

EXHIBITOR AND PROJECT SPACE GALLERY MEMORANDUM OF UNDERSTANDING

Please sign and return by email or in person to the NYUAD Art Gallery team.

The exhibition is not confirmed until agreement is signed and reviewed by the NYUAD Art Gallery.

Name of Exhibition:

Exhibitor:

Location/based in:

Email:

Contact Number:

Artist(s):

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Exhibitor name: (addressed)

Date:

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Exhibition Production deadlines and exhibition dates:

The Project Space has the _____ (title) exhibition confirmed for: _____ (date) with _____ (amount of time) of install before and _____ (amount of time) of de-install after.

Below is a timeline of the exhibition:

Artwork drop off date _____

Installation Dates _____
(business hours only, and excluding weekends)

Exhibition start date _____

Dates and time of openings/events _____

Exhibition end date _____ **(last day open to public)**

Deinstall and return space to original state _____
(space to be returned to original state by _____).

1) Production Deadlines

If the below timeline is not met, NYUAD will be unable to fulfill its commitment to this exhibition, and reserves the right to cancel or postpone the exhibition.

DELIVERABLE	TIME FRAME	DEADLINE
1. Exhibition title 2. List of artists 3. Publicity Materials Required (see list below) -- Text to be used for PR and website	Required 6 weeks before date of opening	_____
4. Artwork draft checklist 5. Exhibition floor plan 6. Any text material that will be accompanying the show – needed for final sign-off by NYUAD public-facing review.	1 month before opening	_____
7. Final artwork checklist (with full caption information, dimensions, materials, etc.) using supplied exhibition checklist template.	3 weeks before opening <i>***no changes can be made without gallery approval after</i>	_____

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8. Final exhibition floor plan	<i>final floor plan and checklist have been approved</i>	
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Exhibitor - Responsibilities

The Exhibitor is expected to prepare and deliver the exhibition, including physical install and deinstall. The Exhibitor will share all plans and texts with NYUAD on the above-outlined schedule to enable effective delivery of Public Relations and Press materials, and to enable NYUAD to comply with exhibition regulations for Health and Safety, Labor Compliance, and TCA events requirements.

- 1) The Exhibitor will be responsible for:
 - a) Show Install / Deinstall
 - b) The Exhibitor is responsible for overseeing and completing the installation and deinstallation of the exhibition.
 - c) The exhibitor is responsible for organizing and financing the delivery and pick-up of artwork before and after the exhibition.

- 2) Artwork Selection and Care
 - a) All artworks agreed upon with the Project Space team based on your final checklist are expected to be included in the exhibition, and any additional artworks or changes **MUST** be approved in advance of the installation date. There are certain materials restricted from the exhibition space, i.e. solvents/volatile organic compounds (VOC's), organic materials, untreated soil and sand, flowering plants, food and water.
 - b) Insurance for any artwork during the exhibition, installation or deinstallation, or shipping of the artwork is the responsibility of the artists or the exhibitor.

- 3) Publicity Materials Production, Submission, Delivery
 - a) The exhibitor or artist is responsible for gathering and providing any material requested by the Project Space Gallery that relates to the exhibition **by the above stated dates**. This will be used for promotional activities to bring publicity to the exhibition.
 - i) Final show title
 - ii) Show images - including a landscape and a portrait orientation
 - iii) A show thumbnail description/curator statement -- 300 words
 - iv) Curator / Artist Bio(s)
 - v) Quotes for PR (optional)
 - vi) Print Materials
 - b) All print materials - brochures/texts/wall labels/floor plans and any other print materials are the responsibility of the exhibitor / artists to design and produce.**
 - c) All print materials need to be approved by the gallery in advance of the opening of the exhibition. **Revisions may be required based on house style, or NYUAD PR guidelines.**
 - d) It is the responsibility of the artists or exhibitor to clear copyright for all images used in the exhibition and provide NYUAD with non-exclusive use to the images for education, press and publicity purposes. All use of the cleared images, should be mutually agreed.

