

Gallerie
Accademia,
Venezia

Regulations for Reproduction of Gallerie dell'Accademia di Venezia's Cultural Assets

Art.1 Subject Matter

These regulations govern reproduction of the Museum's cultural assets, as well as reproduction of material documenting the restoration of its assets, methods for issuing authorizations to reproduce and make consequent use of said images, determination and application of reproduction fees under Art. 8 of Legislative Decree 42/2004 no. 42 as amended (the Italian Code of Cultural Assets and the Landscape, hereafter referred to as the Code).

Art. 2 General Rules

1. The reproduction of cultural assets is permitted within the limits of Articles 10, 107 and 108 of the Code and its provisions regarding copyright.

The authorization is issued by the museum Director, upon presentation of a request that indicates the means, methods and place of reproduction, the purpose and use of the reproductions, the quantity produced and placed on the market, the forms of distribution, and any derivative products. The request should be sent to the Photographic Archive/Licenses Office at the following email address: ga-ave.afr@beniculturali.it. The request form can be downloaded from the museum website at www.gallerieaccademia.it Services and Concessions section.

2. These regulations govern four types of authorization for photographic reproduction:
 - a) Reproductions provided and authorized by the Administration for personal, study, scientific, cultural and commercial purposes, under the provisions of Art. 107 and Art. 108 of the Code.
 - b) Authorizations for photographic reproductions by third parties for publishing, display, commercial or professional purposes.
 - c) Authorizations for video reproductions for cultural and commercial purposes.
 - d) Authorization of reproductions for derivative products.
 - e) Under Art. 12 paragraph 3 of Legislative Decree no. 83 of May 31, 2014 (converted into Law no. 106 of July 29, 2014), no authorization is required to take pictures of cultural assets for personal, study, research or cultural purposes and to distribute them for non-profit purposes.

When requesting reproduction for strictly personal use or for study purposes, the requesting party commits not to publicly divulge or disclose the copies obtained. Failure to meet this commitment will result in the penalties provided by the law in force.

3. The caption to every item reproduced must indicate, as applicable, the details, location of the asset and the phrase: © Gallerie dell'Accademia di Venezia, photographic archive "by permission of the Ministry of Cultural Assets and Activities and Tourism," as well as an express notice that additional reproduction or duplication using any means is prohibited (Art. 4 of the Ministerial Decree of April 8, 1994).

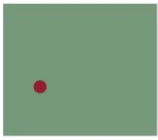


GALLERIE DELL'ACCADEMIA DI VENEZIA

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4. The authorization may not be assigned or transferred. It is non-exclusive and is issued for one single requested purpose upon determination that the requirements of law have been met and upon payment of the fees in this price list (Att. A).
5. Prices are determined by the museum Director and set out in Attachment A.
6. Fees and consideration are normally paid in advance.
7. Even when not stated in this document, reproduction is nevertheless subject to current laws on protection, security, health and other authorizations under the law.
8. The price list (Attachment A) is an integral part of these Regulations.

Art. 3 Reproductions

Subject to any needs involving protection of the physical and cultural integrity of the assets, artist copyright, and the eventuality contemplated by Art. 2, point 3, lett. e, Gallerie dell'Accademia di Venezia may authorize reproduction of the cultural assets it holds.

1. No fee is due for shots taken in places open to the public without the use of stands or lights, by private parties for strictly personal use or for purposes of study and scientific research, or by public parties for promotional purposes explicitly recognized by the Administration. Requesting parties are in all cases required to reimburse any expenses the licensing Administration incurs.
2. Reproduction of photographic images is permitted in the following format, with the understanding that no matter what their form or purpose is, the images reproduced may not be used for purposes other than those declared at the time of the request, unless the Institution has authorized this in advance:
 - a) images in native digital or scanned format (TIF and JPG).
3. Requests that are not specifically covered by this price list will be examined and handled through specific individual agreements.
4. The fees and consideration in the price list (Att. A) do not include VAT.
5. No invoices are issued. However, upon request, declarations attesting that payment has been made can be released under Presidential Decree 633/1972, Art. 10.
6. Unless authorized by Management, no photo, movie or television shoots are permitted for works undergoing restoration, which have recently been restored, or have recently been acquired.

Art. 4 Methods of payment

Payments must be made by bank wire, indicating the specific reason for payment, with costs paid by the licensee. Payments must be made to Gallerie dell'Accademia / photo rights – specifying the reference no. to identify the order.

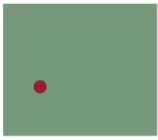


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IBAN IT 13Q 0503402001 0000000000 615 SWIFT: BAPPIT21049 BANCO POPOLARE SOCIETA' COOPERA-
TIVA Branch 0049 – Venice, Calle Larga San Marco 383

A copy of the payment receipt must be sent to the following email address: ga-ave.afr@beniculturali.it

or through the PagoPA service (at the website portalepagamenti.beniculturali.it)

Art. 5 Fees and prices for image requests

The fees and payments in the price list (Att. A) do not include VAT.

Estimates sent to the requesting party will be valid for 3 months.

In accordance with the provisions of Art. 108 of Legislative Decree 42/2004, the Director has the right to consider a possible fee exemption or to charge a price different from those posted, including based on the economic benefits to the requesting party.

Art. 6 Photographs taken by private parties

The payment due per subject (max. 10 shots) is €100.00 with an obligation to provide the Administration with a digital reproduction of each image created. There is a 10% discount if more than 10 photos are taken.

Special agreements are required when there are special requirements. The fee includes reproduction rights for a single photograph for publication in one single language. A specific express agreement with the Administration is required for different uses of shots or transfers to third parties that involve commercial utilization.

Art. 7 Authorizations for movie and television shooting

1. For reasons of security, audiovisual shooting is permitted only upon appointment when the museum is closed. For specific cases, shooting may be done while the museum is open at a time to be determined with Management after carefully assessing the risks.
2. The request should be sent to the Director of Gallerie dell'Accademia di Venezia accompanied by a work plan that explains the project and its purposes and includes a list of works and execution times. During set-up, shooting and take-down, the technical requirements indicated in the authorization must be met.
 - a) For a television product, the number of broadcasters that will air the film and the number of appearances must be indicated.
 - b) For a movie product, the distribution channels (theatrical, free TV, pay TV, home video, web) should be indicated along with the number of countries where the product will be distributed.
 - c) For a product intended for use exclusively on the web, the platforms on which the audiovisual product will be placed, whether or not there is any type of publicity, and transmission methods (streaming, download, etc.) should be indicated;

In lieu of filming or if it is impossible to do so, the administration can provide digital reproductions of the assets subject to the request.

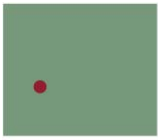


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3. Gallerie dell'Accademia di Venezia must be notified of repeat use of the film. For other uses or transfers to third parties, including rentals, that imply commercial uses, an express specific agreement with the Administration will be required.
4. A Direct Civil Liability policy is required, with a limit of liability of no less than €2,000,000.00, to cover any damage done to the building, the assets and/or the structures and to compensate for physical injury to museum employees who are working during filming. The policy must go into effect before filming begins and for the duration of activities, including set-up and take-down, with a copy sent to the Services and Concessions Office before shooting begins.
5. For procedures for requesting authorization, refer to the form on the museum's website at www.gallerieaccademia.it, Services and Concessions section. A copy of the original must be provided to the Photographic Archive.

Art. 8 Movie and television shooting for promotional, development, and cultural purposes

1. There is no charge for movie or television shooting for promotional and development purposes that contributes to awareness of Gallerie dell'Accademia di Venezia and its activity and increases its visibility.
2. The hourly fee indicated in the Price List (Att. A) applies to movie or television shooting for for-profit cultural purposes.
3. Possible specific agreements may be considered based on scientific, popular and promotional nature, duration of the shoot and its intended use, and the economic benefits for the requesting party.
4. The consideration does not include guarantees/mandatory insurance and any other additional expenses the Administration incurs to complete the shoot, which are all the responsibility of the requesting party.

Art. 9 Video recordings used to produce films/fiction/documentaries for commercial purposes

1. The hourly fee in the Price List (Att. A) applies to movie or television shoots for commercial purposes.
2. The manager will evaluate this type of production based on the appropriateness, consistency, and validity of the audiovisual product, the size of the request, and distribution of the product. The license may be subject to a specific agreement based on the number of appearances in the network and/or distribution, duration of the shoot and its intended use, and the economic benefits to the requesting party.
3. Royalties of 10% are due on gross revenue from the sale and use of the photographic, film, video recording, or scanned material.
4. Payment does not include guarantees/mandatory insurance and any other additional expenses the Administration incurs to complete the shoot, which are all the responsibility of the requesting party.

Art. 10 Utilization of images for derivative uses

1. For the creation of objects intended for sale that require reproduction of Gallerie dell'Accademia di Venezia's cultural assets, royalties of 10% are due on the expected retail price for each individual item, multiplied by the number of items sold.



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2. For derivative audiovisual products, in addition to payment of the aforementioned prices and fees, royalties of 10% must be paid on the presumed gross revenues declared in the request.
3. Use of image during shows, in brochures, on posters and bills, and for promotion on social media: €250.00 for each use plus the cost of reproduction.
4. Images to be published on a website/online must have a resolution of no more than 480x480 pixels, and must be captioned © **Gallerie dell'Accademia di Venezia**, "with permission of the Ministry for Cultural Assets and Activities," with a prohibition of additional reproduction or dissemination.
5. Use of images for advertising purposes: licensing is governed by a specific agreement based on the number of appearances on the network and/or distribution.

The Director of Gallerie dell'Accademia di Venezia

Giulio Manieri Elia
Attachment A

PRICE LIST

PHOTOGRAPHIC REPRODUCTIONS	
B/W reproductions from negative or plate	€7.00
Color reproductions, inside volume from slide or color photo	€13.00
Digital color reproductions inside volume	€26.00
Reproductions related to diagnostic investigations	Management will use its discretion to review and evaluate each request based on the reasons for use.
Reproductions for study use	Free low resolution copy. Maximum 10 images provided.
PUBLISHING RIGHTS	
Publishing rights for doctoral theses, scientific publications up to 1000 copies	Free, only cost is any provision of HD images. A fee will be charged for prestigious and expensive scientific publications.
Image publishing rights for scientific magazines	Free for editions with free distribution.



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	For editions with for-profit distribution, free if under 1000 copies + cost of image
Publishing rights for b/w images, in one language, inside volume with press run of under 1000 copies	€10.00
Publishing rights for b/w images in one language, inside volume with press run of more than 1001 copies	€18.00
Publishing rights for b/w images in two languages, inside volume with press run of less than 1000 copies	€20.00
Publishing rights for b/w images in two languages, inside volume with press run of over 1001 copies	€36.00
World publishing rights for b/w and/or digital images, inside volume	€54.00
Publishing rights for color images in one language, inside volume with press run of less than 1000 copies	€30.00
Publishing rights for color images in one language, inside volume with press run of more than 1001 copies	€52.00
Publishing rights for color images in two languages, inside volume with press run of less than 1000 copies	€60.00
Publishing rights for color images in two languages, inside volume with press run of more than 1001 copies	€104.00
World publishing rights for color and/or digital images inside volume	€156.00
<u>Reissues or reprints:</u>	
Reuse of the image by the same publisher for another work.	10% reduction on fees for reproduction rights.
Reuse of the same image by another publisher.	25% reduction on rates in effect at the time of the new publication.
Cover image for print edition or digital version	€250 color + cost of image €100 b/w + cost of image
Image publishing rights for journals, tourism magazines (promoting the museum)	Gratis with request on letterhead or qualifying letter for max of two 300 dpi megapixel images.
Image publishing rights for journals, magazines, including online	If for profit, full rate.
PHOTOGRAPHS TAKEN BY OUTSIDE PARTIES	



