

COMMERCIAL PHOTOGRAPHY AND FILMING POLICY NORTH CAROLINA MUSEUM OF ART

1.0 Introduction

The North Carolina Museum of Art receives photography and filming requests from individuals and commercial entities desiring to use the property of the Museum for such activities. This policy defines the process for evaluating such requests.

2.0 Personal Photography and Filming

Photography for personal use is allowed. (Exceptions apply for certain works of art. These exceptions are noted on-site.) Tripods, lights, tracks, and other types of equipment are prohibited.

Bridal or wedding party photography is permitted only if the party is renting space at the Museum as a special events venue. All other bridal or wedding photography and filming are governed by Section 3.0, "Commercial Photography and Filming."

3.0 Commercial Photography and Filming

Although the North Carolina Museum of Art is a public institution, photography and filming intended solely for commercial use is prohibited unless prior written approval by the NCMA is granted.

Commercial use is defined as 1) any non-personal use that promotes a product, firm, or organization (both profit and non-profit); or, 2) any use undertaken for a business purpose rather than for hobby, recreational, educational, or other similar purposes.

Approval for commercial photography and filming may be granted on a case-by-case basis when such photography or filming clearly promotes the Museum as a cultural institution or special event venue and properly protects the legal rights of artists and owners of art objects included the photography or filming (copyrights, royalty rights, and moral rights). It shall be the responsibility of the requesting party to present documentation that all copyrights, royalty rights, and moral rights of artists and artisans whose works may be involved in the photography and/or filming have been duly protected and approved.

Photographers who want to sell images they wish to take of the NCMA's works of art or its campus must submit a formal request to the director of marketing and visitor services. The request should specify works of art and/or locations to be photographed. The Museum cannot authorize photography of works of art on loan. For any copyrighted artworks, photographers must obtain permissions from the artist or the artist's estate or agent.

A reasonable effort shall be made to cooperate with all legitimate projects. The facility director will not approve any application if the facility director determines: a) There is a likelihood of damage to the site or its resources; b) There would be an unreasonable disruption of the public's use and enjoyment of the site; or c) The activity poses health or safety risks to the public.

Any party seeking to photograph or film at the North Carolina Museum of Art for commercial use must submit a formal request using the application on page 3 of this document. This application must be completed in full for the facility to execute a Film Facilities Use Agreement and the issue of a permit. The

facility requires a minimum of 15 days to process permit applications. This application must be completed in full and submitted prior to the film in order for the facility to execute a Film Facilities Use Agreement and the issue of a permit.

The facility director will review the completed application and make a determination whether to approve or deny the request. A reasonable effort will be made to cooperate with all legitimate projects. The facility director will not approve any application if the facility director determines:

- There is a likelihood of damage to the site or its resources
- There would be an unreasonable disruption of the public's use and enjoyment of the site
- The activity poses health or safety risks to the public.

The facility director will inform the unsuccessful applicant in writing of the decision to deny the application.

The NCMA does not charge a fee for use of its buildings and lands for use of approval commercial photography and filming projects but the agency reserves the right to recoup costs incurred because of production activities on its property. Any associated fees will be included in the Film Facilities Use Agreement. Donations are also accepted.

The Film Permit Application, featured on page 3 of this document, must be submitted to the Director of Marketing and Visitor Services at least 15 working days before the photography or filming is scheduled:

Karlie Marlowe, Director of Marketing and Visitor Services
karlie.marlowe@ncdcr.gov

**FILM PERMIT APPLICATION
NORTH CAROLINA MUSEUM OF ART**

Production Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Producer Name: _____

Director Name: _____

Location Manager Name: _____

Project Name: _____

Type of Production:

- Feature Film
- Short Film
- Television Production
- Video
- Corporate Production
- Commercial
- Audio Recording

Exact Location(s) Requested:

Filming dates: _____

Anticipated hours of operation for filming production (specify times):

Anticipated production schedule (additional sheets may be attached): _____

Restoration of property is to be completed by (name of staff or company) by above end use date.

Description of scenes to be filmed (additional sheets may be attached): _____

Power requirements and type of power supply to be used: _____

Anticipated needs for other resources (traffic direction, law enforcement, utilities, etc.):

Anticipated number of people on location during production hours: _____

Anticipated resources/equipment to be brought on property during production
(owned/leased/rented by company):

Number of vehicles at location:

Trucks: _____

Cars: _____

Vans: _____

Caterer: _____

Motor homes: _____

Picture cars: _____

Generator: _____

Submitted by: _____ **Date:** _____