

Atlanta Art Week

2024

Application Handbook

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About Atlanta Art Week 2024

Atlanta Art Week is a dynamic platform that brings together galleries, artists, collectors, industry professionals, and art enthusiasts to promote cultural exchange, appreciation of the arts, and unique qualities our city has to offer the global art market. **Atlanta Art Week 2024 will begin on Monday, September 30th and end Sunday, October 6th, 2024.**

Our mission is to highlight the spaces and talent that make Atlanta a vibrant and growing art hub by promoting educational and experiential programming that fosters a sense of community. Our goal is to create a robust and knowledgeable art ecosystem, encourage collaboration, and provide opportunities for growth and recognition. Our aim is to schedule events by geographic proximity, and we ask for flexibility. We highly encourage exhibitors to collaborate and strategize with their neighbors.

Atlanta Art Week will present three sectors, each designed to showcase different segments of the Atlanta Art scene. **Accent** is specifically calibrated to spotlight the emerging talent and unique character of the southeastern U.S, and to present site specific works that animate Atlanta. **Focus** is designed to expose visitors to the artist's workspace and practice. And lastly, **Highlight** is the primary exhibition platform of Atlanta Art Week, where leading galleries and museums present modern and contemporary artists from Atlanta and around the world.

Atlanta Art Week will also be able to facilitate a limited number of space rentals for those who wish to participate, but may not be based in Atlanta or have a centrally located exhibition space, to serve as **temporary galleries**. This year AAW will have a central location this year, offering additional opportunities for exhibition.

AAW is committed to providing accessible programming. New for this year, AAW is looking to prioritize free or affordable events and programs that emphasize community building and toward an overall, long-term partnership with our local institutions. In that same spirit, our team is working on creating an AAW Ticket that includes the cost of entry to our exhibitors' paid programming in addition to the AAW produced programming.

In this handbook you will find information on the Application + Selection Process, Participating in Atlanta Art Week, our Exhibition Sectors, space rentals and AAW Ticket Partners.

We're thrilled to announce the opening of applications for Atlanta Art Week, welcoming participants and partners alike. We look forward to your continued involvement in shaping Atlanta Art Week into an unforgettable celebration of creativity! Stay tuned for the official tiers, pricing, benefits, and information sessions in the weeks to come.

It is an honor to open applications to the public, and we look forward to celebrating with you this fall.

Sincerely,

Participating in Atlanta Art Week 2024

Overview

Atlanta Art Week Exhibitor events highlight the spaces and talent that make our city a vibrant growing art hub, and are designed to foster a sense of community. We look for informative and interactive programming that gives locals and visitors a unique cultural experience. We strongly encourage local organizations and artists to collaborate with their neighbors and institutional peers to present dynamic and programming.

Atlanta Art Week is organized into three exhibition sectors, each designed to showcase different segments of the Atlanta Art scene. AAW Exhibitors are asked to produce accessible arts-centered programming, and to share the official AAW marketing assets to the appropriate channels. AAW is separated into two tiers for exhibitors, and provides multiple ways to participate.

Atlanta Art Week Applications are open to galleries, art museums and institutions, arts + culture and community focused organizations, universities, independent curators and art dealers, artist studios and collectives. Applicants should propose programming that aligns with one of the following:

Exhibition Sectors

Accent is specifically calibrated to spotlight the emerging talent and unique character of the southeastern U.S, and to present site specific works that animate Atlanta. **Focus** is designed to expose visitors to the artist's workspace and practice. And lastly, **Highlight** is the primary exhibition platform of Atlanta Art Week, where leading galleries and museums present modern and contemporary artists from Atlanta and around the world.

Participation Categories + Exhibitor Tiers

Standard and Premium Exhibitors - provide public + free programming. Premium exhibitors are granted more passes to AAW events for staff, clients, and artists, as well as priority placement on the AAW website, individual promotion on social media and inclusion in select VIP itineraries.

Temporary and Experimental Spaces - ideal for out of town exhibitors, independent curators, and organizations without a central location in Atlanta. These exhibitors receive additional logistical support. (Currently AAW is not accepting proposals from individual artists, and encourages those looking to participate to collaborate with their gallery or dealer, a curator, or a collective of 3 or more artists.)

AAW Ticket Partners - organizations that charge admission, looking to partner with AAW long term in providing affordable access to quality programming

How it Works

All applicants should submit an Atlanta Art Week application and propose programming that aligns with one of those outlined in the sectors below, which will be reviewed by the Selection Committee, which consists of art related professionals. They are responsible for reviewing and selecting participants who will further Atlanta Art Week's continued commitment to forward thinking and outstanding arts related programming.

To create a balanced event, the Atlanta Art Week selection committee will assign exhibition dates by location, grouping events by geographic proximity, and ask for your flexibility in scheduling (both day and time of event). We hope this encourages collaboration between our participants, drives traffic to each neighborhood, and fosters a strong sense of community.

The Selection Committee then curates the programming into a cohesive presentation of Atlanta's burgeoning arts community, which is shared with the public via press releases and various marketing channels.

Exhibition Sectors

ACCENT/

southern / emerging / experiential

ACCENT is specifically calibrated to spotlight the emerging talent and unique character of the southeastern U.S, and to present site specific works that animate Atlanta. University programs, artists collectives, independent curators, and arts + culture organizations are welcome to propose projects outside of the traditional gallery or museum setting that showcase local and early career artists on the cutting edge of art making, activate unconventional spaces in our city, or provide a distinct cultural experience.

FOCUS_

artist projects_

FOCUS is designed to expose visitors to the artist's workspace and practice. Artists' studios, collectives, universities, and arts + cultural organizations should offer an experience that allows visitors to interact with both object and maker.

HIGHLIGHT *

museums * galleries *

HIGHLIGHT is the primary exhibition platform of Atlanta Art Week, where leading galleries and museums present modern and contemporary artists from Atlanta and around the world. This sector encompasses traditional arts programming, such as receptions, tours, and artist talks, designed around a collection, installation, or exhibition.

Please note, artists' studios and artist-run spaces are required to be located within the perimeter and will require additional review from an AAW representative. No residential studios are allowed.

Additional Guidelines for Ticket Partners + Temporary Spaces

AAW Ticket Partners

Exhibitors who anticipate charging admission should submit their proposed programming to become an AAW Ticket Partner. AAW Ticket Partners should be willing to provide AAW with a set number of tickets for AAW to distribute to our ticket holders, and/or access to their program or location for a mutually agreed upon number of AAW ticket holders. AAW Ticket Partners will undergo a second round of review, with acceptance pending alignment on tickets / access for AAW ticket holders and the long-term goal of collaboration with Atlanta Art Week

Temporary Galleries / Curatorial Projects / Experimental Exhibition Spaces

Atlanta Art Week is able to facilitate a limited number of space rentals for those who wish to participate, but may not be based in Atlanta or have a centrally located exhibition space, to serve as **temporary spaces** leading up to, during, and after Atlanta Art Week. These pop-up exhibition spaces in premier local retail centers will be offered in various sizes and configurations, and we aim to match applicants to available spaces based on exhibition needs, but cannot guarantee each applicant will be matched with a space. This year AAW will have a central location, offering additional opportunities for exhibition.

Once your proposal has been accepted by the selection committee, you will begin the process to secure your space rental. This year AAW will have a central location, offering additional opportunities for exhibition.

For external space rentals, AAW will serve as the liaison between your organization and the real estate company, providing the pricing for the available layouts that best match your needs. For placement at the AAW central location, a floor plan will be available after acceptance.

Once you have selected your desired location, the real estate company/ leasing agent or AAW Team member will assist with next steps. Locations and rental agreements must be confirmed by August 1st 2024 in order to guarantee inclusion in official AAW printed materials.

Temporary spaces have access to an additional set of services provided by AAW in order to execute their exhibition. We recognize that many applicants may come from out of the area, and understand there may be logistical challenges in short term exhibitions, and AAW can work with your team to develop a package of additional services if necessary. We can also provide vendor recommendations for any other services you may need. For local applicants, we highly recommend working with your established service network.

The standard services provided by AAW for all Temporary Galleries include the following:

- AAW volunteer during AAW events
- Desk and chairs
- Vinyl lettering for wall text

Atlanta Art Week

If selected to participate in AAW24, you will be responsible for all costs and fees associated with the space rental, installation, shipping and handling, local taxes, any events produced, insurance, and any additional costs for your event.

