

# The Atlanta Foundation for Public Spaces

## HOW TO APPLY

There are two ways to apply for an AFFPS event:

1. By mail
  - a. Print out the application from the event website.
  - b. Complete and sign the application. (*Note: if you plan to sell product in more than one category, choose your primary category, then note on your application that you would like to include other products.*)
  - c. Include 3 photos of your art or craft (close up of the product only), and 1 photo of your outdoor display with white tent as it will be seen at the event.
  - d. Include 1 check for the application fee (\$35) made out to the name of the event. (*Note: do NOT include your booth fee.*)
  - e. Mail the application by the deadline to:
    - i. AFFPS, P.O. Box 422571, Atlanta, GA 30342
    - ii. *Note: if you will have a helper and need an additional name badge, be sure to put that on your application.*
    - iii. *Note: your application must be postmarked before the deadline*
2. Online
  - a. Log on to [www.zapplication.org](http://www.zapplication.org). If you already have an account, just log in. If you do not, it's very easy to set up your free account.
  - b. Search for the event by name as it appears on the event website by clicking on Participating Shows. Click on Apply to this Show.
  - c. Complete the application and select images that will be used for the jury.
  - d. Check out by paying your application fee (\$25).

Once AFFPS has received your application by mail or online, you will receive an acknowledgement message by email. This does NOT mean that you have been invited to participate, but does mean that your application will be presented to the jury. There is n nothing more to do until the jury has made their selections. *Please be familiar with the deadlines* (i.e., application deadline, jury date, deadline to confirm once you've been invited)!

## ABOUT THE JURY PROCESS

*Who are they?* A group of qualified artists with multi-disciplinary skills are invited by the Director to review artist submissions for each event. Each event has a different jury. The jury is composed of at least one experienced juror and one artist that will participate in the event.

*Does it matter if you've done an AFFPS event before?* Artists who have participated in AFFPS events previously are not automatically accepted. However, artists who have won an award at an AFFPS event during the previous year are "jury exempt" and will be accepted automatically by the jury.

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*Is the jury process secret?* Jury members are required to maintain complete secrecy about serving as a juror, their scores, discussion about applicants and results.

*What does the jury look for?* Jurors look for quality and innovation. Your photos should be simple and clear, showing enough detail about your product so that jury members can clearly see what it is and how it was done. *(Note: Be sure you provide an accurate description with your photos!)* The Director gives some guidance about the “profile” of the event, but the selections are completely the responsibility of the jury. Of equal importance is the photo of your outdoor display. Be sure it complies with the requirements for the event.

*When are you notified?* After the jury meets, the Director reviews the results and sends out the official acceptance invitations within two days. All correspondence is via email, so it is very important that the address provided on the application is accurate.

*What do you do next?* Once you have received your invitation to participate, you must submit your booth fee payment by the deadline. If you applied by mail, send in a check including any upgrades for the amount required. If you applied online, log on to ZAPP and accept the invitation and check out with payment. It is the responsibility of the applicant to watch the deadlines and comply. Do not rely on the event host to remind you, even if they do!

*What can be done to improve your chances?* The best thing you can do is to follow the instructions carefully. Do not leave anything out, and do not provide more than is needed. Your photos are critical since you are competing with many others in your category and need to stand out. Be mindful of the deadlines.

### FREQUENTLY ASKED QUESTIONS

Q: Can I apply late?

A: Remember those deadlines! You may apply late, but your application will not be seen by the jury until after they've seen everyone else's. That means your chances of being accepted are lower.

Q: Is the jury really made up of artists or is it just the event staff?

A: Each jury is completely real and takes their responsibility very seriously. Usually the jury consists of 3-5 members and the work takes at least one full day. Event staff is not involved at all.

Q: What is a “friendly jury?”

A: Usually an event including craft will require a more fun loving jury, so they are less critical than an event that is strictly fine arts.

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Q: Why do I have to pay an application fee?

A: Your fee pays for the processing of the application, averaging approximately 9 hours of staff time from the moment it arrives until the event, so it's quite a bargain!

Q: Who can I ask about the status of my application? Be mindful of the deadlines. Don't send multiple emails asking about your application if the jury hasn't met. But if you have not been notified you should send an email to: [info@affps.com](mailto:info@affps.com). It's possible that your email sent our notification to spam.

Q: What if I change my contact information?

A: Send us an email asking to update our records. We appreciate it.

Q: Should I pay for a corner (or electricity, or tent rental) in advance?

A: When you apply by mail, you should select those amenities on the application, but you still only need to send in your application fee. You should only pay for amenities once you've been accepted. If you applied online and are invited, you should grab those amenities quickly since they are in limited supply.

Q: Is anyone "grandfathered" into AFFPS events?

A: Of course each event has its returning participants and we are no exception. But everyone must send in an application even year after year. This is so that the jury can make fair choices, and it allows the artist to submit new photos, etc.

Q: What if I feel like I'm being overlooked?

A: If you think you are not getting fair treatment, you should schedule an appointment with the Director to review your product and application. This can help a lot for your career.

Questions or concerns? Email us at: [info@affps.com](mailto:info@affps.com). Be sure to identify your concern in the subject line. We'll respond as quickly as possible.