

Policy on photography, filming, video and sound recording, and art

Still photography is allowed, without flash or tripod and for personal enjoyment only, except where signs show otherwise.

When you see a camera symbol next to a particular display, case or object, you must not take photographs, and photography is usually not allowed in the Sir John Madejski Art Gallery. The reasons for this are:

- **Loan conditions** - when objects are loaned to the Museum, we agree to terms and conditions which may include clauses related to conservation and photography.
- **Protection of copyright** - the Museum cannot allow photography of works still in copyright without the permission of the copyright holder. We do not have this for all works on display, especially in temporary exhibitions.

You must assign copyright in all photographs taken in the Museum or of Museum objects to Reading Borough Council. The photographs must not be displayed in any public place, published, sold or used for advertisement, promotion or any other commercial purpose without written agreement in advance and payment of fees.

By taking photographs in the Museum you agree to these conditions.

We do not allow commercial or professional still photography in the Museum. There are two reasons for this:

- **Loss of income from image sales** - licensing of our copyright images for commercial purposes helps us raise funds which ensure that we can continue to care for and provide access to the collections.
 - **Misrepresentation** - it could damage our credibility if images are used with inaccurate information about the Museum or its collections.
- We can supply high quality images of many of the objects on display - please contact us for prices.

Filming/video

Filming, or making any video recording, in the museum galleries is not allowed even for personal use, except by prior arrangement. Contact us if you wish to make film/video recordings stating what you want to film and why. This is for reasons of security and safeguarding.

Professional filming, video or sound recording will be subject to a facilities fee. Film-makers/producers please contact us in advance to discuss your requirements. Film crews must be accompanied at all times so we usually need at least one month's notice.

Artists

Please contact us in advance if you wish to create work in the Museum. For conservation reasons there are restrictions on the media permitted within the galleries.

Contact: www.readingmuseum.org.uk/forms/make-image-enquiry