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NCMA Guidelines for Camera/Video Crews in the Galleries, Courtyards, and the Park

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Summary:

Conformity to this policy is the responsibility of the event organizer. Please make sure the camera/video crew is made aware of this policy in advance of the event. A monitor is required for all productions except small outdoor non-commercial shoots, such as family and engagement photo shoots. The monitor should be an experienced member of the Marketing and Visitor Services Department and is responsible for implementing the guidelines during the event.

Explanation:

1. **Transporting Equipment:** Non-NCMA vehicles are not permitted in the Museum Park; thus, vehicle transportation of equipment to Park locations and transportation routes must be arranged in advance. When transporting equipment into the gallery or out in the Park, store equipment away from the artwork (sculpture, paintings, etc.); if in a gallery, place equipment next to an empty wall space or out in the middle of the floor. If in the Park, place equipment away from trees.

Equipment on stands, tripods, etc. should never be left unattended within striking distance of the artwork. If equipment must be left unattended, it should be moved away from the art if outdoors or to the center of the room if in a gallery.

Never wind or unwind electrical cords near artwork. The end of the cord can whip up and strike the art.

2. **Set up:** Set up for the production cannot begin until the monitor is in place. Do not ask personnel assigned as safety monitors to participate as models or stand-ins when setting up a shot. It is the responsibility of the monitor to be on guard against possible accidents during set up, photoshoot, and take down. This goes for photoshoots in the galleries, courtyards, or out in the Park (i.e. the entire campus).

Set up light stands and adjust equipment away from the artwork before placing it in proximity to the artwork. Light stands (or towers) or any other equipment that could fall over should be positioned far enough away from the artwork that if it were to fall over it would not impact the

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art (typically about eight feet). Light stands should be anchored with sand bags. Lights or other production equipment should not be hung from or tied to trees.

3. **Moving Equipment:** When a light stand or other equipment is no longer needed, first move it away from the art toward a central location; then begin dismantling set up. Camera-mounted lights are preferable to those on stands.
4. **Lighting:** Camera lights should never be placed so close to the artwork that the surface heats up (no closer than two feet if hand held or eight feet if on stands). Turn off lights when not in use. The monitor should err on the conservative side as heat from lights can be very damaging.
5. **Space:** When framing scenes or taking light readings for a photo shoot, do not step backwards towards an artwork; instead, stand next to the artwork and then walk forward away from the artwork. For photoshoots involving sculpture both in the galleries and out in the Park do not touch or lean on the sculpture or place or prop anything on the sculpture. Do not hurry or dart about during the photoshoot. This could result in tripping over cords and knocking over lights.

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About the North Carolina Museum of Art

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection, in 2010. The North Carolina Museum of Art, Valerie Hillings, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Roy Cooper, governor, and an agency of the Department of Natural and Cultural Resources, Susi Hamilton, secretary.