2020 PROSPECTUS
Hip Pop Emerging Artists Program

Overview
Do you make incredibly well-crafted wearables, jewelry, home goods, or lifestyle items? Are you committed to sharing your story as a maker and influencing the craft marketplace? Does your work reflect the diversity of the contemporary craft marketplace?

As a national organization with an ambitious vision to galvanize diverse craft communities to advance craft as a catalyst for contemporary American life, the American Craft Council produces four major juried marketplace events for the 2020 season.

Hip Pop, ACC’s emerging artists program, is a juried showcase of top emerging talent that provides a pathway for early-career artists into our established, competitive craft shows. With lower-cost shared booths, extensive exhibitor support, and show award opportunities, this program gives emerging artists an unparalleled opportunity to grow their clientele and careers. Artists may enroll in the program for up to three years. Hip Pop booths are part of all our 2020 shows.

Why Participate?
• A reasonable point of entry to an established marketplace that attracts nearly 50,000 collectors and craft enthusiasts
• Access to a well-educated audience that appreciates the value of craft
• Engagement with established makers and a supportive community of fellow emerging artists
• A high level of exhibitor support, including a dedicated program manager plus marketing and public relations support
• Media coverage with help from public relations firms and media buyers
• Promotion in advertising, social media, special show-preview sections in American Craft magazine, and on-site.

How to Apply
The application period for the 2020 season is open June 15 through August 19, 2019. Artists apply through an online platform. There is no fee to apply to Hip Pop. Find more information at: https://craftcouncil.org/shows/emerging-artists-program
About the Shows – Artists and Audience
ACC’s four annual, juried craft shows (Baltimore, Atlanta, St. Paul, and San Francisco) convene a vibrant and diverse community of more than 1,500 of the country’s most talented craft artists – ranging from those just beginning their careers to masters in the field – and reach nearly 50,000 attendees each year. Annual artists’ sales total more than $15 million, and exhibiting artists represent the freshest and broad aesthetic, intellectual, technical, and material diversity of the craft field, from age-old traditions to cutting-edge technologies to DIY and upcycling makers movements.

Collectively, artists who participate in the American Craft Shows represent the potential of craft in an ever-evolving marketplace and creative economy. They demonstrate ambitious and inventive marketplace awareness as much as they engage in creating quality, beautiful, and useful objects and products that improve our lives. Makers who have been successful in the marketplace use the ACC show platform to launch new products, new lines, and new stories. Ambitious artists making incredibly noticeable work are experimenting with new markets and buyers and connecting with gallerists and curators. Above all, they’re makers supporting other makers for the greater good. They’re the future of the marketplace, propelling a movement toward a more thoughtful and compelling way of bringing the beauty of handmade work into our lives.

ACC’s craft marketplace continues to evolve to represent, demonstrate, and model a contemporary craft ecosystem. The American Craft Council is committed to showing up in cities, neighborhoods, and communities to convene makers and marketers, curators and collectors, shoppers and critics, buyers and sellers, thought leaders and civic leaders. Our shows are about celebrating, projecting, and growing an expanded craft footprint in our creative economy.

Equity and Inclusion
We believe in expanding the definition of craft and community through our inclusion and equity statement:

The American Craft Council is committed to justice, inclusiveness, and equity. Drawing on craft’s rich legacy of openness and its deep roots in all cultures, the Council will work to create opportunities for creative people from all walks of life.

Questions?
For questions about the show or application process, please email our program manager Lindsay Noble at hippop@craftcouncil.org.

Grant Opportunity for Fiber Artists
Are you a fiber artist who hasn’t participated in our American Craft Shows before? Each year we offer financial support to two new fiber artists through our Randall
Darwall Fiber Grant, created in honor of a longtime ACC show artist. Learn more and apply here.

Eligibility
We encourage artists to apply who produce original work in any of the following categories: bags and handbags, basketry, bicycles, boats and accessories, ceramics, clothing, fiber, fishing and accessories, footwear, furniture, glass, hats and scarves, jewelry, leather, lighting, metal, mixed media, musical instruments, paper, shelter, stone, surfboards and skateboards, textiles, or wood.