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Professional photographs taken by outside parties for publications including reproduction rights for one single published photograph or an edition in one language only	<p>For each photo taken: €100.00</p> <p>If over 10 photos are taken, there will be a 10% reduction.</p> <p>If over 100 photos are taken, there will be a 25% reduction.</p> <p>For a campaign by a professional photographer, the manager will base the fee on the purpose, through a specific agreement.</p> <p>Request of copy for the record. <i>If utilization is based on a derivative use, the fees for that use are added.</i></p>
VIDEO RECORDINGS	
Filming by outside parties for cultural purposes	<p>With distribution of images in multiple countries: €1,000.00 for the first hour €750.00 from the second hour – license valid for three years.</p> <p>With distribution of images in one country: €800.00 for the first hour €600.00 from the second hour – license valid for three years</p> <p>Possible fee reductions will be considered for more than 6 hours of recording.</p> <p>Extension of rights for reuse of filmed images for a maximum of 7 additional years up to a total of 10 years, as determined by the Manager based on the purposes.</p>
Video recordings for purposes of producing films/fiction/documentaries for commercial purposes	<p>Hourly rate €1200.00 to be evaluated individually based on the quantity of works to be filmed</p> <p>a. type of production (specialized channel, commercial TV, etc.)</p> <p>Extension of rights for reuse of filmed images for a maximum total of 10 years, as determined by the Manager based on the purposes.</p> <p>Royalties of 10% on gross revenues from sale and use of photographic, filmed, or video recorded material.</p>



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	The license is governed by a specific agreement based on the number of appearances on the network and/or distribution.
Use of digital image in film /fiction/ documentaries, internet, websites, for cultural and commercial purposes.	<p>With distribution in one country only, from €3,000.00, with license valid for one year.</p> <p>With distribution on the Internet or in multiple countries: from €5,000.00, with license valid for one year.</p> <p>For use of images of particularly representative works: €20,000 - €25,000 (for example Leonardo da Vinci) with license valid for one year.</p> <p>Extension of rights for reuse of filmed images for a maximum of 10 years to be determined by the Manager based on the purposes.</p>
REPRODUCTIONS FOR SCIENTIFIC AND/OR COMMERCIAL PURPOSES FOR DERIVATIVE USE	
Promotional and non-profit publications during shows: postcards/brochures, exhibition posters, novelty items, promotion on social media	€250.00 for each use + cost of reproduction
Use of image for display panel, multimedia installations in show set-ups.	€250.00 per individual event
Use of image in postcards/brochures, exhibition posters, novelty items, panels, company stands, multimedia installations, fairs or trade shows, promotion on social media.	€500.00 per event
Use of images for set-up in permanent exhibition and permanent multimedia installations	€250.00 per year
Use of image for merchandising products	<p>Flat fee of €250.00 with supply of image + royalties of 10% of the retail price multiplied by the expected number of products to be sold, to be paid in advance and applicable to each new production.</p> <p>For large quantities, the manager will make a determination based on the size of the request and distribution of the product</p> <p>The license is governed by a specific agreement.</p>



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Film/DVD/Multimedia program/website for scientific/educational purpose and not for profit	The only fee is for reproduction of the number of images present in the product.
REPRODUCTIONS FOR ADVERTISING USE	
Use of image for advertising purposes, magazines, newspapers, media.	<p>With distribution in one country: from €3,000.00 for each use, with license valid for one year</p> <p>With distribution on the internet or in multiple countries: from €5,000.00 for each use, with license valid for one year</p> <p>For use of images of particularly representative works: €20,000 - €25,000 (for example Leonardo da Vinci), with license valid for one year</p> <p>The license is governed by a specific agreement based on the size of the request and product distribution.</p>
Logos, trademarks, company brands, promotional and advertising campaigns and use on the internet.	<p>With distribution in one country: from €3,000.00 for each use, with license valid for one year</p> <p>With distribution on the internet or in multiple countries: from €5,000.00 for each use, with license valid for one year</p> <p>For use of images of particularly representative works: €20,000 - €25,000 (for example Leonardo da Vinci), with license valid for one year</p> <p>The license is governed by a specific agreement based on the size of the request and product distribution.</p>
EXEMPTIONS	
<p>Legislative Decree 83 of May 31, 2014, Art. 12 paragraph 3 (converted into Law no. 106 of July 29, 2014)</p> <ol style="list-style-type: none">1. Reproductions of cultural assets and their dissemination for purposes of study, research, free expression of thought, creative expression, and promotion of awareness of cultural heritage are free and require no authorization, provided the following conditions are met:2. Purpose is not for profit, either direct or indirect;3. Photographs or films must be shot without the use of tripods and/or stands, using no flash, with no physical contact with the asset;4. Dissemination additional reproduction not permitted for purpose of profit, including indirect. <p><i>Management may prohibit some or all shooting under certain circumstances and during temporary exhibits which include works from other collections for which no authorization has been granted.</i></p>	



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