

PHOTOGRAPHY AT MMoCA

PERSONAL USE

MMoCA encourages all guests to share their museum experience online and tag us whenever possible: @mmocamadison or #mmocamadison.

Personal, non-commercial photography (without flash) is welcomed in the galleries, Sculpture Garden and other public spaces of the museum. MMoCA reminds guests to be aware of the artwork and to be mindful not to disrupt other visitors or block pathways. Photography in the Museum Store is subject to approval by store staff.

Flash, tripods, large camera bags, drones, and selfie sticks are not allowed in the galleries or other museum spaces without prior approval from Bob Sylvester, Director of Public Operations, at bob@mmoca.org.

INFLUENCERS

Social media influencers and guests taking semi-professional photos/video for non-personal use are required to check in and pay a donation at the museum's lobby desk upon arrival (suggested donation: \$20). Students working on class assignments must also check in at the lobby desk upon arrival and may be asked to pay a donation. Influencers must tag the museum and give a location credit when posting to social media, as well as give artist credit for any artwork included in the shot (e.g. tagging the artist's social media handle or linking to their website).

PHOTOSHOOTS

Photographers may use public spaces at the museum (lobby, Icon staircase, and rooftop Sculpture Garden) as a backdrop for short photoshoots, such as wedding photos, graduation photos, headshots, or family portraits. Photographers must check in at the museum's lobby desk and pay a \$25 fee to the museum upon arrival. An additional fee will be charged for photoshoots taking place outside of museum hours.

The photography fee is waived for clients renting space at the museum and for photographers (or businesses) who join the museum's [Business Council](#).

It is strongly recommended that photographers confirm space availability by contacting Bob Sylvester, Director of Public Operations, at least two days prior to the date of the photo shoot, at bob@mmoca.org. Photoshoots are not permitted during museum or rental events.

COMMERCIAL

Commercial/promotional photography and filming fees vary and require membership to the museum's Business Council. Complex shoots involving models or substantial amounts of equipment may be required to book time outside of museum hours to minimize disruptions throughout the building. Contact Bob Sylvester for more information.

Some restrictions exist for corporate or business photography showing the glass staircase or museum Icon. Any commercial presentation of photos taken at the museum must acknowledge the site as the Madison Museum of Contemporary Art.