Exhibitor Benefits - (8,500+ value)

Standard Exhibitor Benefits | Tier 1 | \$850.00 fee

- ★ Inclusion on the Official Atlanta Art Week Programming Schedule
 - Included on Atlanta Art Week's Exhibitor map (1k+ daily impressions)
 - Exhibitor Profile and Event / Exhibition page on AAW Website
 - Listed on official digital assets posted by AAW and re-posted by all official participants
 - Inclusion in official AAW press releases
 - Participant Announcement
 - Programming Announcement
 - Wrap Up

- ★ AAW PR + Marketing
 - Programming distributed to the press and through our marketing channels
 - Programming included in printed materials/distribution min. 5,000
 - AAW digital ads (ex. Social media, art platforms, and other digital media outlets)

- ★ Atlanta Art Week signage (\$350+ value)
 - A-frame outdoor sign
 - In-store signage
 - Official AAW programming printed assets

- ★ Event Support (\$1350+ value)
 - Planning call or meeting with an AAW representative once accepted
 - RSVP tracking / AAW Official Ticketing service
 - AAW Volunteers during your event

- ★ Invitation to AAW opening event for all staff and represented artists*
- ★ Access to AAW VIP events for clients, artists, and staff*
- ★ Access to all ticketed AAW produced events*
 - 10 passes to ticketed public AAW events
 - 3-5 tickets to collector and press event

Premium Exhibitor Benefits | Tier 2 | \$1250.00 fee

All standard benefits + the following additional benefits - (\$5,000+ value)

- Premium listing on AAW website
- Individual AAW Instagram or Newsletter feature leading up to or during the event week
- Included in Official AAW Premium Itinerary, distributed to visiting press + VIP guests.
- Additional passes to AAW events (based on location capacity)

- VIP / Early access to AAW Temporary Galleries, AAW produced programming, and select participating organizations.

Temporary Galleries / Curatorial Projects / Experimental Exhibition Spaces | \$2,500 fee

+ AAW rental commission

All standard and premium benefits + the following additional benefits - (\$5,000+ value)

- Rental space facilitation
- Pre-event logistical support
- Additional access to AAW volunteers
- Desk and chairs
- Vinyl lettering for wall text

*Please note, the total number of passes per exhibitor will depend on each event's capacity.

AAW Participation Timeline

1. Submit Application by 11:59 pm Eastern on Wednesday, May 15 2024
2. Receive acceptance by June 15 2024
3. Schedule an AAW Planning Meeting
4. Return fees and participant agreement by July 15 2024
5. Confirm event and exhibition details by August 1 2024
6. Receive AAW volunteer information, marketing assets, and passes in early September
7. Post AAW digital assets, and promote your programming before AAW begins

Applications Close on Wednesday, May 15th, 2024 at 11:59pm

Selection Announcements will be made in early / mid June.

Exhibitor Fee + Participation Agreement Due: July 15, 2024

Exhibitors must provide their confirmed event location, programming details, and return their fees before August 1st, 2024 in order to appear in official AAW printed materials. Changes made after this date are not guaranteed to be made in print.

About Fees and Waivers

Participation Fees - due by July 15th 2024

AAW Exhibitor | Tier 1 | Standard | \$850.00

AAW Exhibitor | Tier 2 | Premium | \$1,250.00

AAW Ticket Partner | \$500 - \$1,250.00

AAW Temporary Galleries / Curatorial Projects / Experimental Exhibition Spaces | \$2,500.00

AAW will apply a commission to the rental price not to exceed 35%.

\$125.00 late fee will be applied to payments made more than 30 days after acceptance.

Participation fees are non-refundable for ALL standard and premium exhibitors and ticket partners.

For Ticket Partners

After acceptance, a minimum \$500 participation fee with a maximum of \$1250.00 will be applied based on the desired tier of participation, (auxiliary event listing, standard exhibitor, or premium exhibitor). Waivers will be granted based on the number of tickets / access for AAW ticket holders mutually agreed upon.

Temporary Spaces

Payment will be expected within 14 days of AAW securing your rental location and a successful agreement is reached between your organization and the leasing agent. AAW will additionally apply commission to the rental price not to exceed 35%.