Artists who have previously shown in standard booths with ACC will not be permitted to participate in Hip Pop. Past participants in School-to-Market and AltCraft are eligible for Hip Pop.

What is eligible?
- Three-dimensional, craft that is handmade and reflects excellence and the unique vision of its maker or community
- Work that is thoughtfully conceived and skillfully executed
- Work that is the design of the applicant and made in the United States or Canada by the applicant or under their direct supervision.
- Three-dimensional printed work is eligible; however, all work, printing, and design must be executed by the artist or printed under the direct supervision of the artist.
- 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 or Canada. ACC reserves the right to require authentication of the production process at any time during the application and exhibition process.

What is not eligible?
- Commercially manufactured art
- Work assembled (wholly or in part) from commercially available kits
- Two-dimensional art such as paintings, prints, or photographs
- No production work by third-party printers will be allowed
- Mixed media work that uses paint and canvas as its primary medium
- Screen-printed material
- Etchings or web- or sheet-fed offset printed work
- Works that use materials acquired from the killing of endangered species
- Elephant/mammoth ivory, including fossilized ivory
- Dried or silk flower arrangements
- Soaps
- Bonsai
- Embellished commercially-made objects (such as T-shirts, note cards, etc.)
Note: The Council’s decision is final with regard to acceptability of exhibitors’ work. Ineligible work, items and/or exhibitors may be removed from the show without prior notification and/or refund of booth fee.

Standards
To ensure a high level of quality in the work exhibited in American Craft Council shows, each jury is instructed to adhere to these guidelines in making decisions:
- Work is handmade and reflects excellence and the unique vision of its maker
- Work is well-conceived and skillfully executed without technical faults
- All work must be the design of the applicant and made in the United States or Canada by the applicant or under his/her direct supervision.

Jurors select craft artists who demonstrate a fresh aesthetic and collectively represent a diverse array of craft mediums at various price points, aiming to achieve a balanced representation of qualified applications. Jurors will review applicants’ images of work, artistic statements, and marketing presence, and rate the applications for:
1. Technical and aesthetic aptitude
2. Marketplace awareness and impact

Collaboration
- One primary artist must be listed on each application, as the shows are organized by artist. Artists may also add secondary collaborative partners. This means they will be listed side-by-side in the directory, booth signs, etc. unless the primary artist directs us otherwise. The primary artist or collaborative partners must be present at the show.
- Artists working together may apply as one if they collaborate on every piece. If accepted, they may exhibit only pieces that are part of the collaboration.
- Secondary collaborative artists are defined as being an integral part of the design and making of the work.

General Policies
The Council reserves the right to:
- Invite up to 20 percent of the show artists. ACC is committed to creating and supporting a vibrant and compelling marketplace experience and reserves the right to invite and curate show artists.
- Refuse submissions that fail to meet the high level of quality and fail to meet the standards of the jury
- Require removal of objects at a show that are inconsistent with the application submission. Exhibitors must display work consistent with the type and quality represented in their submission.
- Remove an artist from the show if all work is not the design of the applicant and made in the United States or Canada by the applicant or under his/her direct supervision
- Cancel any show that does not receive sufficient, appropriate applications
• Retain all fees for show applications and space reservations. Exceptions to this policy may be considered in extraordinary circumstances. Cancellation by the exhibitor will result in forfeiture of all fees paid up to the date of cancellation.
• Reclassify applications if the jury selected on the application does not fit the type of work

Program Guidelines
• Artists may participate in the Hip Pop program for up to three years. Acceptance to years two and three is automatic, pending on-site review.
• After three years, artists are eligible for automatic acceptance to exhibit in a standard show booth with a two-year contract, pending on-site review. Standard booth fees apply. Booth sharing will be allowed for these two years. After the two-year contract has been completed, artists must jury into the ACC shows through the regular application process.
• Artists are not required to participate in Hip Pop for three years before electing to move to a standard show booth. Artists interested in a standard booth after two years of Hip Pop participation should contact Hip Pop’s program manager to discuss options. Admission to the show is not automatic until three years have been completed.

