



FOR IMMEDIATE RELEASE

Media Contact

Pamela Diamond

Director of Marketing

(612) 206-3121

pdiamond@craftcouncil.org

**AMERICAN CRAFT COUNCIL CURATES ARTISTS FOR
AMAZON HANDMADE HOLIDAY POP-UP SHOP**

Minneapolis, MN – October 16, 2018 – The American Craft Council (ACC) is pleased to announce a new collaboration with Amazon Handmade, a Maker Pop-Up Shop featuring a curated selection of ACC show artists' work for the 2018 holiday season.

More than 80 craft artists have been handpicked by ACC to sell their work through Amazon Handmade, a store dedicated to the discovery of genuinely handcrafted goods. Customers will be able to shop a collection of handcrafted items ranging from home décor and kitchen items to clothing, jewelry, toys, and more.

Amazon Handmade launched in October 2015 to empower artisans with the tools necessary to showcase their products to customers around the world and, in turn, help those artists grow successful businesses. Since then, Amazon Handmade has grown to become a premier destination for discovering genuinely handcrafted products across 15 categories. Artisans selling on Handmade come from 68 countries and all 50 US states.

Together, our organizations are united in our goals to support artists, celebrate creativity, and introduce more customers to the value of craft and these unique, handmade pieces.

“Our decision to collaborate with Amazon Handmade sprung from our mission to provide ACC artists with a variety of economic opportunities and visibility by cultivating a broader audience that cares about high-quality, handmade work, the process of making it, and having a personal connection to the artist,” says Sarah Schultz, ACC’s executive director. “What better way to share the value of their handmade items than on Amazon.”

“We are thrilled to launch the Maker Pop-Up Shop today, which will add a vast selection of premium handcrafted products to Amazon Handmade,” said Katie Harnetiaux, global head of marketing for Amazon Handmade. “Beautifully handcrafted

products from American Craft Council artists that are found at craft shows and local events can now be shopped by millions of customers on Amazon for all of their holiday gifting needs.”

ACC artists’ products available in the Maker Pop-Up Shop include:

- Handcrafted women’s clothing from [Erin Draper](#), based in Baltimore, MD
- Fine jewelry from metalsmith [Kristen Baird](#), based in Savannah, GA
- Handcarved wooden kitchen tools from [Cannon River Bowl & Spoon](#), based in Minneapolis, MN

As ACC perpetually looks to the future of the craft marketplace, we’re very aware that it is ever-evolving, and artists need an array of opportunities to test and choose from to see which work best for their business.

While our annual, juried craft shows are excellent venues for directly connecting artists to an audience that values craftsmanship, this collaboration with Amazon Handmade allows us to explore another opportunity for craft that meets people where they are already shopping – effectively extending our artists’ reach and the value of handmade beyond our four show cities to customers worldwide.

All of the artists featured in the pop-up shop were thoughtfully chosen by ACC to create an exciting collection of meaningful gifts to choose from this holiday season. These items are exquisitely crafted by hand and filled with heart and soul.

ACC artists’ work will be featured in the shop now through December 31 at craftcouncil.org/amazon.

ABOUT AMERICAN CRAFT COUNCIL

The American Craft Council is a national, nonprofit educational organization that has been shaping the craft movement for decades, serving as a chronicler, convener, and catalyst through its bimonthly magazine, *American Craft*, annual juried craft shows, thought leadership conferences, awards of excellence, and a research library and archives preserving the rich heritage of American craft. For more information, visit craftcouncil.org.

###