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2027 Craft Objects & Design Atlanta Information Session

Nov 10, 2026

Katie Johnson | Alaina Clarke | Alyssa Kail | ACC Programs & Events

Atlanta fair details unveiled covering application deadlines and booth pricing and jury review standards via webinar

Craft Objects and Design Atlanta fair details

- ACC will host Craft Objects and Design Atlanta at Pullman Yards on November 13 and 14, 2027.
- The inaugural fair features 150 exhibitors and targets approximately 7000 attendees.
- The event marks a return to Atlanta after holding annual fairs for nearly 3 decades.

Application deadlines and jury process

- Applications feature a priority deadline of December 4 and a final deadline of January 8, 2027.
- The standard application fee is $45, while current ACC members receive a 50% discount.
- A 6-member jury evaluates and scores submissions individually on a scale of 1 to 7.
- AI-generated or AI-altered images are strictly prohibited in application submissions.
- Acceptance notifications will be sent out in late March.

Booth options, fees, and amenities

- Standard booth sizes include 10x5, 10x10, and 20x10 configurations with varying pricing.
- Booth fees range from $900 to $3400 depending on the selected configuration and placement.
- Booth fees include pipe and drape, a booth sign, Wi-Fi, 24-hour security, and guest passes.
- Additional expenses like electricity, furnishings, lighting, and carpet are excluded from standard booth fees.

Specialized exhibitor programs

- The early career artist section provides a 10x5 subsidized booth for $450 for qualified program participants.
- Community booth applications provide a shared space for 3 or more artists due by January 28, 2027.
- Gallery booth programs are available by invitation only for galleries presenting contemporary craft selections.
- The Let's Make section integrates live demonstrations and interactive visitor activities into the fair floor.

Pricing and attendee demographics

- Average object price points range between $75 and $100, alongside high-end furniture and glass pieces.
- Fair attendees include collectors, cultural experience seekers, and craft enthusiasts.

ACC fair experience and venue strategy

- Katie relocated the ACC fair to Pullman Yards for a novel lifestyle experience.
- The venue features food, hands-on activities, live demonstrations, and outdoor glassblowing.
- Partnering with local arts nonprofits engages broader audiences and promotes craft education.

Design partnerships and programming collaboration

- The Atlanta Design Festival will overlap its programming with the fair next year.
- Organizers are trying to host the design symposium directly at Pullman Yards.
- Collaborating with the Museum of Design Atlanta and local architects integrates diverse programming.

Artist selection and program capacity

- Artists are selected through existing partnerships, inbound inquiries, and broad outreach lists.
- Program capacity depends strictly on available booth spots and final participant commitments.

Next steps

- ☐ [The group] Send Presentation Recording: Distribute the meeting recording to all registrants and interested parties.
- ☐ [Chloe] Email Eligibility Inquiry: Provide specific details and photos of the collage work to the program team for review.
- ☐ [The group] Evaluate Work Eligibility: Assess the photos and details submitted by the artist to determine if the work qualifies for the fair.

- [ ] [C.] Recommend Artists: Submit recommendations for craftspeople and artists to Alaina for review against the existing program list.

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Invited Katie Johnson Alaina Clarke Alyssa Kail ACC Programs & Events

Attachments 2027 Craft Objects & Design Atlanta Information Session

Meeting records Transcript Recording

Summary

Atlanta fair details unveiled covering application deadlines and booth pricing and jury review standards via webinar

Fair Logistics and Schedule
Craft Objects and Design Atlanta will debut on November 13 and 14, 2027, at Pullman Yards. Applications opened on October 12, featuring a priority deadline of December 4 and a final deadline of January 8, 2027.

Booth Fees and Rules
Booth fees span from $900 to $3,400 with pipe and drape included. Exhibitors must submit five work images while artificial intelligence generated photos are strictly prohibited by the jury.

