

SAMPLE

NYU Abu Dhabi Project Space 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 NYUAD Art Gallery.*

Name of Show: ***Title***

Exhibitor: **Name(s)**

Location/based in: **UAE-based exhibitor location**

Email: **Lead exhibitor email**

Contact Number: **Lead exhibitor number**

Exhibition Production deadlines and show dates:

If the agreed upon dates are not met, the Project Space will postpone or cancel the exhibition.

While there is some flexibility for each day's deadlines, alterations that need to be made to the following dates must be agreed upon at least seven days in advance.

- **Artwork load-in:** Generally, Thursday before opening
- **Installation with art handling assistance:** Generally, Thu-Wed
- **Lighting design:** Generally, Tue-Wed
- **Final walkthrough:** Generally, Wednesday
- **Exhibition opening reception:** Generally, Thursday
- **Exhibition end date:** Generally, 3-5 weeks after opening
- **Deinstall:** Generally, immediately after end date, over 2-3 days

DELIVERABLES	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 1 month after receipt of Project Space Committee acceptance	XX, 202X
4. Wall text draft 5. Label text drafts 6. Artwork checklist draft 7. Exhibition floor plan draft	5 weeks before opening	XX, 202X

DELIVERABLES	TIME FRAME	DEADLINE
8. Final wall text 9. Final label text 10. Final artwork checklist (with full caption information, dimensions, materials, etc.) 11. Final exhibition floor plan	3 weeks before opening <i>***no changes can be made without gallery approval after final floor plan and checklist have been signed off</i>	XX, 202X
12. Any additional text material needed for final sign-off by NYUAD public-facing review.	2 weeks before opening	XX, 202X

Exhibitor - Responsibilities

Show Install / Deinstall

- The Exhibitor is responsible for overseeing and completing the installation and deinstallation of the exhibition. **This includes the actual labor involved to change the space for the show and to return the space back to its original state. This may include things like patching and painting walls and more. The Gallery team will partner with Exhibitor on this.**
- The Exhibitor / Artist(s) is prohibited from making any unalterable changes to the gallery. All plans must be approved prior to the load-in date and the gallery must be returned in the state it was received within the 2-day deinstallation period.
- The Exhibitor / Artist(s) is required to attend a walkthrough of the space with the Art Gallery Team, to be scheduled no later than 3 weeks before the exhibition opening. The purpose of this walkthrough is to help update and finalize the deliverables required 3 weeks before opening (as outlined in the deadlines above), and to resolve any outstanding production questions before load-in.
- Changes to the gallery cannot violate NYUAD’s health and safety code and are prohibited from blocking or covering doorways, vents, and fire exit signage. The Art Gallery Team will advise as to any proposed plans that may be at risk of non-compliance with Health & Safety codes so the Exhibitor / Artist can reconfigure plans as required.
- The exhibitor is responsible for organizing and financing the delivery of artwork and other display materials to the Project Space on the agreed Load-in date, as well as collection of artwork and display materials from the Project Space during the agreed Deinstallation period.
- Artwork should be complete and ready for display when delivered to the Project Space. This includes any necessary 2-point hanging hardware for wall-mounted pieces (D-rings as opposed to wires) as well as any required wall or deck mounts for three-dimensional work.
- The Art Gallery can provide display items such as pedestals and plinths if required. A list of available items will be provided to Exhibitors/Artists upon request.

- Unless otherwise agreed upon, any technology/peripheral items required for exhibition (such as projectors, TV screens, computers, monitors, speakers, headphones, HDMI cables, or other technology/peripherals) should be procured by Exhibitor / Artist and delivered to the Project Space on the Load-in date. Please ensure that all items have been tested ahead of time and are both in working order and meet the display requirements. The Project Space has a number of power supply points and the Art Gallery can provide extension cables as needed.
- The Art Gallery is responsible for the production of the show vinyl, which typically includes the show title, the name of the artist, the dates the show is open, and the exhibition wall text. Any additional vinyl elements will be the responsibility of the exhibitor.
- All artwork and/or personal items, must be removed from the gallery at the end of the deinstall or they will be considered donations to the Project Space and may be discarded

Artwork

- All artworks agreed upon with the Project Space team based on your final checklist are expected to be included in the exhibition and any changes **must** be approved in advance of the installation date.
- Insurance for any artwork during the exhibition, installation or deinstallation, or shipping of the artwork is the responsibility of the artists or the exhibitor.
- 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. However, whenever the gallery is open, a security officer will be present and dedicated to the exhibition's protection.
- The exhibitor understands that the Project Space, and therefore the work on view, is not included in the university's fine art insurance.

