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MEMORANDUM OF UNDERSTANDING

Between

The Università Iuav di Venezia, hereinafter referred to as Iuav, tax code 80009280274, VAT 00708670278, represented by the rector pro tempore prof. Alberto Ferlenga born in Castiglione delle Stiviere Aprile 17, 1954, domiciled for the office at the University IUAV – Santa Croce, 191-30135 Venice, legitimized to the signing of this act by deliberation of **ACADEMIC SENATE ON 21th FEBRUARY 2017 AND DELIBERATION OF THE BOARD OF DIRECTORS ON 22th FEBRUARY 2017**

and

World Union of Designer hereinafter referred to as WUD - VAT Code 90177790277, represented by Mr Shiwei Shang, born in Heilongjiang China, Sept. 1st, 1969, domiciled for the office at No. 44, Piazza XXVII Ottobre, 30172 Venice Italy, legitimized to the signing of this act by

WHEREAS:

- Iuav, pursuant to Article 6, paragraph 2 of the Statute, in the exercise of its functional autonomy, can promote, organize and manage in collaboration with other public and private actors operating at local, national, supranational and international, activities of common interest in fields related to its institutional purposes;

- Iuav, whose activity is institutionally devoted to teaching, training and research on the disciplines of Architecture, Urban Planning, Physical Planning, Restoration, Arts, Theatre and Design, is a qualified research and training center with specific expertise in the field Architecture and Design, also with regard to the network of relationships with numerous Italian and international specialized organizations, with whom Iuav maintains collaborative relationships in research, teaching, internships and other activities related to the primary functions of the University.

- **WUD** intends to acquire, develop and apply research methodologies in the field Architecture and Design in order to deepen scientific knowledge and design skills in China.

- **WUD** is a global professional association of design, based on connection with Working Committee of the Belt and Road of CASME - China Association of Small and Medium Enterprises, underneath leadership of China National Development and Reform Commission and China Academy of Social Science; WUD is an open and inclusive platform to provide construction of the Belt and Road with design services of advanced and international level, by integrating international resources and talent of design, by establishing a global cooperation center of design in Venice and a global design industry park for Chinese Cities and Countries along the Belt and the Road.

IT IS HEREBY AGREED AS FOLLOWS:

Article 1 - Purpose

Iuav and **WUD** recognize the interest to activate forms of cooperation in order to develop and promote the cultural exchange and collaboration between designers, architects, graphic designers and artists, operating in Italy and China, by promoting research and educational activities, exchange of knowledge and professional relationships.

Article 2 - Forms of Collaboration

The purposes indicated in the previous article will be implemented through various forms of activities, including.

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- encouraging and promoting the presence of international famous designer, in Italy and China, with a view to future cooperation between the two Countries in all spheres of design (building industry, urban systems, interiors design, designer objects, jewelry, graphics, communication etc) and the urban planning and building design of cities and real estates;

- organizing shows, exhibitions, competitions and cultural events, preparing studies, projects and documents, including a "Global Cooperation Design Center" and a "Global Design Industry Park" that will serve as hubs for cultural exchange activities;

- promoting contacts and cooperation with other associations, public institutions, organizations and persons, national and international, related to the above mentioned purposes.

A long term communication mechanism shall be established which allows both parties to hold regular events of design exchange and mutual visits of designers to catch most advanced information and trends of design and to promote study of design science and professional cooperation towards innovation and ecological design.

Article 3 - Commitment and economic aspects

The collaborative activities in the preceding article, shall be implemented through specific agreements. The agreements also govern the terms and conditions of their commitments for the use of the premises (buildings), including with regard to safety and to the allocation of costs between the parties pertaining to the activities to be performed under this Agreement.

Article 4 – Supervisors

WUD identified dott. Francesco Miggiani as its scientific director ,responsible for implementation of this Agreement.

luav identified prof. Alberto Bassi as its scientific director, responsible for the implementation of this Agreement.

It is the responsibility of the two scientific directors to identify the activities to be implemented under this Memorandum of Understanding and scientific processing of the specific agreements referred to in Article 3. The two scientific leaders will produce annually a list of activities to be developed under this Memorandum of Understanding , which shall communicate to the partner organizations.

Article 5 - Confidentiality

The Parties undertake to ensure for themselves and for their staff, strict confidentiality regarding the information, data, methods of analysis, research, which comes to their knowledge in the performance of common tasks, not disclosing it to third parties and using it only for the achievement of the purposes covered by this agreement, to refrain from any action which might harm the patentability of these results.

Article 6 - Intellectual property

1. Each Party shall remain the owner of all knowledge and intellectual property acquired before the entry into force of this Memorandum of Understanding and will be free to use or disclose in its sole discretion. Nothing in this Memorandum of Understanding shall be interpreted as granting or transfer - whether expressed or implied - of any right, title or interest in the license, as well as any knowledge or intellectual property rights of a party, developed outside of any special agreement, both that this will happen before, during or after such agreement.

2. Accordingly, the property of the scientific results of the activities referred to in Article 2 of this Memorandum of Understanding and the rights to its patent applications belong equally to the parties, unless otherwise agreed between them.

3. The moral and patrimonial rights of people who have carried out research as required by applicable laws are preserved.

Article 7 - Publications

1. The materials developed as part of the activities, which may be the subject of publication, may be used jointly or separately by the parties
2. When using disjointly, the text of publication must be approved by the scientific and the individuals identified by luav and WUD in the implementation of the agreement, which shall, within 60 days, express an opinion on the confidentiality of the results. After that time has passed without any comments submitted, each party shall be free to proceed with the publication separately.
3. In any publication or writing relating to the materials developed during the joint activities should be made explicit reference to this Memorandum of Understanding and the eventual operative agreement.

Article 8 - Duration

This Memorandum of Understanding has a validity of 3 years from the signing of the same and cannot be in any case automatically renewed, unless explicit declaration of all parties

Article 9 - Disputes

Any dispute shall be settled exclusively by the competent Court of Venice.

Article 10 - Privacy

The parties agree, pursuant to the Legislative Decree 30 June 2003, n. 196, and its subsequent amendments and additions, that the personal data collected in connection with this Memorandum of Understanding are processed exclusively for the purposes of this Memorandum of Understanding

Article 11 - Registration

The registration of this Memorandum of Understanding will be made only in case of use, in accordance with current legislation. All related expenses, including stamp duty, shall be borne by the party requesting the recording

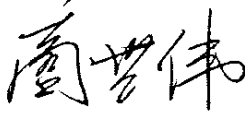
The present Memorandum of Understanding Agreement will be executed in four original copies in English.

World Union of Designer

Name: Mr Shiwei Shang

Title: Chairman

Signature:


2017.2.9

Date and place,

Università luav di Venezia

Name: Professor Alberto Ferlenga

Title: Rector

Signature:



