

Photography Policy and Guidelines

Photography Policy

Guests are welcome to take photographs in AMFA's public spaces and permanent galleries for personal, noncommercial use. Photographs may not be published, sold, reproduced, distributed, or otherwise commercially exploited in any manner.

Photography must be conducted without disruption to Museum operations or limitation to the accessibility of exhibitions, entrances/exits, doorways, and high traffic areas. AMFA reserves the right to restrict photography at any time.

Flash photography, tripods, and other photographic equipment are not permitted in the galleries.

If you are uncertain if photography is permitted, please ask a Guest Services Associate before taking any photos.

Photography Passes

All photography and video shoots, professional or amateur, which utilize professional equipment and/or any lighting equipment require a photography pass. A photography pass costs \$250 per session.

All photography pass holders, must observe the following rules:

- \$250 photography permit fee. These permits are good for 2 hours and require advanced reservations. Email connect@arkmfa.org to request a photography pass.
- Permits will be issued during AMFA's regular business hours Tuesday – Friday only. No photography permits will be issued on Saturdays or Sundays.
- Permits allow for the limited use of public spaces only. No professional photography in any gallery spaces.
- Photography must not be disruptive to other visitors, block walkways, or prevent guests from entering or exiting any entrance of the Museum.
- Photography and film crews must be accompanied by AMFA Security.
- All equipment and usage must be pre-approved by AMFA staff.
- Groups may include up to 5 people.
- The use of liquids, food, open flames, and other potentially hazardous materials are strictly forbidden.
- Doors may not be propped or held open.

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Setup & Breakdown

- AMFA staff will work with the photographer or videographer in advance to design a safe setup of their equipment.
- Hair, makeup, and wardrobe must be completed in a designated area assigned by AMFA.
- All equipment must be set up at least two feet away from any artwork, including display cases and exhibition furniture at all times. No equipment is to be placed on top of display cases or displayed objects, including exhibition furniture.
- No objects may be handled in any way. All art, wherever located, may not be touched, or moved and all persons involved in filming and/or photographing in AMFA are subject to the control and direction of the Museum staff at all times.
- Equipment stands must be secured with appropriately sized weights to prevent tipping.
- Furniture pads must be brought by a photographer or videographer and used underneath all equipment.
- The photographer or videographer is responsible for all equipment clean-up and removal at the completion of the shoot.

Groups larger than 5 people

Groups larger than 5 people must request permission through the AMFA's Facility Rental department. Additional fees may apply. (specialevents@arkmfa.org or 501-396-0394)

Copyright

AMFA owns only the physical artwork, therefore, does not assume any responsibility for intellectual property, copyright, or any other legal issues involved in the publication and reproduction of objects in the collection. AMFA cannot pass any licensing agreements to third parties. All copyright fees are the responsibility of the Requestor. The Collections + Registration department will assist with providing information to contact appropriate copyright holders.

Credit Lines

All images of AMFA grounds or artwork in the spaces must be accompanied by credit line(s). These must be properly and legibly listed in the closing credits of the film and/or in the closing credits of each installment of the production in which the footage produced under this agreement appears. Project-specific credit lines will be supplied by AMFA upon request.

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Reciprocal Use

- The museum reserves the right to request reciprocal use, for in-house publications or online dissemination, of images created that include any parts of the Museum or its properties.
- The museum reserves the right to request three gratis copies of any publication that includes images of any parts of the AMFA or its properties.

Final Approval

AMFA reserves the right to request and review the final photograph(s) and video(s) before publication or dissemination. If requested, you will not publish or otherwise disseminate until AMFA gives final approval, which will not be unreasonably withheld.

Legal Information

Unauthorized use of the names “Arkansas Museum of Fine Arts”, “AMFA”, or images of AMFA, properties, domain names, exhibition names, artwork, photographs, publications, or other proprietary content is unlawful and will be pursued with appropriate legal action. They may not be used for commercial purposes without the express permission of the AMFA; this includes the use of images that are lawfully obtained from an outside stock house or other sources.

Insurance

Insurance is necessary and expected. All applicants must furnish the AMFA with a certificate of liability insurance, showing personal liability coverage with a single limit of not less than \$1,000,000 per occurrence for bodily and property damage. AMFA shall be listed as an additional insured on the certificate of insurance, which must be on file prior to the intended photography date.

Right of Refusal

The AMFA reserves the right to prohibit photography in any area at any time. Failure to adhere to guidelines or staff direction may result in being asked to cease activities and leave the premises.