

TEFAF MUSEUM RESTORATION FUND GUIDELINES

Terms & Conditions for museums

- The TEFAF Museum Restoration Fund is only available for public museums.
- Applicants can only submit one project per year.
- It is also allowed to apply for funding for a project of an object already in restoration.
- The museum must have visited TEFAF in the year of application (with the exception of 2021).
- All applicants must use and complete the TEFAF Museum Restoration Fund application form sent to you via the invitation email.
- The fund should be used to have a restoration and the related research carried out by a qualified and professional restorer or team.
- After the restoration is completed, the object must be on permanent exhibition at the museum for at least two years or be displayed in a public place for the same period of time. With the exception of work on paper for which 2 months in 2 consecutive years applies.
- A label stating TEFAF's sponsorship of the restoration should be displayed alongside the item while it is being exhibited in the museum.
- TEFAF may ask the museum to participate in its on/off-line VIP/Sponsor/Cultural programming (such as panel discussions or lectures about the supported project or restoration studio visits) and give access to one of TEFAF's media partners for an exclusive editorial.
- Applications must be submitted in the English language, including supporting documents, like restoration reports, budget form and documentation of the restoration process. Applications that are not in English will not be considered!

What TEFAF and the Museum Restoration Fund Committee will provide

- Depending on the applications, TEFAF/the Committee is at liberty to allocate the total amount of €50,000 to one project or to split it among a number of different projects. The Committee of independent experts usually selects two winners to receive each € 25,000 to support their restoration project.
- TEFAF will only make a one-off fixed lump sum contribution and can never be held accountable for additional financial consequences of the restoration. Museum must send invoice to TEFAF for the amount granted.
- TEFAF will promote the winning project(s) on their content page TEFAF Stories and posts on its social media channels.

Documents provided by the museum

- All requested documents in the application form must be uploaded by the museum via the application form.
- Including the application form, the museum must provide a sound budget plan. This plan should cover the costs for the actual restoration and research, as well as the publicity obligations, such as the creation of a restoration video for TEFAF.

Digital documentation by the museum (in collaboration with TEFAF)

- The granted museum must keep track of the progress of the restoration and supply a complete report in writing with photographs and video(s). This material could be used for the selection process and the promotion of the fund's project(s) via the TEFAF website, on its social media and in other fair publications.
- Images must be uploaded as part of the application form (link in invitation email). Please make sure images are of sufficient quality (min. 300 dpi). The MRF Committee would like to receive a minimum of 5 and maximum of 10 images of the object that needs restoration.
- In case your restoration project is granted with the funding, for further promotion of the project the museum must provide TEFAF with:

1. High quality **photographs** of the restoration project (min. 300 dpi). The museum is encouraged to do extensive documentation, but TEFAF requests a minimum of 10 images documenting the restoration from an early to finished state.

2. A clear **'before' and 'after'** image of the object before restoration has started and after it's done, and the work is back on display in the museum. The images should be taken from the same angle with equal lighting etc.

3. An informative and easy to read **article** on the restoration. Approximately 800 words.

4. A high quality, short but entertaining and educational **video** (approx. 3 minutes) on the project throughout. This video will be used on the TEFAF website content page Stories and can be used by TEFAF for social media use and / or other promotional campaigns. The video must be subtitled in English.

NOTE: TEFAF would like to be closely involved in the content creation of this video. TEFAF's Creative Director Sarah Lu is happy to assist where possible and detailed guidelines on content creation will follow shortly after the announcement of the winning project(s). We will get in touch with the winning museum(s) about the content creation shortly after the announcement too.

5. The museum must commit to **promotion** of the restoration project funded by TEFAF on their own website and social media too. Once the project is finished TEFAF requires the museum to publish one article on their website. The museum is also committed to a minimum of 3 social media posts on their own accounts (Instagram/Facebook/LinkedIn/Twitter):

1. Announcement of support TEFAF for restoration project
2. Update on restoration project
3. Reveal of the finished art object that is back on display

6. In case the museum shares about the restoration project funded by TEFAF, TEFAF must be mentioned properly. A proper mention and/or tag are also mandatory when shared with a third party.

7. Museums are welcome to share and communicate about this project funded by TEFAF in a more extensive way than described above for instance via blog or additional social media posts.