

Conditions governing photographic reproductions

Photographic, video, computer-scanned and all form of reproduction of the artistic, archaeological, ethnological or historical goods, documents or book libraries, archives of municipal property or pertaining to the Local Administration of Modena, situated in any location are permissible in conformity with the concessions granted by the Directors of the cultural institutions or by the responsible personnel of the services concerned in observance of the laws in force and of those particular conditions listed below and are subject to third parties' rights.

The concession of the reproduction is valid solely for the goals and time period mentioned in the request. It can be subject to the presentation of print proof, it cannot be extended to other functions, either of a similar nature, or in any manner different from those for which the licence itself has been granted.

Shooting of goods which might be damaged during such operations are forbidden. The Museum Directors reserve the right to deny licence for shooting and reproduction of works which have been discovered less than three years before the request, or works under restoration, or works which have been restored less than three years before the request, or for those which are being studied and inspected by the institution or by third parties in agreement with the institution.

Requests

The request must be addressed to the Museum Direction in good time to allow prior fulfilment of the due obligations and must supply all the information necessary in order that the request can be evaluated (means, methods, place where to make the reproductions and final destination).

Price-list

Photographic reproductions

Distribution in only one country/language (book) € 25,82 + VAT 20% (unless differently arranged)

Distribution in only one country/language (posters, post-cards, calendars) € 41,32 + VAT 20% (unless differently arranged)

- an increase of 20% is applied in case of distribution in more than one country;
- an increase of 20% is applied for colour reproductions (slides or prints);
- a deduction of 10% is applied for a number of reproductions in excess of 10.

The above mentioned fees refer to the reproductions taken from negatives possessed by the photo archives. As regards reproductions derived from new photo or film shootings an increase of 20% is applied.

The agreements concerning the rates are relative to any single image and are intended only for the purposes agreed by prior arrangement. Any additional usage (reproductions, reprints, brochures, videos, etc.) is subject to additional charges corresponding to 50% of the rate and prior written permission from the Museum.

Expenses relative to reprinting, new shootings and despatch are charged to the client.

Video cassettes, CD-rom, floppy disks, laser disks and analogous supports

Rates will be fixed from time to time with the Museum on the basis of the following criteria:

- number of images requested;
- diffusion in one or more countries/languages
- expected circulation

Film and TV shootings

Fixed rate € 516,46 + VAT 20%

per day for six hours (unless arranged differently)

under obligation to provide the Museum with three specimen copies taken from the original, unless otherwise arranged. Rates are proportionally increasing or decreasing depending on a time usage over or under six hours and include copyrights for one language edition or for only one TV network broadcast. Further broadcasts are ruled as follows: two broadcasts on the same network or heading are 50% more than the standard rate.

For further and/or different uses and/or particular initiatives the Museum reserves the right to make specific agreements.

The concessionaire is obliged to effect the photographic, TV or film shootings in the times and methods as agreed upon with the Museum Directors. S/he is also responsible for the observation of the laws in force as regards accidental prevention. Possible costs borne by the institute to allow filming will be determined from time to time and charged to the client in addition to the rates. All technical equipment must be previously submitted to the Museum Director for approval.

All damages to municipal heritage will be charged to the concessionaire in addition to the rates.

Copyrights payment

Payment of fees may be effected according to the following methods:

- bank draft made out to *Sindaco di Modena* with an explanatory note;
- bank transfer made out to *Tesoreria del Comune di Modena c/o UNICREDIT Banca s.p.a. sede di Modena, Piazza Grande* (Conto di Tesoreria c/c 000000505918 – IBAN: IT96N0200812930 000000505918);
- credit post office account nr. 17367418 (ABI: 07601, CAB: 12900, CIN: M) made out to *Comune di Modena, Servizio di Tesoreria*, specifying the nature of the payment.

A copy of the payment receipt must be sent to the Museum.

Free usage

Free usage is allowed in the following cases:

- reproductions for strictly personal use, for study or intended for reviews or publications whose mainly scientific nature has been evaluated by the Museum Director, without prejudice to the burden of possible costs relative to new reprints, new photo or film shootings and postage. Clients must also provide to refund possible expenses borne by the institute;
- reproduction for publications, videocassettes, CD-rom, etc. partially or totally promoted by the Municipal Administration, for which specific agreements will be made from time to time.

New shootings

The client is obliged to provide the Museum with one issue of each new photograph, slide or film negative, (black and white or colour) and one copy of the corresponding print. The applicant is entitled to either make use of one of the photographers usually operating for the Museum or to assign the task to a photographer of his trust, after arranging location, times and methods with the institute. The expenses relative to the photo service and despatch are charged to the client.

Credits

In case of publication the reproduction must be supported by a caption containing the information about the original work (author, title, date, technique, location, the institute it belongs to). The credit-line must read "Archivio fotografico del Museo Civico d'Arte di Modena".

A free copy of any printed work (book, poster, postcard, etc.) containing a reproduction of a work belonging to the Museum or to the civic heritage must be sent to the institute.