."

PHILANTHROPY

HorsePower New Mexico uses 'Compassionate Capitalism'

BY ROBIN HENDRICKSON | SPECIAL TO EW.COM

Rodney Barker doesn't think of himself as a philanthropist. He calls himself an entrepreneur, but you'd be hard-pressed to find another entrepreneur who gives 80 percent of his revenue to charity. Last year he raised more than \$500,000 through HorsePower New Mexico, a limited liability corporation that organizes public art events. That money—raised despite the economic downturn and Sept. 11—was given to 80 charitable organizations in New Mexico. Barker used a concept called com-



others. Those had a similar goal—to raise money for charities while stimulating local economy—and were all organized by city governments with their accompanying resources. But neither Santa Fe nor Albuquerque wanted to take the risk and invest in the project.

So Barker developed a variation of public art project as a win-win enterprise. As a successful investigative journalist, he had written four books that reflected a strong sense of social conscience—an important element to any enterprise he would get involved with. His vision was to...

New Mexico Business Weekly

Cowboys & Indians Magazine

FNE: (505) 955-9595

A final live auction of all 2002 and select 2001 Painted Ponies will be held on **Saturday, October 12**, at the Eldorado Hotel. Admission is free, bidders must pre-register.

A public preview of the artwork to be auctioned will take place at The Trail of Painted Ponies showroom, at the Santa Fe Premium Outlets, on **Saturday and Sunday, October 5 & 6**. Pre-auction purchases will be considered.

For details: 505-955-9595

To view Ponies: www.gopaintedponies.com