

The American Craft Council Presents

american craft | online made artists directory



Applications are always open and will be reviewed on a scheduled basis.

Upcoming application review periods:

- January 2023
- June 2023

Apply here:

go.craftcouncil.org/ApplyACMDirectory

About the Online Artists Directory

What is the Online Artists Directory?

As a response to the changing landscape of craft economies, the Online Artists Directory gives craft artists an online platform with dedicated staff support to help grow their creative business over the course of an entire year. Each artist's profile page includes images of them and the work that they make, a featured video, bio and Q&A, and links to their website and Instagram account—a comprehensive introduction to their work and their story.

Three times per year, customers can shop right from the Directory, where they can purchase one-of-a-kind gifts, unique fashion, art for the home, and limited-edition works before they sell out.

Artists will be promoted to the American Craft Council's targeted craft audience of over 57,800 email subscribers, 100,000 social media followers, and 80,000 readers of *American Craft* magazine, as well as additional audiences through dedicated paid and cross-promotional advertising. Directory artists will also be the first to be considered for partnerships and collaborations as they arise. Our e-commerce platform has brought in over 125,000 visitors and generated over \$852,000 in revenue for participating artists since the launch in fall 2020.

Why participate in the Online Artists Directory?

- Introduce yourself to the American Craft Council's audience of over 125,000 online craft customers in your own words, building a relationship that will drive sales of your work
- Inclusion in a professionally-designed website that makes it easy for customers to find you by business name, medium, and region of the country
- No up-front fee to participate in our established online pop-up sales,



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What Kind of Work Is Eligible?

- **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.
- Artists working in the following mediums are encouraged to apply and participate:
 - Basketry
 - Ceramics
 - Clothing and Accessories
 - Fiber and Textiles
 - Furniture
 - Glass
 - Jewelry
 - Lighting
 - Metal
 - Mixed Media
 - Paper
 - Wood
 - Other three-dimensional mediums
- 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.
- Artists whose work is produced in the United States or Canada.
- Artists whose work does not incorporate unsustainable and/or endangered materials or illegal products made from endangered species.
- ACC reserves the right to require authentication of the production process at any time.

- where customers can shop right from the Directory website
- Dedicated staff support for onboarding and pop-up marketplace sales
- Promotion on ACC's various online platforms and social media (over 57,800 email subscribers and nearly 100,000 social media followers) as well as in American Craft magazine (over 80,000 readers per issue)
- One year of ACC membership at no additional cost
- Webinars and professional development resources to help you grow your business

\$350 Annual Fee Includes:

- **One-year listing in the Directory**
 - An easy way for buyers, collectors, and wholesalers to find you
 - Professionally designed platform
 - Customers can find you by business name, medium, and region
 - Comprehensive introduction to you and your work
 - Includes information beyond just your name and medium that puts the artist front and center:
 - Photos of you and your work
 - Featured video
 - Bio and Q&A
 - Links to your website and Instagram account
 - Option to contact you via email directly from your profile
- **ACC membership**
 - \$60 fee waived for one year of ACC membership and all of the following benefits:
 - Four issues of *American Craft* magazine
 - Exclusive content, inspiring reads, special invites, and community updates in your inbox
 - Travel portal offering discounted rates on airfare, car rental, and lodging
 - Artist-centered insurance options for general liability as well as tools and equipment
- **Optional participation in online pop-up sales**
 - Online pop-up marketplace schedule:
 - May 7-20, 2023
 - August 8-21, 2023
 - Fall 2023 (dates TBD)
 - Customers can shop right from your Directory profile
 - Two-week-long events with custom themes and branding
 - Dedicated onboarding and customer service support
 - Add up to 20 pieces with no limits on sales
 - 30% commission rate within online marketplace events to support Online Artists Directory growth and cover Shopify fees and credit card processing fees
 - Exposure to ACC's audience of online shoppers (past online marketplace events have reached over 160,000 visitors)
 - For more information, see [Online Marketplace Events](#)



- **Official ACC endorsement**

- Share your acceptance with pride
 - Digital badge to display on your website
 - Digital assets to promote participation in the Directory pop-up marketplace events

- **Featured advertising**

- Opportunities to reach ACC's audience of craft enthusiasts
- Featured in an email announcement welcoming new artists to the Directory and in marketing for pop-up marketplace events
 - Highlighted across ACC's social media and *American Craft* magazine
 - Additional advertising options (media kit available upon request)
 - *American Craft* magazine readership: 80,000
 - ACC's online reach:
 - Email audience size: 57,818
 - Email open rate: 38.67%
 - Email click-through rate: 3.51%
 - Social media followers: 95,640
 - Instagram 46,100
 - Facebook 31,000
 - LinkedIn 3,710
 - Pinterest 12,000
 - YouTube 2,830

Application Information

Application Timeline

- **Applications open:** October 2022
- **2023 application review periods:**
 - January 2023 (notifications in February 2023)
 - June 2023 (notifications in July 2023)

Application Requirements

Applicants will submit an application form including:

- Five images that are representative of their body of work
 - Ideally, images will be square format of at least 1080 x 1080 px
 - Minimum file size is 50 KB and maximum is 25 MB
- A short artist statement/bio
- Information about the creative practice behind the work

Additional important details regarding application requirements:

- If applying for multiple media, a separate application will be required for each
- Jewelry images must all be submitted under jewelry
- By submitting your application, you agree that all included materials may be used by the ACC Marketing Department to promote you, your work, and/or American Craft Made

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Application Fees:

- \$10 application fee for each medium
- All application fees are non-refundable and not transferable. The ACC assumes no responsibility for incomplete or ineligible applications.
- Artists who are selected for the Online Artists Directory will not need to reapply after their first year and can simply renew their participation annually.

Jury Process

Applications will be reviewed on a semi-annual basis, with reviews scheduled for January 2023 and June 2023. Future review periods will be included on the Online Artists Directory website and promoted by the ACC via email and other communication channels.

ACC values clarity and transparency in our selection and invitation process. The Directory will be curated by ACC staff. Several factors will be taken into consideration for the selection process, including craftsmanship, innovation, sustainability, and diversity of mediums and backgrounds. 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.

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