Artwork Sales

- The Project Space is a non-commercial venue in a non-profit educational institution. No exhibitions shall include sales of work.
- 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.
- The exhibitor / artist should still plan to collect any sold artwork(s) from the Project Space during the Deinstallation period.

Publicity

- 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 date, 5 weeks before the show opens.**
- Materials needed:
 - Confirmed exhibition title
 - Confirmed exhibition description/curator statement (300 words)
 - Updated curator / artist(s) bio
 - Exhibition Images - including a landscape and a portrait orientation (see notes below)
 - IMPORTANT: Images must be High Resolution of at least 1080x720 (for a 3x2 aspect ratio). 300dpi is ideal 72dpi is acceptable.
 - Include up to 6 images

Sample Memorandum of Understanding: Project Space Exhibition at NYU Abu Dhabi

- One of these will be used as the hero image which will appear at the top of the exhibition page.
- For all images, please include the image credit and the information below
 - Artist/maker name:*
 - Artwork Title:*
 - Creation Date:*
 - Medium:*
 - Dimensions:*

Print Materials

- With the exception of show vinyl (as specified in Show Install / Deinstall) and wall labels, all print materials, such as brochures, texts, or floor plans are the responsibility of the exhibitor / artists to design and produce, unless otherwise specified. The Art Gallery can print basic laser-print material free of charge but cannot design, fold, staple, etc.
- All print materials need to be approved by the Gallery in advance of the opening of the exhibition

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.
- All event approval permits from DCT must be submitted to the Art Gallery to be processed 5 weeks in advance.

Gallery - Responsibilities

Generally

- NYUAD gives an in-kind “grant” of full-team support and guidance to the main contact person and artist(s) to realize a professional exhibition, including support in areas such as:
 - Exhibition layout
 - Curatorial consultation
 - Text editing and translation
 - Vinyl and wall label production
 - Technical production consultation
 - Collaboration on install of the work by the museum team
 - Lighting
 - Marketing and publicity, including e-blast newsletters, social media campaign, and a media alert.

Finances

- The Project Space will provide the gallery space and all expenses related to operating the space, including: hiring a security guard for the duration of the exhibition, producing one coinciding event (such as the opening reception, including simple catering), as well as costs related to robust marketing and promotion support (see below).
 - Printing of print-ready materials on A-4 or A-3 paper as needed.
- Any other expenses, unless agreed upon, are the responsibility of the Exhibitor or artists.
- On a case-by-case basis, the Project Space may offer small, one-time grants to Exhibitors to

help offset specific exhibition-related expenses, such as shipping, fabrication, or other production costs, subject to availability of funds and prior written agreement. If you wish to apply for a grant, the request to do so should be included in the application itself.

Labor/Supplies

- Art handler and technical assistance during the installation process is available for a 2-day period during normal business hours (9am–5pm)
- We will provide tools and general materials/hardware for the installation and deinstallation of artwork as well as general lighting for each show. Lighting often takes a full day of the installation schedule.
- Gallery installation assistance will only be available Monday–Friday, 9am–5pm. Personal access after 5pm and on Saturday or Sunday can be arranged if needed.

Publicity

- The Project Space provides each exhibition with:
 - An exhibition page on our Project Space website
 - E-blast inclusion (our gallery newsletter)
 - General public media via our public relations team
 - Campus-wide show flyers when requested
 - Exhibitor / artist is responsible for additional marketing and promotion of their exhibition. NOTE all materials for marketing need to be approved by the NYUAD team.

Please sign below and return to the NYUAD Art Gallery if you are in agreement with the terms outlined in the MOU above.

Exhibitor Name: _____

Exhibitor Signature: _____

Date: _____