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Date:

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NYUAD/Project Space Gallery - Responsibilities

The NYUAD/Project Space will provide oversight of the exhibition production, engaging advice and guidance by its museum-trained staff, to realize a professional exhibition. NYUAD's PR department will likewise steer the presentation of the exhibition to the Press and in its web materials. The commitment includes:

- 1) Funding:
 - a) Upkeep of the venue and all expenses related to operating the space, facilities, EHS, etc.
 - b) Security officer for the duration of the exhibition
 - c) Opening reception simple catering (including coffee, tea and cookies)
 - d) Printing of print-ready materials on A-4 or A-3 paper as needed (this does not include cost of any special requirements such as folding or binding)
 - NOTE: Any other expenses, unless agreed upon, are the responsibility of the Exhibitor or artists
 - The artists or exhibitor may apply for funding support by providing a detailed budget
- 2) Production
 - a) Art Preparation/Install guidance -- The museum-trained Head Preparator will advise and enable the install process in a supervisory capacity during business hours **on weekdays (Sun-Thurs, 9-5)**.
 - b) Materials -- The NYUAD Art Gallery team will provide tools, and general materials for the installation and deinstallation of artwork. Special requirements must be provided by the Exhibitor.
 - c) Lighting -- The NYUAD Art Gallery team will light the exhibition with existing lighting and tracks.
- 3) Publicity
 - a) NYUAD PR department will:
 - i) circulate a press release/media alert to regional media
 - ii) invite and manage the press at the opening
 - iii) provide summary of press at conclusion of exhibition
 - b) NYUAD Art Gallery will provide:
 - i) e-blast inclusion (14,000 subscribers)
 - ii) Campus wide exhibition flyers if requested
 - c) To the best of its ability, the NYUAD Art Gallery will attempt to secure a Social Media intern to dedicate to the marketing of the exhibition
 - d) The artists or exhibitor is requested to provide logo files to NYUAD in advance of the exhibition. Logos for NYUAD must be included in addition to an agreed written credit lines and acknowledgements, and both parties agree to carry logos in appropriate places – on printed/electronic materials, for publicity purposes, website and gallery walls, etc.
 - e) The artists / exhibitors will not use any name, logo, trademark, or other designation of NYUAD or its affiliates, or any of their respective schools, colleges, divisions or departments or other units, for any purpose, including or without limitation in any marketing, advertising or publicity materials, without NYUAD's prior written consent.

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4) Credit Lines

Credit Lines are to be used on all gallery texts, press releases, invites and all other publicity materials, electronic and print – these must be signed off by both parties before public release. The proposed credit line is as follows: “Presented by _____, at The NYU Abu Dhabi Project Space [alternate: The NYUAD Project Space].”

5) Events/Programming

The NYUAD Art Gallery team is prepared to produce the opening event with simple coffee/tea/cookies reception. If the Exhibitor wishes to program beyond this, these must be reviewed with NYUAD, and approval permits from DCT must be processed in advance.

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NOTICES:

- 1) Compliance with venue non-profit mission
 - a) The Project Space is a non-commercial venue and no exhibitions shall present the work or exhibition in service of sales.
 - b) The exhibitor / artist(s) is responsible for all inquiries related to the buying or selling of the artwork, the Project Space does not take commissions for any artwork sold and is not involved in any way should there be interest in the sale of artwork.

- 2) Working hours
 - c) Gallery team install assistance will only be available Sunday-Thursday 9-5pm and scheduled in advance of the installation. Personal access after 5pm and on Friday or Saturday is available if needed for NYUAD personnel.

- 3) Health and safety / compliance
 - d) The Exhibitor / artist(s) is prohibited from making any unalterable changes to the gallery. All plans (such as painting or alterations) must be pre-approved. The gallery must be returned in the state it was received by the end of the de-install period.
 - e) Changes to the gallery must be reviewed to prevent violation of NYU AD's health and safety code. NYUAD is prohibited from blocking or covering doorways, vents, and fire exit signage. The exhibition floor plan will be crucial for enabling approval from health and safety.
 - f) Artists and exhibitor must provide ID's and vehicle registration for all people and for vehicle access.
 - g) Worker induction takes place on Tuesdays and all contracted individuals working on campus must attend the induction session.
 - h) Anyone using a ladder or lift in the Project Space **must** complete the ladder certification (<https://www.americanladderinstitute.org/page/LSTVideos>) and provide the certificate to NYUAD in advance of the installation.

- 4) Loss and damages
 - i) NYUAD/The Project Space is not responsible for reimbursement in the case of theft or damage of artwork or any equipment used during the exhibition, installation, deinstallation, or shipping or storage of the artwork.
 - j) All artwork and/or personal items, must be removed from the gallery at the end of the de-install or they must be discarded.

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Signature of Exhibitor

If the above is agreeable, we request a signature indicating that you have received and agree to this understanding.

Signature: _____

Name: _____

Title: _____

Date: ____/____/____