

AMERICAN
CRAFT COUNCIL
PRESENTS

ATLANTA/
SOUTHEAST

CraftWeek

ONLINE
SEPTEMBER
20-26, 2021

Artist Application Information

Seize this opportunity to sell your work in our dynamic online marketplace and help promote craft culture.

Applications open June 1-30, 2021,
at go.craftcouncil.org/Apply

Atlanta/Southeast Craft Week is an online marketplace event produced by the American Craft Council, a national nonprofit dedicated to supporting craft and its artists. Featuring regionally inspired programming and partnerships, Atlanta/Southeast Craft Week is open to artists from across the country who are creating work that reflects the diversity of contemporary craft. Apply to participate in this weeklong opportunity to share your story and sell your work to our focused audience of craft enthusiasts.

Jury Process

ACC values clarity and transparency in our artist selection and invitation process. Up to 250 artists will be selected to participate in Atlanta/Southeast Craft Week from an application pool juried by outside curators and ACC staff. Though slightly smaller than our live Atlanta/Southeast show, we've found this to be the optimal artist count in order to provide great support and the highest quality customer experience for an online marketplace. Several factors will be taken into consideration for the selection process, including quality of work, innovation, sustainability, and diversity of mediums, backgrounds, and price points. [Quality of product images](#) will also factor into selection. ACC reserves the right to curate up to 20 percent of participating artists and aims to include a mix of new, established, BIPOC, and LGBTQ artists in the marketplace.

Frequent Questions

What Kind of Work is Eligible for Craft Week?

- **Handmade craft that reflects excellence and the unique vision of its maker or community.** ACC does not accept commercially manufactured work or painting and photographs.
- Small-studio production work made under the direct supervision of the applicant. Direct supervision requires that the artist oversees production work as it occurs and provides constant direction, feedback, and assistance.
- All work must be produced in the United States. ACC reserves the right to require authentication of the production process at any time.

Marketplace Details:

- Event dates: September 20–26, 2021
- Where: shop.craftcouncil.org
- Event Size: Up to 250 artists
- Application opens: June 1, 2021
- Application deadline: June 30, 2021
- Application fee: \$20
- Acceptance notification sent: Early August
- Craft Week participation fee: \$350
- Metrics from our latest Craft Week (Baltimore)
 - \$266K in total artist sales
 - 31K unique visitors to the site
 - \$1,378 in sales per artist on average
 - 1,773 total products sold
 - 91 percent of artists made a sale during Craft Week

Additional Information

\$350 Participation Fee Includes:

- Products listed for sale in ACC's online marketplace September 20–26, 2021.
 - ACC will host the online shop, process sales, and collect sales tax.
 - ACC will provide onboarding assistance and customer service.
 - Each artist listing will include a 500 character bio, square headshot, a Q&A section, and the ability to include one artist-made video.
- Opportunity to gain a wider customer audience through our channels:
 - Email audience size: 71,995
 - Social media followers: 94,352
 - Facebook followers: 29,122
 - Instagram followers: 39,099
 - Twitter followers: 12,586
 - LinkedIn followers: 2,546
 - YouTube channel subscribers: 2,180

Requirements for Participation:

- Artists must manually upload 5–15 unique product listings by August 31, 2021. Variations of a product (size, color) are included in one listing. Quantities for each unique product can be unlimited.
- Artists are responsible for setting product quantities and regularly monitoring available inventory.
- ACC is the host of this event and will collect all customer payments upon checkout. Payments will be transferred to artists within 30 days of order fulfillment.
- Artists can list both made-to-order and ready-to-ship products. ACC recommends reserving at least 50 percent of products to be ready-to-ship (or within the two week timeline).
- Each artist is responsible for shipping logistics and costs.
 - Sold products are expected to be shipped within two weeks of the completed sale unless otherwise noted.
 - Shipping must be included in your sale price unless otherwise noted.
 - To cover credit card processing fees, ACC will deduct a 5 percent fee from each sale.