



ITINERANCE TECHNICAL INFORMATION

EXHIBITION TITLE : AZZEDINE ALAÏA, ARTHUR ELGORT. FREEDOM

SUMMARY DESCRIPTION :

Together, Azzedine Alaïa and Arthur Elgort shaped the 1980s.

While the fashion designer was seeing his ideal woman finally embodied in the streets and by the ever-increasing number of clients, the photographer was leaving the studios, opening the windows: making the city and its movement the new setting of his photoshoots. Both actively contributed to the renewal of the representation of a woman becoming more and more assertive, determined, and independent.

Timeless photographs which have become essential to the fashion iconography of the couturier as well as more secret ones, constitute a unique exhibition in Paris.

NUMBER OF LOANED PIECES:

28 textile works

33 framed photographs

1 moovie

SURFACE NEEDED :

330 m.

VISUALS





TRANSPORT

All transport operations (crating, packaging, transport, storage, unpacking, repacking) are the direct and exclusive responsibility of the borrower.

The foreign carrier, as well as its French correspondent, must have been validated beforehand by the Foundation, which requests the use of a French carrier specialized in transporting works of art.

CONVOY

The transportation of the loaned parts is insured by one person designated by the Foundation.

The costs are paid directly by the borrower (taxi fare, business trip, per diem).

Two people must be present during the installation and uninstallation of the loaned parts.

The borrower must also provide a professional team specializing in preparing mannequins (experience in fashion exhibitions).

INSURANCE

The insurance of "nail to nail" works is the direct and exclusive responsibility of the borrower.

The choice of insurer and insurance policy are validated by the Foundation prior to transportation.

PRESENTATION OF WORKS AND SCENOGRAPHY

The pieces are presented on mannequins chosen by the Foundation.

The scenographic concept of the exhibitions, as well as its elements, when preserved, can be used and rented.

SECURITY

The exhibition is monitored seven days a week and 24 hours a day by authorized personnel (safety and fire).

The fire safety system must include detection and an alarm.

Showrooms have a stable climate (temperature 20 degrees +/- .2, relative humidity 55% +/- .5).

The lighting provides UV-free light and a maximum of 50 lux on the rooms.

A facility report detailing the fire and site safety conditions must be sent to the Foundation.

COPYRIGHT

The borrower must directly obtain the rights of representation and reproduction of the pieces loaned from the Foundation and from other authors (photographers and beneficiaries).

PRINTED EDITIONS

The exhibition was the subject of a publication in french and english by Taschen.

A smaller magazine format publication was also proposed for sale to visitors, along with a series of postcards.

A small complimentary exhibition guide pamphlet, in both French and English versions, was also available to visitors.

COMMUNICATION

All media communication is subject to validation by the Foundation. The borrower must mention the Azzedine Alaïa Foundation as the author of the exhibition, with its logo affixed in the media (press release and press kit, exhibition panels).

FINANCIAL ASPECTS

At the expense of the borrower:

- Transport
- Insurance
- Scenography
- Facilities / lighting / electricity
- Mannequins and Display Tools
- Expenses for couriers at the start and end of the exhibition
- Invitation of the President and the Director of the Foundation to attend the opening of the exhibition.
- Fees including :
 - The provisions for the curatorial work done by the Fondation.
 - The provisions for the preparation of the exhibition (administration and archival work).
 - The synopsis of the exhibition.
 - The texts accompanying the exhibition and the licensing of the copyrights of these texts.
 - A contribution towards the cost of restoring and preparing the exhibition items

Kindly be informed, terms of payment of Fees are as follows : 50% on signing the contract, then 50% on the day of the exhibition opening.