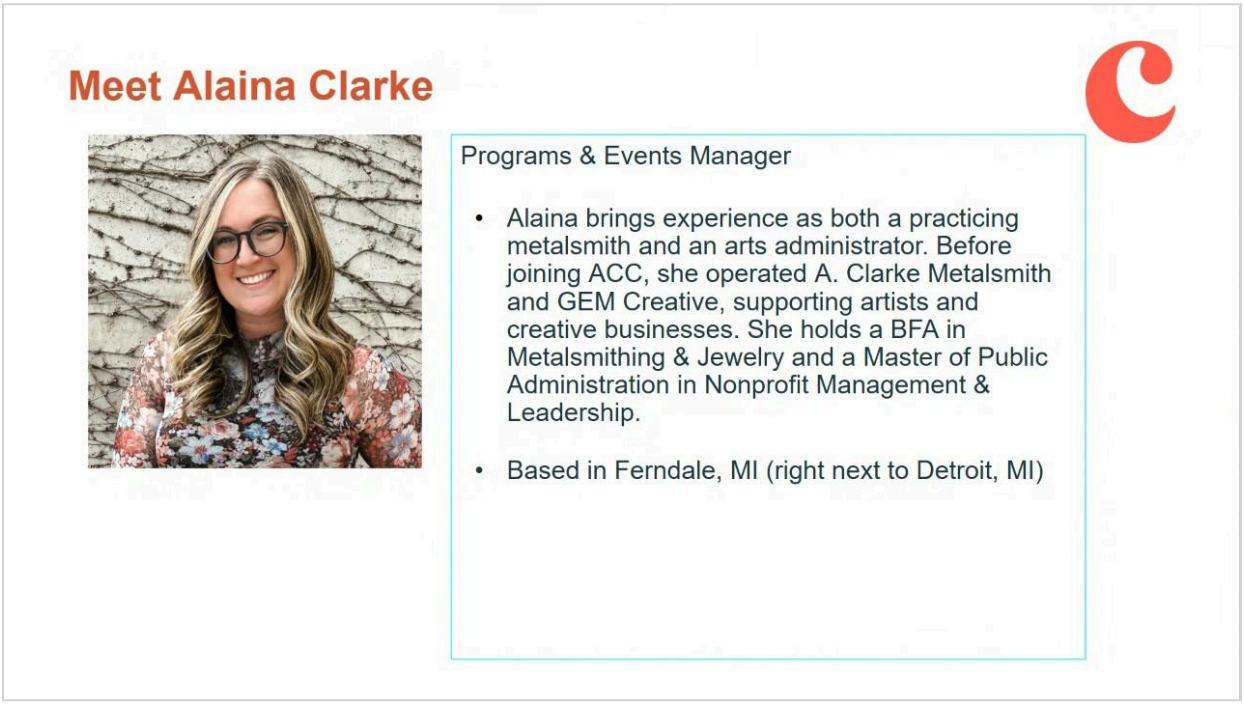
Jury Panel and Venue
A 6-member jury evaluates applications independently using a 1-7 scale. The fair relocated from Cobb Galleria to Pullman Yards to create a community-focused experience.

Next steps

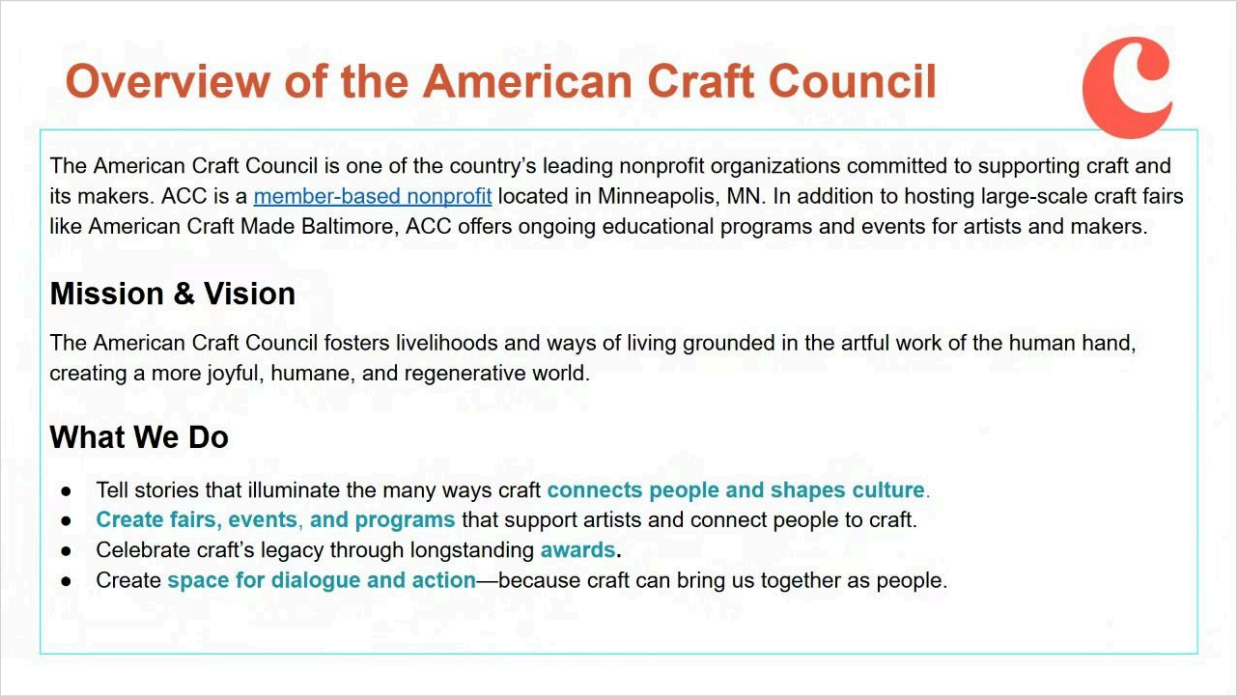
- ☐ [The group] Send Presentation Recording: Distribute the meeting recording to all registrants and interested parties.
- ☐ [Chloe] Email Eligibility Inquiry: Provide specific details and photos of the collage work to the program team for review.
- ☐ [The group] Evaluate Work Eligibility: Assess the photos and details submitted by the artist to determine if the work qualifies for the fair.
- ☐ [C.] Recommend Artists: Submit recommendations for craftspeople and artists to Alaina for review against the existing program list.

Details

Welcome and Session Logistics: Alaina Clarke welcomed attendees to the informational webinar for the Craft Objects and Design Atlanta fair, noting that the session was being recorded and would be distributed to registrants. Alaina Clarke outlined housekeeping guidelines, requesting participants to stay muted and utilize the chat for questions, which would be monitored by Katie Johnson. Alaina Clarke introduced themself as the programs and events manager, and introduced Alyssa Kail, the newest programs and events team member based near Pittsburgh, who manages communications from shows@craftconsel.org.



American Craft Council Background and Atlanta Fair History: Alaina Clarke explained that the American Craft Council (ACC) is a national membership-based nonprofit headquartered in Minneapolis dedicated to supporting craft makers, collectors, and enthusiasts. Highlighting ACC's history, Alaina Clarke noted that the organization has produced the American Craft Made Baltimore fair since 1977, which will reach its 50th iteration in 2027. Alaina Clarke discussed the return to Atlanta after a pre-pandemic hiatus of nearly three decades at the Cobb Galleria, explaining that the new fair aims to build on past relationships while establishing a renewed focus on craft and design.



Craft Objects and Design Atlanta Schedule and Venue: Alaina Clarke announced that the inaugural Craft Objects and Design Atlanta fair will take place on November 13 and 14, 2027, at Pullman Yards in Atlanta's Kirkwood neighborhood, targeting approximately 150 exhibitors and 7,000 attendees. Alaina Clarke detailed important deadlines, stating that applications opened on October 12, with a priority deadline of December 4, a final individual artist deadline of January 8, 2027, and acceptance notifications expected in late March. Alaina Clarke noted that move-in will occur over a single day on Friday because the fair runs for two days instead of three.



Exhibitor Booth Sizes, Fees, and Included Amenities: Alaina Clarke outlined available booth configurations, including 10x5 foot, 10x10 foot, and 20x10 foot spaces, alongside corner booths and end caps. Alaina Clarke stated that booth fees are slightly higher than Baltimore pricing because pipe and drape are newly included in the standard fee, along with a booth sign, peer support, booth sitting, Wi-Fi, online and printed promotion, 24-hour security, and guest passes. Alaina Clarke noted that expenses such as electricity, furnishings, lighting, carpet, shipping, and crate storage are not included, and mentioned the $45 application fee, which is discounted by 50% for current ACC members.

Exhibitor Details

Standard Booth Fees:

- 10w x 5d booth = $900
- 10w x 10d booth = $1600
- 20w x 10d booth = $2800
- Corner fee = additional $400
- *Additional booth sizes are available*
- *Early Career Artist fees*



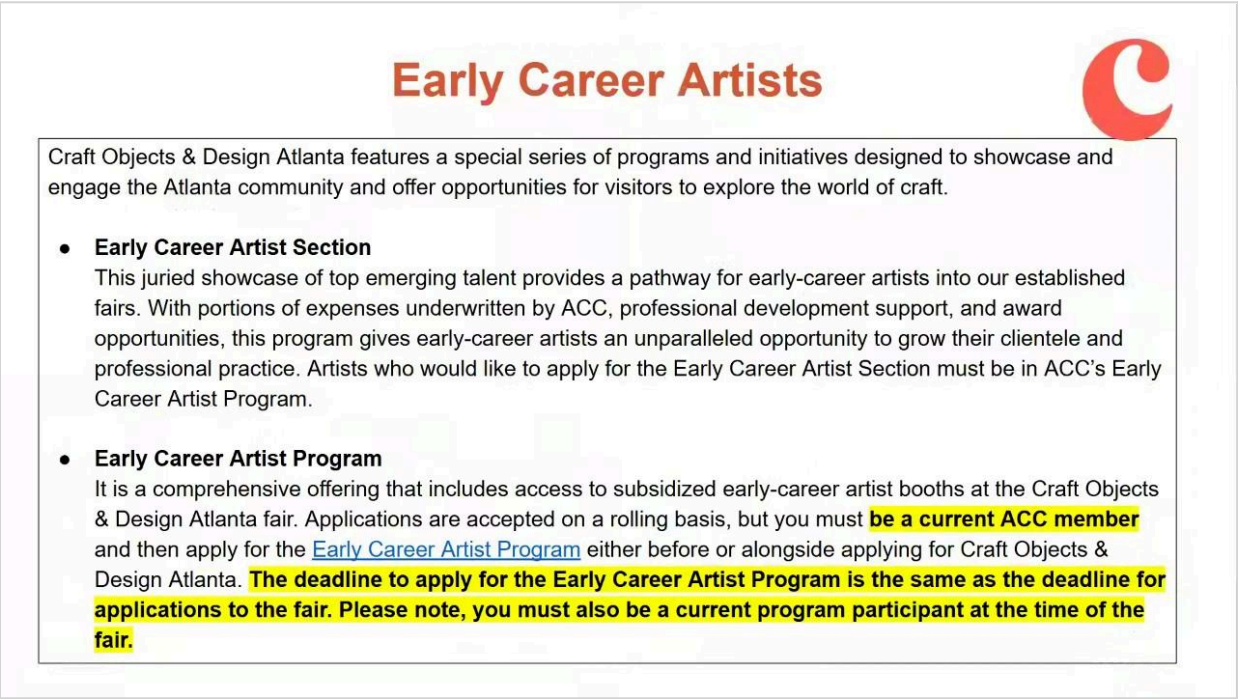
Participants DO receive:

- Pipe & Drape
- Access to ACC's Peer Support Program
- Booth sign
- Booth Sitting Services
- Wi-Fi
- 24-hour security
- Free & discounted guest passes
- Inclusion on the website & printed fair guide

NOT Included in Booth Fee:

- Furnishings (carpet, display furniture, etc)
- Electricity
- Empty crate removal and storage
- Shipping and drayage
- Any display items, lighting, cases, etc

Early Career Artist Section and Subsidized Booth Opportunities: Alaina Clarke described the dedicated early career artist section within the fair, which provides a jured showcase with expenses partially underwritten by ACC for artists with two to 10 years of market experience. Alaina Clarke explained that participation requires current enrollment in ACC's Early Career Artist Program and active ACC membership. Alaina Clarke stated that the subsidized early career booth is a 10x5 foot space priced at $450 (compared to the $900 main floor fee) and includes electricity and pipe and drape.



