

AMERICAN  
CRAFT COUNCIL  
PRESENTS

BALTIMORE

CraftWeek

ONLINE  
APRIL 12-18

## Artist Application Information

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

Applications open January 11–February 8, 2021,  
at [go.craftcouncil.org/apply](https://go.craftcouncil.org/apply).

Baltimore 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, Baltimore 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 150 artists will be selected to participate in Baltimore Craft Week from an application pool juried by outside curators and ACC staff. Though smaller than our live Baltimore 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 also reserves the right to curate up to 20 percent of participating artists and aims to include 35 percent BIPOC artists and 30 percent new 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: April 12-18, 2021
- Where: [shop.craftcouncil.org](http://shop.craftcouncil.org)
- Event Size: up to 150 artists
- Application opens: January 11, 2021
- Application deadline: February 8, 2021
- Application fee: \$20
- Acceptance notification sent: Early March
- Craft Week participation fee: \$350
- Metrics from our pilot Craft Week (San Francisco Bay Area)
  - 30K unique visitors to the site
  - \$111K in artist sales
  - \$991 in sales per artist on average
  - 764 unique sales

# FREQUENT QUESTIONS

## \$350 Participation Fee Includes:

- Products listed for sale in ACC's online marketplace April 12-18, 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 and square headshot.
- Opportunity to gain a wider customer audience through our channels:
  - Email Audience size: 56,644
  - Social Media (including Facebook, Instagram, Twitter, Pinterest)
    - Facebook page likes: 24,295
    - Instagram followers: 36,775
    - Twitter followers: 12,689
    - Pinterest followers: 8,287

## Requirements for Participation:

- Artists must upload a minimum of 5 unique products with a maximum of 15 by March 26. Quantities for each unique product can be unlimited.
- 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.
- 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 two weeks of order fulfillment.
- 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 administrative costs, ACC will deduct a 5 percent fee from each sale.