

MMoCA PHOTOGRAPHY POLICIES

PERSONAL USE

MMoCA encourages all guests to share their museum experience online and tag us whenever possible: #mmocamadison or @mmocamadison. We also encourage guests to tag or give credit to artists when sharing on social media.

Personal, non-commercial photography (without flash) is welcomed in the galleries, Sculpture Garden, Icon staircase, 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.

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.

PORTRAIT PHOTOGRAPHY

A permit is required for wedding, family, engagement, graduation, headshots, maternity, prom, senior photos, or other types of photoshoots, regardless of whether the photographer is a family member, friend or professional. Guests visiting the museum for posed photography must first fill out a photography permit and pay the fee (\$35 for non-members, \$20 for museum members).

Portrait photography may be taken in the public spaces of the museum: lobby, Icon staircase, and rooftop Sculpture Garden. No posed or portrait photography is permitted in the galleries; artwork in the lobby or other public spaces may appear as incidental background elements but should not be the primary focus of the photos. Museum staff will notify photographer of any additional photography/copyright restrictions upon arrival.

Photoshoots are not permitted during museum programming or rental events. Photographers must show the permit and receipt at the museum's lobby desk upon arrival.

The photography fee and permit is waived for clients renting space for an event at the museum during the times listed on the rental contract. Photographers who join the museum's Business Council must fill out the permit and pay the member rate.

COMMERCIAL

Commercial or corporate photography and filming fees vary and require membership to the museum's Business Council and rental fees. Shoots including models or substantial amounts of equipment may be required to book time outside of gallery hours to minimize disruptions to museum guests. Full details of the project must be submitted in writing in advance of the project. Contact the museum's Director of Communications, Marni McEntee at marni@mmoca.org for more information.

Restrictions exist for corporate or business photography featuring the glass staircase or museum Icon.

All commercial presentation of photos taken at the museum must acknowledge the site as the Madison Museum of Contemporary Art.