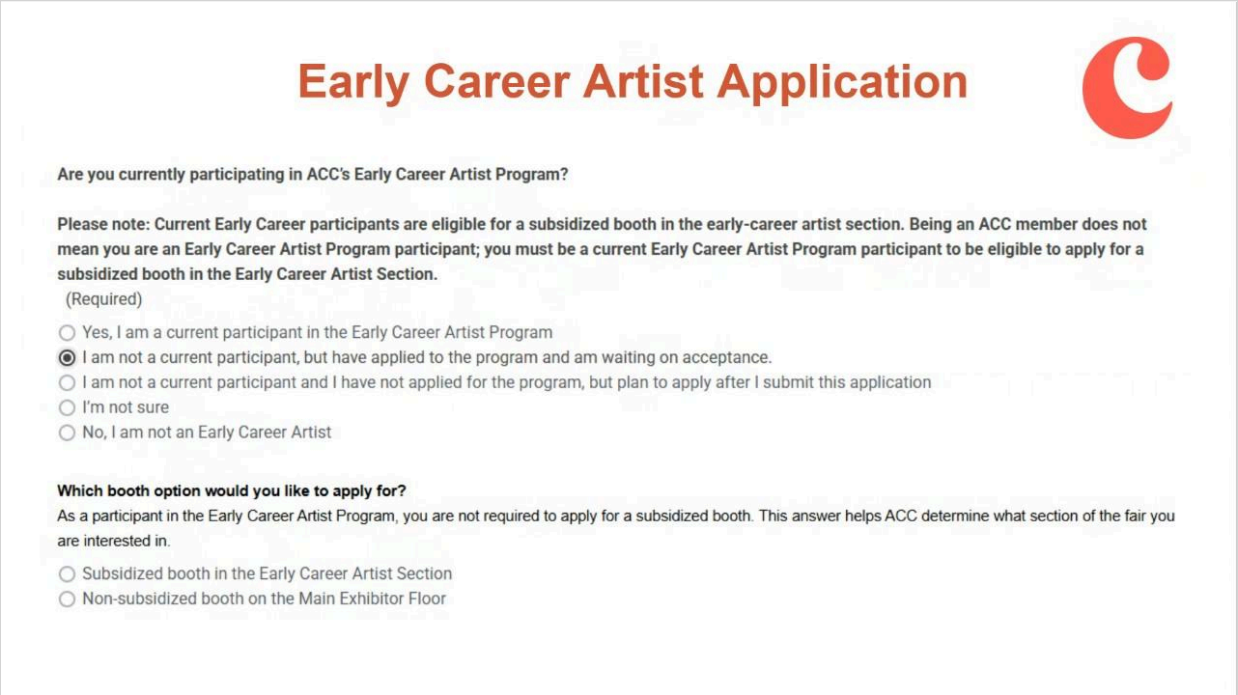
Early Career Artists

Craft Objects & Design Atlanta features a special series of programs and initiatives designed to showcase and engage the Atlanta community and offer opportunities for visitors to explore the world of craft.

- **Early Career Artist Section**
  This juried showcase of top emerging talent provides a pathway for early-career artists into our established fairs. With portions of expenses underwritten by ACC, professional development support, and award opportunities, this program gives early-career artists an unparalleled opportunity to grow their clientele and professional practice. Artists who would like to apply for the Early Career Artist Section must be in ACC's Early Career Artist Program.

- **Early Career Artist Program**
  It is a comprehensive offering that includes access to subsidized early-career artist booths at the Craft Objects & Design Atlanta fair. Applications are accepted on a rolling basis, but you must **be a current ACC member** and then apply for the Early Career Artist Program either before or alongside applying for Craft Objects & Design Atlanta. **The deadline to apply for the Early Career Artist Program is the same as the deadline for applications to the fair. Please note, you must also be a current program participant at the time of the fair.**

Application Guidance for Early Career Participants: Alaina Clarke walked through the Zapplication interface questions for early career artists, explaining that applicants enrolled in the program can choose whether to apply for a subsidized 10x5 foot booth or compete on the main floor for a larger size. Alaina Clarke noted that this selection helps staff manage administrative needs and encouraged applicants to reach out to shows@craftconsel.org for eligibility clarifications.



Early Career Artist Application

Are you currently participating in ACC's Early Career Artist Program?

Please note: Current Early Career participants are eligible for a subsidized booth in the early-career artist section. Being an ACC member does not mean you are an Early Career Artist Program participant; you must be a current Early Career Artist Program participant to be eligible to apply for a subsidized booth in the Early Career Artist Section.

