

COMMERCIAL PHOTOGRAPHY AND FILMING POLICY NORTH CAROLINA MUSEUM OF ART

Purpose

The North Carolina Museum of Art receives requests from commercial interests desiring to use the property of the Museum as a venue for their enterprises. This policy is designed to define the process for evaluating such requests.

Policy

Although the North Carolina Museum of Art is a public institution, photography and filming intended solely for commercial use is prohibited. Commercial use is defined as 1) any nonpersonal use that promotes a product, firm, or organization (either profit or nonprofit); or, 2) any use undertaken for a business purpose rather than for hobby, recreational, educational, or other similar purposes.

All requests will be reviewed by the director of operations, whose decision will be final.

Requests must be submitted in writing to the director of operations at least 21 calendar days before the intended use.

Exceptions

Exceptions to this policy may be granted on a case-by-case basis when such photography or filming clearly promotes the Museum as a cultural institution or special events venue and properly protects the legal rights of artists and owners of art objects included in the photography or filming (copyrights, royalty rights, and moral rights).

It shall be the responsibility of the requesting party to cover all costs and present documentation that all copyrights, royalty rights, and moral rights of artists and artisans whose works may be involved in the photography or filming have been protected.

Wedding photography and filming is permitted as a sanctioned exception to this policy, *exclusively for bridal parties renting the Museum as their special event venue.*

Fees

Approved photography or filming conducted under this policy may require the payment of fees for services rendered to the user by the Museum. Such services may include, but are not limited to, housekeeping, security, general staff coordination, and catering. Additional facility fees may also be attached.

The fees for each use will be determined by the special events coordinator based on the approved fee structure in place at the time the request is submitted.