



# DEN ARTS PROGRAM

## Exhibits Policies



## Department of Aviation Standard Policies: Cultural Exhibitions and Promotional Displays

### PURPOSE

To define the nature, criteria and guidelines for materials acceptable for viewing in culture exhibitions and promotional displays at DEN.

1. **GENERAL STANDARDS:** Exhibits at DEN are always Colorado themed featuring artists and organizations that reside within the state. The content of exhibitions and displays is wide and varied and adheres to the highest standards. Only the highest quality objects and materials, suited to the theme of the exhibition or display, are selected for presentation.

2. **SUITABLE THEMES:** The subject matter of the exhibitions and displays must be appropriate for viewing in an airport venue. In keeping with the airport's mission statement, DEN does not accept for display:

- a. Messaging that is intolerant to racial, ethnic, gender or sexual identities;
- b. Nudity, lewd or pornographic depictions;
- c. Violent or menacing images;
- d. Weaponry of any kind;
- e. Political or religious messaging;
- f. Controversial messaging that could make airline passengers apprehensive about flying;
- g. Any messaging that violates City and County of Denver law or policy.

3. **EXHIBITION PROGRAM STANDARDS:** At the discretion of DEN ARTS team, we will accept for exhibition objects and display materials that meet the criteria, below. To be considered for display at DEN the exhibition must:

- a. Present an informative or enlightening subject of cultural interest, related to Colorado, that will be a captivating occasion for our passengers and visitors;
- b. Contribute to a sense of place, unique to the experience at DEN;
- c. Adhere to the highest standards of craftsmanship, authenticity, presentation, scholarly interpretation, and design;
- d. Be in support of airport goals;
- e. Not utilize calls-to-action or other marketing messages, and limit institutional branding and logos of any kind to no more than 5 percent of the display area.

4. **ADVERTISING PROGRAM DEFINITION:** As it pertains to the DEN ARTS Program, any proposal for exhibition or promotional display that falls under the following criteria will be considered advertising and will not be accepted by DEN ARTS. Advertising is described as material that contains:

- a. Messaging in direct promotion of a for-profit company or corporation;
- b. Material that is identical or similar to that used elsewhere in direct advertising;
- c. Material that violates any of the above standards for exhibitions or promotional displays.



5. **CURATORIAL DISCRETION:** DEN ARTS reserves the right to refuse to exhibit or to remove from exhibition any work or group of works that the DEN ARTS team deem unacceptable for any reason and at any time. Cause for removal may include (but is not limited to):

- a. Poor craftsmanship;
- b. Significant departure from proposal or design;
- c. Misleading information or factual error;
- d. Safety and operational concerns;
- e. Conflict with, or violation of, any contracts between DEN and its vendors, suppliers, concessions and airline partners;
- f. Violation of any Department of Aviation policy or City and County of Denver policy.

### DEN ARTS Program Sponsorship Recognition Policy

Because of regulations in DEN's sponsorship recognition policy, the use of 100 percent of a poster or display board for sponsorship recognition in an art exhibition is strictly prohibited. Five percent of the total dimensions of an exhibition poster or display board may be used for sponsorship recognition.

Sponsorship recognition is limited to two exhibition introduction posters or display boards. Recognition is also further limited to corporate logos. No advertiser slogans or other wording is allowed without the approval of the airport CEO or her authorized representative. The purpose of the DEN Arts program is to promote the arts, not to be an outlet for advertising or sponsors. The lender shall coordinate with the borrower to ensure any advertising generated by the lender will not infringe upon any advertising agreements that the City enjoys in its operation of Denver International Airport.

The lender shall not install any sign, either lighted or unlighted, poster, symbols, wording, or other display of advertising media, including material supplied by the manufacturers of merchandise offered for sale, as well as other types of display specified in the DEN Design Standards or DEN Tenant Development Guidelines without the prior written approval of the airport CEO or her authorized representative (the "borrower").

If any symbols, words, or other materials infringe upon any of the advertising rights enjoyed by DEN's advertising partner, the lender shall remove the infringing material after consultation with the borrower.