

FOR IMMEDIATE RELEASE

"HERE IS HOW" KNOWLEDGE EXCHANGE FESTIVAL ANNOUNCED FOR OCTOBER 17 IN SANTA FE

[Santa Fe, NM] — [September 28th, 2026] — apparatus and Relay Santa Fe announces "Here Is How," a street-side knowledge exchange festival taking place on October 17, 2026, from 2:00 PM to 6:00 PM at 2873 All Trades Rd, Studio B, in the Siler Arts District. Coordinated by apparatus in partnership with RELAY Santa Fe, this gathering brings together practical skill-sharing, mutual aid, and creative solidarity.

Rooted in community care and participation, "Here Is How" centers street-level skill-sharing over commercial transactions. In place of selling products or distributing marketing flyers, local service-based organizations, community groups, performers, and individuals share single-page "How-To" guides on practical skills and resources. Attendees collect these pages throughout the festival and assemble them at an on-site bookbinding station into a custom, hand-bound handbook to take home.

While this marks the inaugural "Here Is How" festival in Santa Fe, it is the third iteration of the project overall. Carrying forward a legacy of street-level resource sharing first created in Denver (2011) and Bozeman (2012), apparatus is stewarding the model into its next chapter on All Trades Road. The event will feature hands-on workshops, community forums, local food, and live performances, culminating in an evening community dance party hosted at RELAY Santa Fe.

"Our most reliable support systems are the neighbors we dance, eat, and live alongside every day."

To stay updated on schedule details, submit a "How-To" page, or get involved, visit [here-is-how.info](https://www.here-is-how.info), join the mailing list at [apparatuscollective.net](https://www.apparatuscollective.net) or visit <https://www.instagram.com/apparatus.collective/>

Note to Editors & Reporters:

In keeping with apparatus's commitment to collective care and decentralized voice, organizers do not conduct formal press interviews. Members of the media are warmly invited to attend the festival to experience the space and speak directly with participating service-based organizations, community groups, workshop leaders, performers, and neighbors who give "Here Is How" its life. A community contact sheet highlighting participants open to interviews will be provided on-site. However we are willing to facilitate interviews with participants.

About apparatus

A worker-owned project built on the understanding that the most reliable support systems live in daily relationships instead of formal institutions. Through public events and creative interventions, apparatus transforms transactional environments into sites of reciprocity. We partner with others to create generative spaces for solidarity, mutual aid, and community resilience. apparatuscollective.net

About RELAY Santa Fe

RELAY Santa Fe is a flexible creative space providing accessible opportunities for service-based organizations, community groups, performers, makers, and audiences to create, exhibit, and collaborate across Santa Fe's evolving creative community.

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