

Memorandum of Understanding

(approximate translation of Italian)

With this memorandum of understanding, I would like to provide an overview of the plan so that you can assess the Italian Cultural Institute's (ICI) participation.

The Exhibit

The exhibit will include handmade textiles, modern and antique, made entirely by hand with hand looms in Sardinia. The show will be held in San Francisco for two weeks in 2016 and will include related events.

Objectives

The objectives of the show and the related events are to:

- Introduce the art of handmade Sardinian textiles to the San Francisco public;
- Educate the local public about the beauty, history, and methods (which are becoming increasingly rare) the weavers use to create the weavings;
- Increase awareness that this art is nearing extinction;
- Generate appreciation for this art, the artists, and the techniques of Sardinian handweavers.

The related objectives and anticipated results of the show are to:

- Support the import and sales of handmade textiles from Sardinia;
- Increase awareness about Sardinia and stimulate the interest of tourists from the United States to the island;
- Expand awareness and interest of all Sardinian arts, thus setting a precedent for similar exhibits in the future;
- Build awareness about Sardinian textiles that are computer-designed and machine-made, therefore opening the door for the sales of textiles made commercially (not by hand) in the United States.

Criteria

The exhibit will present antique and modern textiles that are completely made by hand in Sardinia. Preference will be given to textiles made in the Samugheo region, with a supporting selection of items from all regions of Sardinia. Objects will include rugs, bedspreads, tablecloths, table mats, pillow cases, bags, ceremonial and decorative items, etc.

The exhibit will not include items made on powerlooms, electric looms, or automatic looms. Clothes and items produced in mills will not be included in the exhibit.

Format of the Exhibit

The exhibit will also present tools used by the weavers and various informative material illustrating the techniques, designs, and history of the art of the weavers. The specific format, number of objects, and all the other details of the exhibit are not yet finalized.

Related Events

Related events will include:

- A reception the first night of the show, with a dinner and a press conference with the director of the museum, the director of the Italian Cultural Institute, artists, and other invited guests;
- Artist workshop, artist lecture, and a presentation of Sardinian history and the culture;
- The release of a video documenting the art of traditional Sardinian handweavers.

Sales

During the show, there will be no direct sales of artwork.

Communications and Translations

The official language of the event will be English. Translation and simultaneous interpretation from Italian to English and vice versa will be conducted as appropriate for the individuals involved.

ICI Participation

We hope that ICI will be interested in supporting the exhibit and wish to participate, specifically to:

- Provide gallery space to host the exhibit and some of the related events;
- Provide a representative to assist in the final selection of items for the exhibit;
- Participate in the organization, production, and setup of the gallery;
- Collaborate in publicizing the show and related events;
- Provide a qualified representative to present a related talk at the opening ceremony, with reporters, and possibly at a related event;
- Collaborate in building connections with individuals and businesspeople who support the event within the local Italian community and the greater San Francisco community.

Point of Contact and Event Organizer

Kelly Manjula Koza

Sardinian Arts, Inc.

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I intend to conduct the planning, communications, and logistics in an uncomplicated manner. I don't yet know all the details but would like to propose to you to work together for the realization of this event. This event presents us the opportunity to enrich the understanding and interest of the people of San Francisco regarding Sardinian art and to build the foundation to market and sell Sardinian products. Initially, handmade textiles from the Samugheo region, and beyond that, the exhibit will open the door into the United States to sell other Sardinian artwork and commercial products made in Sardinian fashion.