(Required)

- ○ Yes, I am a current participant in the Early Career Artist Program
- ◉ I am not a current participant, but have applied to the program and am waiting on acceptance.
- ○ I am not a current participant and I have not applied for the program, but plan to apply after I submit this application
- ○ I'm not sure
- ○ No, I am not an Early Career Artist

Which booth option would you like to apply for?

As a participant in the Early Career Artist Program, you are not required to apply for a subsidized booth. This answer helps ACC determine what section of the fair you are interested in.

- ○ Subsidized booth in the Early Career Artist Section
- ○ Non-subsidized booth on the Main Exhibitor Floor

Community Booth Program Guidelines and Deadlines: Alaina Clarke introduced the community booth program, piloted successfully in Baltimore, which allows three or more artists from a guild, collective, or maker community to share a space and submit a single group application. Alaina Clarke stated that community booth applications have a separate deadline of January 28, 2027, with acceptance notifications also going out in late March, and directed questions to shows@craftconsel.org or to Alaina Clarke directly at aclark@craftconsel.org.

Gallery Booth Program Pilot Details: Alaina Clarke introduced a new, invitation-only gallery booth pilot program designed for galleries wishing to present curated contemporary craft works from multiple artists in a shared space. Alaina Clarke noted that all exhibited works must meet ACC requirements, and expressed hope to expand the program in future fairs.

Interactive Programming and Demonstrations: Alaina Clarke detailed the "Let's Make" and "Let's Design" sections of the fair, which incorporate live demonstrations, hands-on activities, and collaborations with local arts and design organizations. Alaina Clarke explained that these integrated experiences are designed to educate visitors on

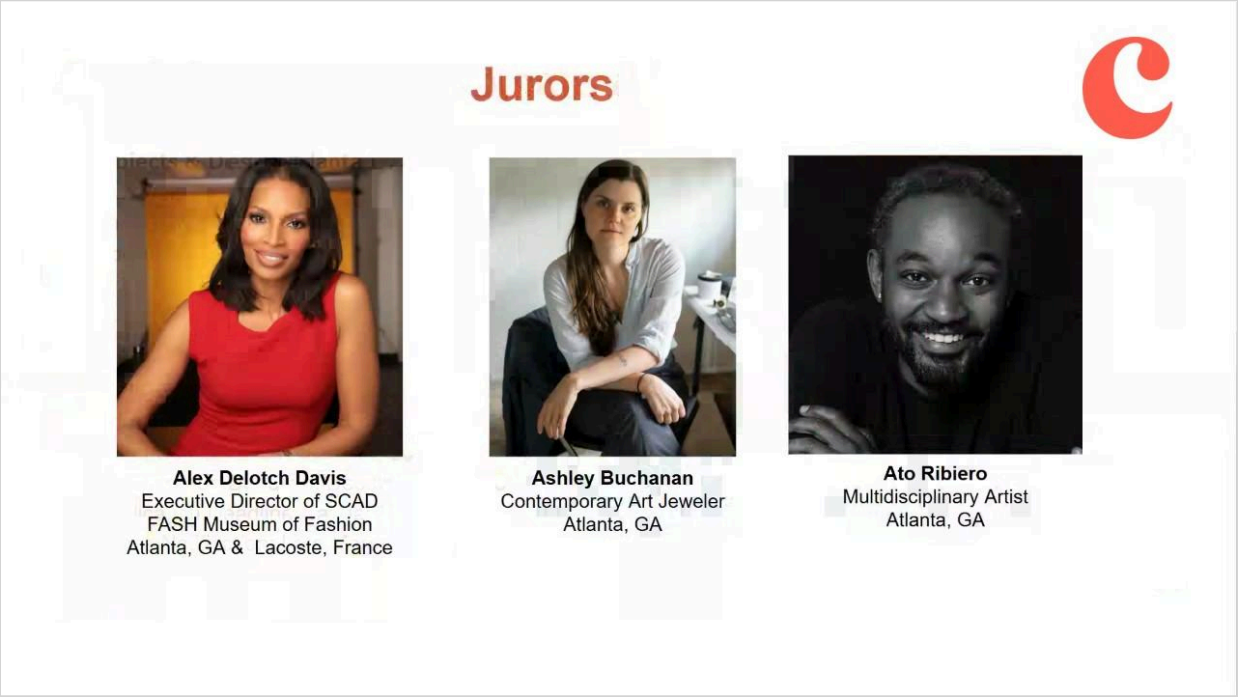
materials, techniques, and creative decision-making while encouraging deeper engagement with artists.



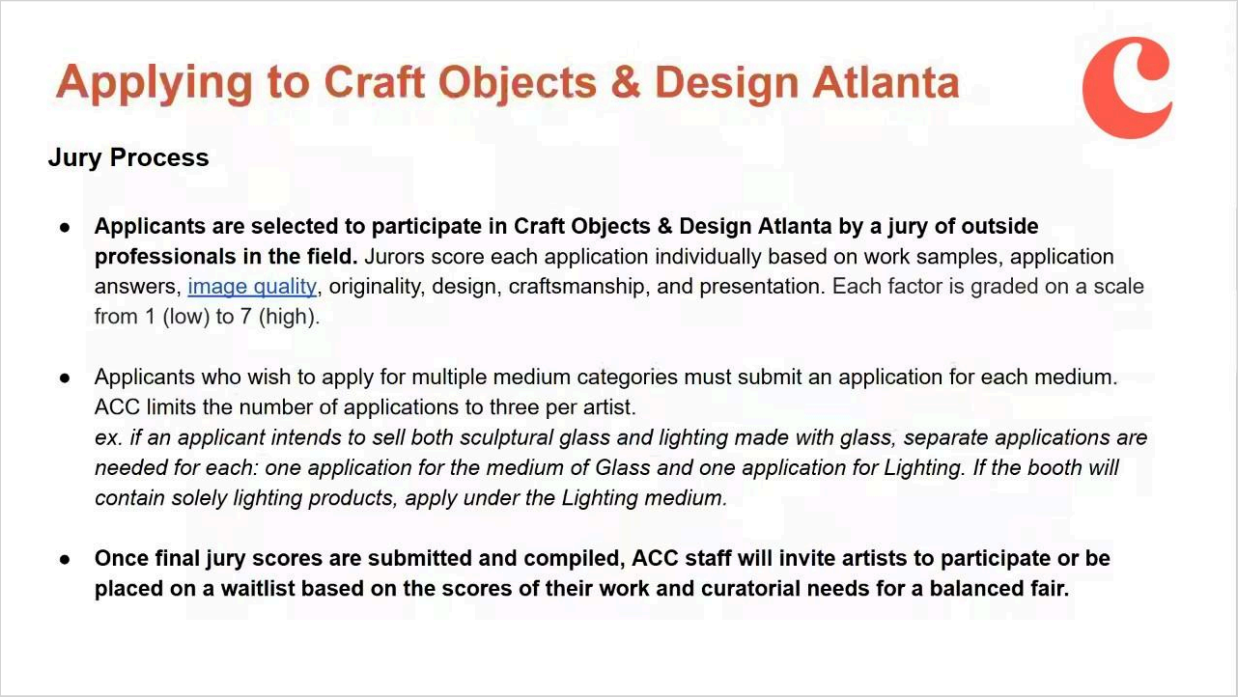
Exhibitor Portals, Support Calls, and Fair Amenities: Alaina Clarke explained that accepted exhibitors will access Craft Cloud, a secure online portal for contracts, payments, logistics, and deadlines. Alaina Clarke highlighted monthly artist support calls, booth design guides, past Craft Lab workshops, optional paid jewelry security, complimentary booth sitting, a designated hotel block, and food and beverage options including local food trucks.



Jury Review Panel and Timeline: Alaina Clarke reviewed the application timeline, reiterating the December 4 priority deadline and January 8 final deadline for individual artists, followed by late March notifications. Alaina Clarke introduced the six-member jury panel consisting of Alex Dilatch Davis (SCAD FASH), Ashley Buchanan, Ado Riviero, Jamie Bedow (Handge Center), Jeff Compana (Kennesaw State University), and Laura Flouch (Museum of Design Atlanta), noting their diverse backgrounds in art, design, education, and museums.



Jury Evaluation Criteria and Medium-Specific Applications: Alaina Clarke explained that the six jurors independently score applications on a scale of one to seven based on work samples, application responses, image quality, originality, design, craftsmanship, and presentation. Alaina Clarke added that ACC staff balances overall fair composition alongside scores, and noted that artists working in multiple mediums must submit separate applications for each category, up to a maximum of three mediums.