Hip Pop Booths and Artist Units
The Hip Pop program uses a community-based booth structure to provide a supportive atmosphere for participating artists. Hip Pop booths are 20 x 10 ft. inline booths containing six individual units measuring 4 ft. wide x 2 ft. deep x 8 ft. high. Each Hip Pop booth is comprised of a community of six artists.

Each Hip Pop artist unit includes:
• A unit structure of side and back walls
• A variety of interchangeable shelving and hanging rod options
• Electrical service, basic lighting, and extension cords

Each booth also includes the following shared resources:
• A shared central counter to display and sell work
• Under-counter storage
• Shared seating

Booth Fees
Booth fees for a single Hip Pop unit:
• Baltimore wholesale and retail: $795
• Baltimore retail only: $600
• Atlanta: $550
• St. Paul: $550
• San Francisco: $600
Booth fees cover:
- Space rental
- Hip Pop booth structure
- Electrical service
- Basic lighting
- Booth directory sign (artists are responsible for signage for individual units)
- Listing in show directory
- Listing on website
- 20 free guest passes and unlimited discounted tickets
- Exhibitor badge and one assistant badge
- Promotional materials (postcard templates, electronic flyers)
- National advertising campaigns

Booth fees DO NOT cover ancillary services such as shipping and wireless internet access (exception: wireless internet access is provided to all exhibitors free of charge at the St. Paul show).

VIEW BOOTH AND UNIT LAYOUT AND SPECS (PDF)

How to Apply
A complete application consists of an application form and five images showing representative examples of the artist’s body of work. There is no fee to apply for Hip Pop.

- Artists applying to multiple shows may submit a single application. Please check the box next to each show for which you wish to apply. Notification of your application status will be sent approximately two weeks after the application deadline for each show.
# Deadlines, Fees, and Jury Notification Dates

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## Image Requirements and Specifications

The image that is submitted must be an accurate representation of the object as it was originally photographed. Acceptable manipulations include: size of the file, background, lighting, shadows, contrast, color correction, and/or adjustments that do not affect the object itself.

Professional photography is highly recommended as it best highlights the quality of your work for jurying and allows us to use your images for show marketing purposes. We suggest using a white or neutral background in your images.

ACC retains the right to use application images to promote individual artists, the Hip Pop program, and the ACC shows as a whole. All images submitted must be high resolution (at least 300 dpi at 5 x 7 inches or larger).

## Artist Information

All information collected in the application is used in show directories and online artist listings (name, secondary artist name(s), company name, city, state, website URL, and/or email address). Please review this information carefully for accuracy before submitting your application. Your information will be published as entered.
Jury Process
- A curatorial committee will complete the jury process. The committee may elect to accept, reject, or waitlist an application.
- Applications will be scored based upon technical and aesthetic aptitude and marketplace awareness and impact.
- Average jury scores are tabulated by the digital jury system to produce a single score, which is applied to each show.
- Invitations to exhibit are issued to artists with the highest scores.
- A waitlist is created from the scores immediately following those invited to exhibit. The Council reserves the right to balance its shows through artists on the waitlist.
- Individual scores are not released, and the Council does not provide an explanation of why an artist’s submission was or was not accepted.

Multiple Bodies of Work
- If an artist makes two distinct bodies of work in the same material, he/she may wish to submit a separate application for each. Applicants may not submit the same image more than once in the same category.
- A single application representing multiple bodies of work in the same material must proportionately reflect what the artist intends to exhibit at the show. For example, if one type of work predominates in the artist’s display, it must predominate in the files submitted. The Council reserves the right to enforce the same proportion in your display.
- If an artist wishes to apply with more than one application, he/she must apply with separate online user IDs and digital images.
- If there are multiple applications and only one is accepted, only work represented in that application may be exhibited. If both are accepted, the work may be exhibited in any proportion.

Invited vs. Waitlisted
If one application is accepted and another is waitlisted, the waitlisted work may not represent more than one-third of the entire booth. Once the artist’s number on the waitlist is reached, the artist may include the waitlisted work in his/her booth in any proportion.

