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Peter Clausen
Susan ve Yaman Erturan
Merve Kitapçı
Zeki Kadirbeyoğlu

Greetings:

Please find on the second page a revised budget for AJ exhibition. I am not expecting the total sponsorship required to be less than c. USD 11,000.

I need all to understand that AJ will not be a trade show. I am positive you do not want this either. It will promote, neither the companies involved nor the sponsors of the project which means that we cannot have in the exhibition space proper any direct advertising.

The companies that AJ has produced work for will be naturally mentioned as well as featured in the appropriate contexts. Regarding Novo Nordisk that Peter has brought to our attention, we have to make the sponsor company's presence in a most tasteful, discreet manner just like the others. I am writing the above for everybody to be on the same page. Proje4L is a not-for-profit institution that attempts to present contemporary visual culture in an adequate way. We do not take sides. It is our prime responsibility to provide an informal education for our audiences, promote civil society, and quality of life.

We are ready to start working on the project as soon as we have a confirmation on the budget and mutual understanding of the principles of the project.

Warm regards

Vasif Kortun