



Moon Gallery Foundation

Policy Plan Summary 2025 - 2029

Objectives and Goals

The MoonGallery is a visionary cultural organization that aims to bridge the gap between space exploration and the arts, fostering a dialogue between humanity's scientific and creative aspirations. Our mission is to deliver the best of humanity to the Moon while bringing the benefits of lunar exploration back to people on Earth through sustainable processes. By hosting workshops, meetings, art and science classes, conferences, and exhibitions, the Moon Gallery has grown into an interdisciplinary platform that merges art and science within the context of space exploration.

The MoonGallery Foundation will expand its role as a cultural pioneer at the intersection of art, science, and space exploration. Over the next four years, we aim to:

1. Inspire a global audience to envision and build an interplanetary society.
2. Support interdisciplinary collaboration by fostering partnerships between artists, scientists, engineers, and institutions.
3. Promote sustainable and inclusive space exploration that reflects the diversity and creativity of humankind.
4. Encourage the preservation of humanity's cultural heritage.
5. Establish the first permanent museum on the Moon.

Implementation Strategy

Moon Gallery Earth Mission

MoonGallery Foundation will continue to grow as we amplify our cultural impact in the Netherlands while expanding our global outreach.

Strengthening the Moon Gallery Community

To cultivate a vibrant and engaged community, the Moon Gallery Foundation will organize **quarterly community gatherings**. These events will bring together artists, scientists, engineers, and space enthusiasts to exchange knowledge, share ideas, and discuss the latest developments in art and space exploration.

These gatherings will be open to donors and non-donors alike (for a modest fee) and will aim to foster connections between participants while encouraging creative and interdisciplinary collaborations.

The Foundation will also continue hosting a podcast series called Artonaut on YouTube and Spotify to attract a global community to its discourse where Moon Gallery explores fascinating collaborations between the arts and space sector.

Exhibitions

The MoonGallery will expand its reach by developing multiple exhibition opportunities in the Netherlands and internationally. We plan to collaborate with partners in **Portugal, Germany, South Africa**, and other countries to bring the Moon Gallery's collection to a broader audience. These exhibitions will showcase the artworks and concepts of selected participants, inspiring viewers to imagine humanity's cultural legacy in space.

Public Engagement Events

The MoonGallery Foundation will actively participate in cultural and space conferences to share its mission with a wider audience. Planned participation includes:

- **International Astronautical Congress (IAC)**
- **IAFSpring Meetings**
- **GlobalSpace Exploration Conference (GLEX)**
- **Dutchart-science events such as the TodaysArt Festival and ArtScience Forum**

Through these events, we aim to increase visibility, foster new partnerships, and engage with the global art and space exploration communities.

Educational Initiatives and Workshops

The MoonGallery will continue to organize **workshops, lectures, and interdisciplinary projects** at universities and institutions worldwide. These programs will offer participants hands-on experiences at the intersection of art and science, encouraging innovation and creative problem-solving.

Moon Mission and Space Archive

The MoonGallery will maintain its focus on sending a collection of 100 artworks to the Moon, symbolizing the diversity and ingenuity of human creativity while preserving humanity's cultural heritage for future generations.

Finance

The foundation's primary income comes from cultural grants supplemented by donations, gifts and in-kind contributions by individuals and organizations. Donations are intended to contribute to the operating costs, costs of public presentations (exhibitions and meetups) and the Moon Mission.

The foundation's capital is also used for project-based activities related to art residencies, workshops, exhibitions, educational activities. Where necessary, project subsidies are sought.

The management board members are not remunerated for the performance of their duties.

To ensure long-term viability, the board aims to increase income by offering annually paid memberships.

The foundation is recognized by the Dutch Tax Administration as a Cultural Public Benefit Organization (ANBI), meaning that donations are 125% tax-deductible for individuals and up to 150% for companies under corporate tax law.

Board and Collaborations

The MoonGallery Foundation was established in June 2020.

The board consists of at least three members including a chairperson and a treasurer. Preferably, the board is complemented by members and committees who contribute to specific activities or support the foundation through their networks. The board adheres to the guidelines of various Cultural Governance frameworks in carrying out its duties.

The board aims to carry out as many activities as possible in collaboration with other organizations, such as universities, colleges, space organizations, art academies, and cultural institutions. Key partners include: Voyager Space, the Committee for the Cultural Utilisation of Space (ITACCUS), and the International Astronautical Federation (IAF), A Lab Amsterdam, Royal Academy of Art (KABK), University of Padova.