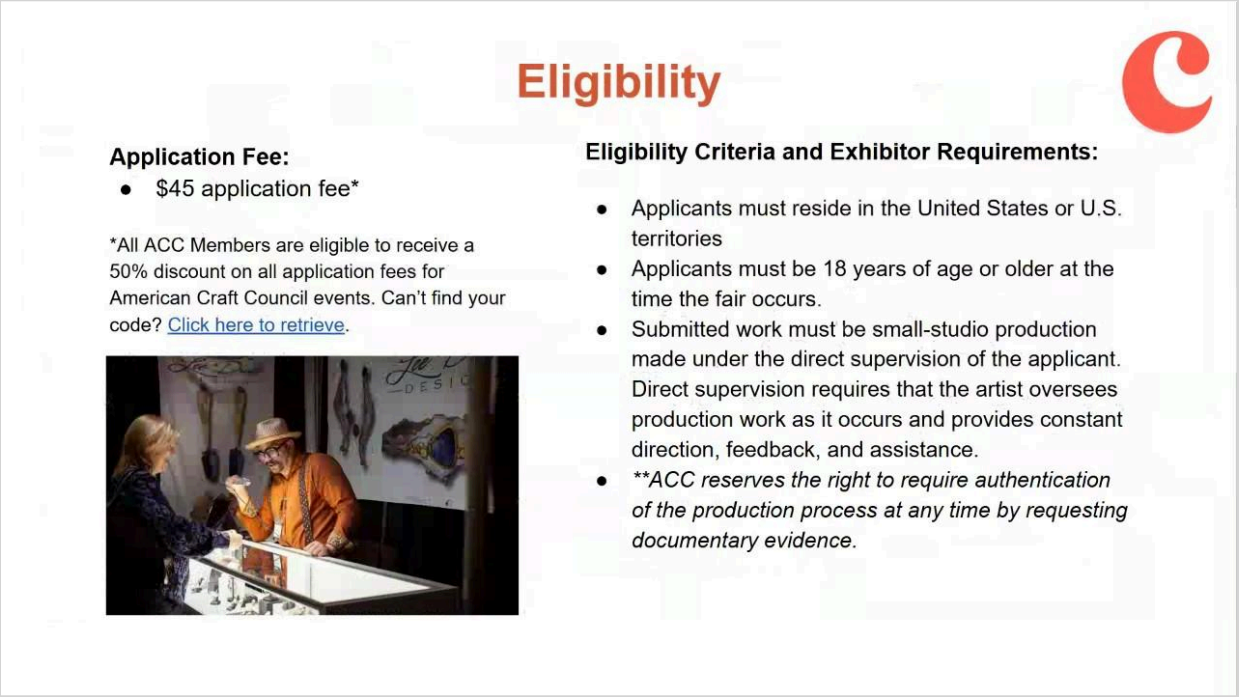


Applying to Craft Objects & Design Atlanta

Jury Process

- **Applicants are selected to participate in Craft Objects & Design Atlanta by a jury of outside professionals in the field.** Jurors score each application individually based on work samples, application answers, image quality, originality, design, craftsmanship, and presentation. Each factor is graded on a scale from 1 (low) to 7 (high).
- Applicants who wish to apply for multiple medium categories must submit an application for each medium. ACC limits the number of applications to three per artist.
  ex. if an applicant intends to sell both sculptural glass and lighting made with glass, separate applications are needed for each: one application for the medium of Glass and one application for Lighting. If the booth will contain solely lighting products, apply under the Lighting medium.
- **Once final jury scores are submitted and compiled, ACC staff will invite artists to participate or be placed on a waitlist based on the scores of their work and curatorial needs for a balanced fair.**

Application Submission Requirements and Medium Eligibility: Alaina Clarke outlined application requirements, which include five work images, one booth image (or alternative work image for early career applicants), artist bio, questionnaire responses, and a $45 application fee (discounted to $22.50 for ACC members). Alaina Clarke stated that applicants must be at least 18 years old and reside in the U.S. or its territories, and that work must be small studio production made by the applicant or under their direct supervision. Alaina Clarke clarified that manufactured items, consumables (food, candles, apothecary), endangered materials, and traditional 2D art (paintings, photography) are ineligible, though printmaking is accepted.

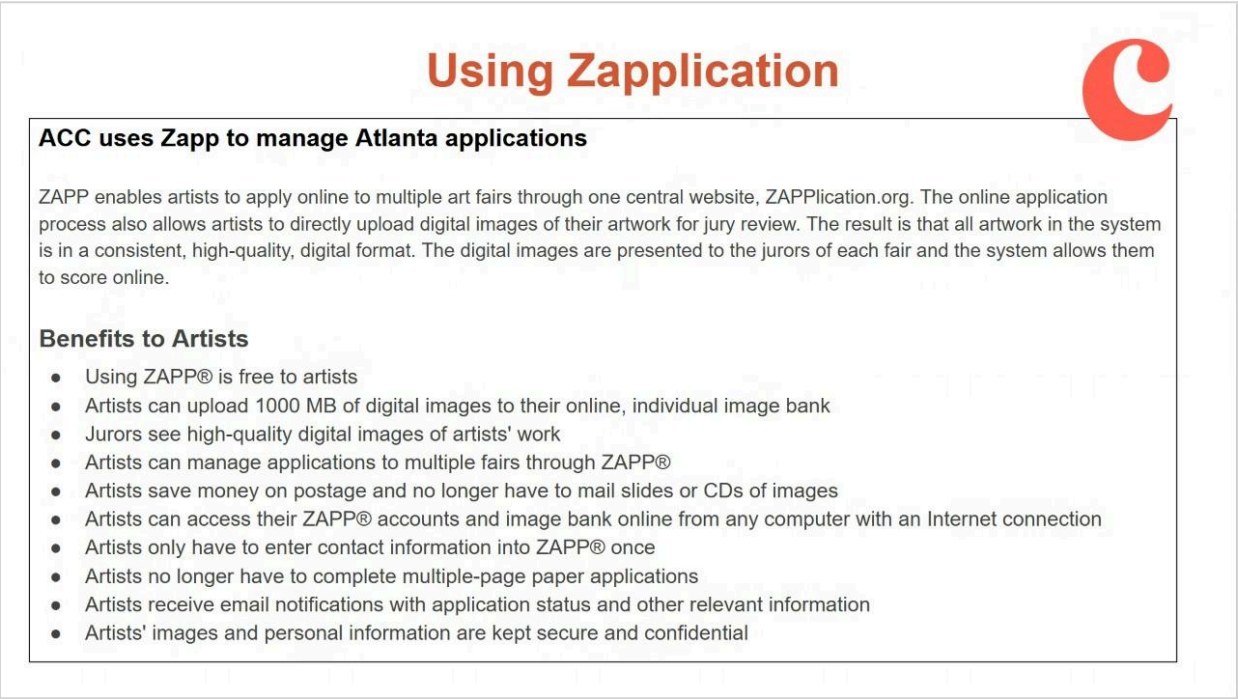


Fair Participation Rules and Medium Categorization: Alaina Clarke noted that exhibited work must match application samples, artists must be present for the duration of the fair (assistants cannot substitute), and a Georgia sales permit is required. Alaina Clarke reviewed the comprehensive medium list, noting specific categories such as three jewelry subcategories and separate wearable and non-wearable fiber and textile categories, encouraging applicants to consult website definitions or contact staff with questions.



