



About Zuni Fetishes

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Zuni saying: You do not choose the fetish; the fetish chooses you.

A “true” Zuni fetish has been blessed by a priest or shaman, and most sold in retail stores have not been blessed, however they can become “true” Zuni fetishes upon being given a blessing by a priest or shaman. Similarly, if blessed by an individual owner, it is a Zuni carving that has become a personal fetish instead of a Zuni fetish. The difference between a fetish and a carving is belief in the object; a fetish spirit will not help an unbelieving owner.

The word “fetish” derives from the Portuguese “feitiço” that was used to describe carved embellished objects used by various West African tribal groups (today “feitiço” can be translated as a charm or spell). Now the word “fetish” is used to describe carvings from Native peoples from around the world, but the Zuni Fetishes are the most well-known.

The six most powerful Zuni Fetish animals according to Zuni cultural and religious tradition: Mountain Lion (North), Bear (West), Badger/Bobcat (South), Wolf (East), Eagle (Sky) and Mole (Earth/Underworld). These six correspond to the four cardinal directions plus earth and sky. Each direction has both Protection/Healing and Hunting/Prey seats, Badger is the Protective Southern animal whereas the Bobcat is the Hunter counterpart, all other seats remain the same across both Protective and Hunting sets. Each direction also corresponds to a particular color: North - Yellow, South - Red, West - Blue, East - White, Earth - Black, and Sky - ALL-colored.

Prayer Bundles: A carver, or owner will often adorn a fetish with beads and/or arrowheads as a sign of appreciation and affection to the fetish. The more care and respect a fetish is given, the more powerful their influence will be towards their owner. Traditionally fed cornmeal, with or without crushed turquoise added, and kept either in a pot or pouch.

Heart lines: Represent the path of breath leading to the source of the fetish's power and strength in it's heart. "Share" long and deep breaths with the fetish to share their power and strengths.

Armadillo	Keeper of the Home. Slow-moving, thorough, thick skinned, and reserved. Represents variety in one's inner life.
Badger	Red, Protective Guardian of the South. Fierce and tenacious, they bring the ability to reach goals through perseverance and Focus. Represents Control, Individuality, Passion, and Persistence. Has great knowledge of the Earth and the healing of roots and herbs.
Bat	Guardian of the Night. A Cleansing animal that brings the gift of luck in gambling and brings fertilization to the seeds of our dreams.
Bear	Blue, Great Protector Guardian of the West. Represents Power of Soul, Courage, Adaptability, and great Strength. Brings the gifts of Healing, Knowledge of Self, Spiritual Communion, and Introspection. The White Bear is most powerful.
Beaver	Keeper of the Waterways. The Master Builder is Industrious, diligent as well as an Enthusiastic and Energetic Worker. Brings the Gifts of Family Unity and a Sense of Family and Home. Represents Achievement and Hard Work.
Birds	Represents Freedom, Community and Unity. Carries our prayers of Rain and Blessing to the Clouds and Sky.
Bobcat	Red, Prey God of the South and Knower of Secrets. They are Elusive, Intelligent, and Solitary Hunters. Brings the gifts of Independence and Clairvoyance.
Buffalo	Represents Good Fortune, Healing, Prophecy and the fulfillment of Powers. Brings the gifts of Emotional Courage, Prayer, Endurance to overcome Weakness, and Perspective for the Greater Whole. Brings snow.
Butterfly	Represents balance, beauty, grace and rebirth. Brings the gift of the Ability to Know or Change one's Mind. Reminds us of the Art of Transformation.
Cat	Represents Independence and Self-Confidence.
Corn Maiden	Grandmother to both Sun and Light, she represents Strength, Creation, and Wisdom. She emerged from the Underworld with the Zuni to assure a Plentiful Harvest. Brings the gift of Corn (Life).
Coyote	Blue, Hunter God and Hunting animal of the West. The Master Trickster, often tricking themselves. Represents Humor, Foolishness, Laughter, and the ability to Laugh at one's Mistakes. Although arrogant and self-serving, they teach us to recognize our bad habits. Brings the gifts of Survival Skills, Reversal of Fortune, and Adaptation to the unpredictable nature of Life, and to live in the Moment.
Deer	Represents Agility, Grace, Gratitude, Love, Peace, Sensitivity, and Speed. They teach us the Power of Gentleness and the Ability to Sacrifice for the Greater Good.
Dolphin	Represents Harmony, Joy, Loyalty, and Trust. Teaches the Spirit of Friendship and Connection with Self.
Dragonfly	Messenger to the Spirits is Relentless. Brings the Gifts of Skill and Refinement.
Eagle	Multi-Colored, The Protective and Hunting Guardian of the Sky and Messenger to the Gods. Represents Balance, Dignity, Grace, Healing, Integrity, Power, Teaching, and becoming one with the Greater Spirit. Brings the gifts of extraordinary Vision to see Higher Truths, Creativity, Intuition, and Connection to the Divine.
Fish	Represents Purification and Character. Brings the Ability to hide one's Emotions.