Temporary galleries, curatorial projects, and experimental exhibition spaces are eligible for partial refunds for the participation fee and commission if they are unable to complete their rental. If for any reason you are unable to execute your temporary space, AAW will refund up to 25% of the commission, and the participation fee will be refunded less a \$500 administrative fee for AAW.

Waivers

Full or partial waivers for the participation fee may be granted on a case by case basis to tax-exempt organizations, and applicants who demonstrate their need and express their goal for participating by completing the form [here](#). Waivers are granted at the sole discretion of Atlanta Art Week.

Application Requirements + Selection Process

Proposals should be specifically developed for Atlanta Art Week, and meet the requirements for one of the exhibition sectors outlined above. All applicants should provide as many details as possible within the application to **provide a high-level overview of the concept, program, exhibition, and included art planned by the participant**. Only submit materials, concepts, and artwork which you own or to which you have full rights for use in connection with Atlanta Art Week.

All applications must be accompanied by at least 5 high resolution images depicting the exhibition space and/or work planned for exhibition for AAW to use for promotion. Insufficiently documented applications will not be reviewed by the Selection Committee.

Selection Process

The number of participants is limited, and acceptance is granted exclusively by the Atlanta Art Week Selection Committee. Atlanta Art Week's Selection Committee will consider the overall quality and completeness of each application including but not limited to: images of artwork, artists' biographies, and curatorial approach. These points of introduction should reflect the participants' shared commitment and dedication to deepening Atlanta's growing position within the global arts community.

- Access to temporary spaces will be granted based on the Selection Committee's criteria as described, the strength of the proposed programming, and the proposal's overall alignment with the vision and values of Atlanta Art Week.
- AAW Ticket Partners will undergo a second round of review, with acceptance pending alignment on tickets / access for AAW ticket holders and the long-term goal of collaboration with Atlanta Art Week.

Atlanta Art Week's Selection Committee will also consider the following contributing factors:

- *Reputation of the participant and the artists being presented*
- *Exhibition and programming history*
- *Curatorial or artistic vision for proposed programming*
- *Innovation in programming and/or unique, experiential events*
- *Quality and price point of artworks exhibited*
- *History and participation in similar arts related events and/or fairs*
- *Photography or examples of works proposed for exhibition*

New Applicants

At the request of the Selection Committee, new applicants are asked to provide additional information, such as recommendations and references from other galleries, curators, and art related professionals who have direct knowledge of the applicant's oeuvre or exhibition history. New applicants are also encouraged to provide examples of past projects, booths, or installations.

Application Checklist

The information provided in your application will appear on the AAW website as your Exhibitor Profile, so provide the most complete and accurate information as possible. This will help the event organizers to process your application efficiently and effectively. Be prepared to provide the following in the application form:

Photo Requirements

- All images should be **at least 1MB** high resolution preferred, 200 dpi minimum.
- Only provide photos that you have the authorization to use for promotion.
- All images should be labeled and accompanied by a corresponding Image List with:
 - **Captions**
 - Should describe the image
 - For artworks please provide the Artist, Title, Medium, Year, & Dimensions

Photo credit and or courtesy line

All Applicants

- Contact Information
- History of your organization
- Brief description of your event
- Details about the exhibition / project / included artists
 - Location + Run Time

Atlanta Art Week

- Biographies
- Artist and Curatorial Statements when possible
- Event capacity / RSVP
- One preferred date for your event
- Application Fee Payment (when applicable)
- Social Media handles + links
 - Organization
 - Exhibiting artists
- Images
 - 1-2 images of previously exhibited work or installed exhibitions
 - 3+ images of artwork relevant to your exhibition for AAW to use for promotion
 - Interior and/or exterior view of location
- Supplemental materials for your event
 - RSVP links, Press Releases, Event Flyer, etc
 - Curatorial and/or Artist Statement(s)

Temporary Galleries + Project Spaces

- Will be asked additional questions about overall logistics and display needs.

AAW Ticket Partners

- A vision for partnership + ticket sharing with AAW
- Or schedule a time to speak with an AAW representative about collaboration

Quick Links and Contact Information

Those looking to collaborate directly with AAW please contact partnership@atlantaartweek.co

For questions about the application or selection process, please contact programs@atlantaartweek.co

[Click Here To Begin The Exhibitor Application](#)

[Click Here To Begin the Temporary Space Proposal](#)