

Nelson Garcia, Phoenix, Arizona

Kewa Pueblo, New Mexico Jewelry



Nelson Garcia was born in 1955 in the village of Santo Domingo Pueblo, New Mexico. As one of the eldest of a large family, he shared in the responsibilities as he worked in the fields and helped his father, Joe Jay Garcia, a silversmith with talents in traditional designs and Heishi necklaces. Nelson learned that any job can be completed but if not done correctly, it is a pointless task. In grade school Nelson created his first works. Buying silver from his uncle, he would make silver cones that are used as the ending tips to a Heishi necklace. Once completed, he would walk throughout the village selling his silver cones to the many artists.

After high school Nelson moved to Phoenix where he worked in a local jewelry store as a silversmith. In 1975, he married his wife Helen, a Navajo from the

Naakaii Dine'e clan, and began not only a family but a business of his own as well.

With his creations packed and loaded into his car he drove to Page, Arizona, for his first art show. That day Nelson made his first sale as an independent artist; sadly, that was his only sale for that day. One ring, in which he had to debate the price. With a fresh \$14 in hand, he persisted and drove to the Coconino Center in Flagstaff, Arizona. This bold step would define his business ethic. He would attend this next art show with high hopes and patient hands. Driving home later that night with \$480 in his pocket, his American dream had become a reality.

As the years have passed, Nelson has won many distinguished awards at some of the nation's largest art exhibits. From the Santa Fe Indian Market to Red Earth in Oklahoma City. His jewelry has traveled into the heart of Europe with shows in Germany, Austria and Switzerland. He has formed relationships of trust with his many customers in the western world.