Image Quality Standards and Ban on Artificial Intelligence: Alaina Clarke emphasized that high-quality images are critical for the jury process, explicitly prohibiting AI-generated, AI-altered, or heavily digitally manipulated photos. Alaina Clarke stated that basic adjustments like cropping, brightness, exposure, contrast, and color balance are permitted, and recommended simple backgrounds and minimal props to ensure accurate representation.

Zapplication Platform Utilization: Alaina Clarke explained that ACC utilizes Zapplication (zapplication.org) for managing submissions, allowing artists to maintain profiles, upload images, and apply to multiple fairs. Alaina Clarke directed technical inquiries to Zapplication support while encouraging participants to contact ACC staff with questions.



Waitlist Protocols and Multi-Medium Booth Regulations: Alaina Clarke discussed waitlist procedures, explaining that waitlist positions are determined by jury scores and medium categories, and that artists must respond within 48 business hours when contacted. Alaina Clarke outlined the multi-medium rule, stating that if an artist is accepted in one medium and waitlisted in another, the waitlisted work cannot comprise more than one-third of the booth until the waitlist number is reached.



Waitlist Policy

Artists are assigned wait list numbers by jury score and category.

ACC will begin inviting artists from the waitlist after contracts are signed and will continue to invite waitlisted artists up to a week before the fair as spaces open in their categories. ACC cannot predict when or if a space in a category will become available, or guarantee that a waitlisted artist will receive their first choice of booth size or location.

When a waitlist space becomes available, ACC will call and leave a message, in addition to sending an email.

Applicants have 48 hours (Monday through Friday) to respond whether they would like to take the space or not.

If an artist submits multiple applications, is accepted under one of them, and is waitlisted for the others, the waitlisted work may not represent more than one-third of the booth under the accepted application. However, if the artist's number on the waitlist is reached, the artist may choose to include the waitlisted work in any proportion.

Participant Q&A Regarding Collage Art and Displayed Inventory: Responding to a question from C., Alaina Clarke requested that C. send pictures and details via email to determine if their specific collage work is eligible. In response to a follow-up question from C., Alaina Clarke confirmed that booths must feature paid work intended for sale rather than exclusively non-sale items.

Booth Photography Guidance and Craft Lab Workshops: Addressing a question from April regarding booth photography, Katie Johnson explained that ACC offers a two-part Craft Lab virtual workshop series on the website specifically covering cell phone photography and best practices for creating jury images.

Fair Price Points for Booths and Exhibited Objects: Alaina Clarke clarified that booth fees range from $900 to $3,400 depending on configuration (inline, corner, end cap). Addressing a question about the price point of exhibited objects, Alaina Clarke and Katie Johnson noted that while average object prices skew between $75 and $100 due to accessible items like mugs or small pieces, the fair features a broad range extending to thousands of dollars for high-end furniture, glass, and textiles by collectors' artists.

Image Background Removal and Scale Reference Guidelines: Katie Johnson and Alaina Clarke advised against software-based background removal because it often creates harsh borders that diminish work quality during jury review, recommending plain physical backgrounds instead. Regarding scale indicators, Alaina Clarke and Katie Johnson suggested using minimal, recognizable natural items (such as a single lavender sprig) or human models (like a wrist or finger) rather than distracting rulers.

Fair Attendee Demographics and Audience Evolution: Alaina Clarke and Katie Johnson discussed fair attendees in response to participant inquiries, noting that the audience includes seasoned collectors, micro-collectors, craft-curious first-time visitors, institutional partners, and an increasingly educated demographic of cultural experience seekers and families.

ACC Fair Value Proposition and Attractions at Pullman Yards: Katie Johnson discussed the unique value proposition of the fair, emphasizing its high-quality, curated work paired with food, hands-on activities, live demonstrations, a bar, and a coffee cart at Pullman Yards. Katie Johnson highlighted that the event features an outdoor area for sitting and watching live glass blowing. The fair is intentionally designed to engage a broader audience with little background in craft by partnering with local arts nonprofits that share similar educational goals.

Relocation from Cobb Galleria and Design Partnerships: Katie Johnson explained that the fair moved from the Cobb Galleria convention center, which felt like a trade show, to Pullman Yards to foster a more engaging community experience centered around Atlanta artists. Furthermore, Katie Johnson noted that they are partnering with the Atlanta Design Festival to align programming during the same week, with aspirations to bring the design symposium to Pullman Yards. They are also meeting with the Museum of Design Atlanta and local architects to integrate additional programming into the multi-layered event.

Artist and Craftsperson Selection Process: C asked how artists and craftspeople are chosen for the fair. Alaina Clarke explained that selections involve existing inbound

requests, outreach to a broad general list, and current partnerships, though the program is still being built out and spot availability depends on commitments. Alaina Clarke invited attendees to submit candidate recommendations and directed inquiries to email shows@craftcconsil.org.

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2027 Craft Objects & Design Atlanta Information Session - Transcript

00:00:03

Alaina Clarke: Well, now it's gonna stop it right now. I thought that was the button.

Transcription ended after 00:00:11

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