Exhibitor Terms and Conditions
Accepted exhibitors must agree to abide by the general terms and conditions of the American Craft Shows below.
- Exhibitors must be full-time residents of the United States or Canada.
- Exhibitors must be professional, capable of producing work of consistent quality, and responsible for fulfilling orders obtained at a Council show.
- All work in Council shows must be original and created by the exhibitor or under the exhibitor’s direct supervision. Exhibitors must display only their own work, not work made by others.
• All work must be original and handmade in the United States or Canada. Small studio production work under the direct supervision of the applicant is acceptable.
• Exhibitors must present work consistent with the type and quality represented in the application submission. In addition, work of inferior quality or inordinate proportions of work not represented in the image submission are not permitted.
• Exhibitors must attend their work in person for the duration of the show. Exhibitors’ employees may not substitute for the exhibitor. Sales representatives are never permitted.
• Booth displays must remain intact until the show ends.
• Exhibitors must be current members of the American Craft Council at the time they exhibit in a Council show.
• Exhibitors must have a valid state sales tax permit from each state in which they are participating in a Council show. Exhibitors are responsible for collecting and reporting sales tax where applicable.

Exhibitor support
• Artists will receive a Hip Pop program manual and exhibitor kit with answers to frequently asked questions, lists of suggested items to bring to the show, marketing tips, and other helpful information.
• All artists will have access to the program manager for support with individual inquiries both prior to the show and on-site.
• Artists will be partnered with an experienced ACC exhibitor in a buddy program, so they can get advice and ask questions.

American Craft Show, Baltimore

The Baltimore Convention Center in Maryland is home to the Council’s flagship show, now in its 44th year. This highly competitive and prestigious show is a must-attend event for wholesale buyers and the public, attracting artists, buyers, and craft appreciators from across the United States.

Jury notifications will be emailed in late September of 2019.

Please note: There are three separate sections in the Baltimore show: wholesale-only wholesale/retail, and retail-only. Hip Pop is only offered in the wholesale/retail and retail-only sections of the show. Artists may apply to any or both sections of the show and are eligible to exhibit only in the sections to which they apply and are accepted.

New in 2020: You spoke, and we listened. The 2020 Baltimore wholesale show will be two days.

Show dates
February 19 – 20, 2020 (wholesale)
February 21 – 23, 2020 (retail)
**Move-in dates**
Wholesale/retail section: February 18, 2020
Retail section: February 20, 2020

**Show size**
Wholesale section: 50 exhibitors
Wholesale/retail section: 275 exhibitors
Retail-only section: 300 exhibitors

**Booth fees:**
Wholesale/retail: $795
Retail only: $600

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**American Craft Show, Atlanta**

Now in its 31st year, the Atlanta show is held at Cobb Galleria Centre, a beautiful venue situated near the affluent suburbs of Cobb County, Georgia, with easy highway access and ample parking. It’s a very competitive show that draws a sophisticated audience.

Jury notifications will be emailed in late September of 2019.

**Note:** Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

**Show dates:** March 13 – 15, 2020

**Move-in date:** March 12, 2020

**Show size:** 230 exhibitors

**Booth fee:** $550

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**American Craft Show, St. Paul**

Now in its 34th year, this established show attracts a loyal regional audience, many of whom are collectors, and draws attendees from the Twin Cities of Minneapolis and St. Paul, Minnesota, as well as western Wisconsin. It’s held at St. Paul Rivercentre, a superb facility in the heart of downtown.

Jury notifications will be emailed in late September of 2019.
**Note:** Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

**Show dates**
April 16, 2020 (Preview Party)
April 17 – 19, 2020

**Move-in date:** April 15, 2020

**Show size:** 230 exhibitors

**Booth fee:** $550

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**American Craft Show, San Francisco**

Now in its 45th year, our San Francisco show is held at Fort Mason Center for Arts & Culture’s Festival Pavilion, which is located on the waterfront between Fisherman’s Wharf and the Golden Gate Bridge. This show serves a well-established audience of Bay Area craft enthusiasts, including a growing younger demographic of admirers of handmade goods.

Jury notifications will be emailed in late September of 2019.

**Note:** Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

**Show dates:** July 31 – August 2, 2020

**Move-in date:** July 30, 2020

**Show size:** 250 exhibitors

**Booth fee:** $600