Fox	Represents Amusement, Ingenuity, Loyalty, Passion, and Subtlety. Approaching life with Amusement, they bring the gifts of Camouflage, Cleverness, Discretion, Invisibility, Swiftness, and Shape shifting. Loyal to Loved Ones and are Quick and Observant
Frog & Tadpole	Represents Water, Fertility, and Abundance. Brings the gifts of Rain and Cleansing (both Emotional and Physical). Reminds us of the Cycles of Life and silently warns us of Danger.
Hawk	Messenger to the Gods, and, at times, to Humans and between Animals. Represents Energy. Inspiration, Awareness, and Truth. Reminds us to pay attention to the Signs around us and to Observe the obvious in our own Actions. Brings the gifts of skilled Hunting and pest-free Crops.
Horned Toad	Represents Longevity and Self-Reliance. Protects our Ancestral Bounty.
Horse	Represents Swiftness, Strength, Partnership, Enlightenment, Freedom, and Safety in Movement. Promotes Power and achieving one's Potential. Brings the gift of Healing.
Hummingbird	Messengers who bring the gifts of Good Luck, Inspiration, and the Ability to stop Time. Represents Joy and Beauty.
Ladybug	Represents the Child-like Nature in each of us. Brings the gifts of Luck and Abundance.
Lizard	Represents Patience, Wisdom, and the Ability to Let Go. Brings the gifts of Agility, Conversation, and Elusiveness.
Mole	Black, Hunter God and Protector of the Underworld. Represents Awareness, Grounding, and Connection to the Earth. Brings Protection to Crops, eliminating pests and disease at the Root. Reminds us to Trust our Feelings, despite what we See, and of Introspection.
Mountain Lion	Yellow Prey God and Protective Guardian of the North. A fiercely Protective Master Hunter with High Standards, he represents personal Power, Resourcefulness, Independence, Loyalty, Leadership, Courage, and Spiritual Intensity. Brings the Gifts of Perseverance, Goal Clarity to move towards our Dreams, Balance, Good Boundaries and Intuition.
Mouse	Represents Scrutiny and Charm. Pays great attention to Detail. Brings the Gift of Illusion.
Otter	Mischievous and Playful, they represent Laughter, Curiosity, Joy, Lightness, and Women's Medicine. Brings the Gift of Balanced Femininity.
Owl	Keeper of the Night and Protector of the Home, they represent Wisdom, Vision, Insight, Deception, and Truth. They see what others Cannot and are Patient. They bring the Gifts of Mental Endurance and the Essence of True Wisdom.
Pig	Represents Abundance, Luck and Good Fortune.
Porcupine	Represents Faith, Trust, Innocence and Humility.
Rabbit	The Special Guardian of Women in Childbirth, represents Charm, Virtue, Serenity, Curiosity, Talent, Safety, and Longevity. They are Gentle Prey that face their Fears to avoid making them Reality. Brings the Gift of Awareness of Others.
Raccoon	The Shy Bandit represents Resourcefulness.
Ram	Increases numbers in flocks and herds. Brings the Gift of Sense of Self-Worth.
Raven	The Messenger of the Great Mystery is a prankster that Guides us through Dark Times and Explores the Unknown. Brings the Gift of Change in Consciousness and reminds us that if we have Courage to face It, we can Transform It. Represents Magic and Transformation.
Roadrunner	Represents Bravery, Speed and Endurance.
Seal	Represents Contentment and Power in Numbers. Very Family Oriented.
Sheep	Elegant Master Artisan represents Innocence, Gentleness and Passion. Brings the Gifts of Charity and the Ability to Profit from Talent.
Skunk	Represents Caution and Warning. Is Intense and Conspicuous with a good Reputation. Brings the Gifts of Inner Strength and Self-Respect while reminding us to be wary.
Snake	Said to have Curative Powers, Snake represents Life, Death, Rebirth, Lightning, Life Force, Sexual Potency, and Primitive Energy. Brings the Gifts of Transmutation and Connection with Greater Powers.
Spider	Industrious and Interconnected. Spider represents the Web of Life. Brings the Gift of Seeing the Creative Patterns of Life.
Squirrel	Represents Natural Intelligence, Trust and Saving. They are Thrifty, Industrious and Plan Ahead. Teaches us to Protect Reserves for the Future.
Turkey	Smart, Elusive and Festive.
Turtle	The Oldest Symbol of Mother Earth is a Skillful Navigator, Knowledgeable and a Healer. Represents Reliability, Self Reliance, Tenacity, Fertility, Love, Protection, and Home. Brings the Gifts of Longevity, Non-Violent Defense, and Connection to the Elders.
Wolf	White Prey God and Guardian of the East represents Teamwork, Family Bonds, Interdependence, Sharing of Knowledge, and the Never Ending Journey. A Teacher, Pathfinder, and Loyal with strong Family Ties who brings the Gifts of Clarity, Individuality, Family Values, and Inner Guidance.