

# WHITNEY

# COMMERCIAL FILMING AND PHOTOGRAPHY POLICIES



Photograph by Nic Lehoux

# COMMERCIAL FILMING AND PHOTOGRAPHY POLICIES

Commercial Filming and Photography is subject to the terms and conditions in the Museum's Location Agreement and the Whitney's Filming and Photography Policies including the following:

- Production crews are permitted in designated areas only and are subject to any additional requirements the Museum may request, for example, restrictions on the use of lighting or the placement of equipment.
- The Producer is responsible for Corporate Fees, Location Fees and Licensing as well as any costs associated with production.
- The shoot should be in character with the first-class standards of the Whitney and conducted in a manner which will not jeopardize the integrity of the Whitney. Producer will not use the Recordings in any way that would tend to embarrass or disparage the Whitney, its employees, or the Museum's Permanent Collection.
- Commercial Filming and Photography, as well as use of the Museum's name, image of the Whitney Building or artworks from the Permanent Collection will be addressed on a case-by-case basis by the Museum and includes the following restrictions:
  - Product or promotional campaigns in Museum exhibition galleries is not permitted.
  - Non-profit organizations and documentary productions are permitted to film at the Whitney, but organizations are subject to standard Corporate Fees, Location Fees and Licensing.
  - Filming and photography for political or religious purposes is not permitted.
  - No artwork is to be displayed within the Museum other than that which is currently on exhibition at the Whitney or otherwise part of the Whitney's Permanent Collection.
- All producers and vendors must be approved by the Whitney and provide Certificates of Insurance. A list of preferred vendors can be provided upon request.

## **Commercial Filming and Photography includes**

- Movie productions
- Television productions
- Documentaries
- Product or promotional campaigns
- Non-exhibition related campaigns and editorial content

# COMMERCIAL FILMING AND PHOTOGRAPHY GENERAL GUIDELINES

## **General Policies**

- Production crews are permitted in designated areas only and are subject to any additional requirements the Museum may request, for example, restrictions on the use of lighting or the placement of equipment.
- Filming and photographing works of art is subject Licensing and must be agreed in writing prior to the commencement of the shoot.
- The Producer will be responsible for clearing any rights with regard to any individuals or works of art protected by copyright (if any) included in any photographs or other reproductions used by the Producer and citing captured artwork. Producer will be responsible for any costs of artwork clearances, and the Museum assumes no responsibility for any royalties or fees claimed by the artist or their agent. Information on specific artwork clearances is available upon request.
- A member of the Whitney staff must be present while any crew or individual photographer is in the building and working.
- All works in the collection of the Whitney must be photographed as installed. They cannot be unframed or moved to facilitate photography except by authorized Museum personnel with prior permission.
- Works of art and their bases may not be touched, sat upon, or have anything draped or placed upon them as a part of the photographic or filming situation. Works of art may not be handled in any way except by authorized Museum personnel.
- Camera crews and sound technicians must be particularly careful not to make sudden movements while changing shots. They must also be mindful of their electrical cords and the extension of equipment behind them.
- Crew members will be interrupted if dangerously close to an artwork.
- If a photographer or crew member is found to infringe these rules and guidelines, permission to photograph on future occasions may be withheld.

## **Lighting**

- If lights are being used a Registrar must be present.

## **Lamps**

- Lamps and any other equipment must be a distance of either nine feet or more from any work of art, or, at a greater distance from any work of art than the height of the stand fully extended, whichever distance is greater.
- Any lamp or stand, which is free-standing, should have a person assigned to hold it, or it should be weighted with sand bags to prevent accidental toppling of the lamp towards any work of art.
- No more than two lamps may be used.

- Lamps must be switched off except when the photographer/cameraman is in the process of filming or engaging in an allied activity such as taking an exposure reading. Crews are encouraged to take such readings off of the actual subject to be photographed.
- No work may be illuminated with photographic lights for more than two minutes consecutively or more than fifteen minutes in any one hour. Still photographers need to shutter their lights to minimize the amount of light striking surrounding works.
- All lamps and flash lamps must have protective screens.

#### **Light levels**

- Using HMI or Tungsten. If HMI lights are used (preferred because they produce less radiant heat in relation to their light output than other lamps) they must be fitted with ultraviolet absorbing filters, and the light level may not exceed 100 foot candles.
- If tungsten lamps are to be used, the light level must not exceed 100 foot candles and both ultraviolet and infrared filters are required.
- If neither HMI nor tungsten are used then: Lighting for paintings and sculptures cannot exceed 15-20 foot-candles in total and can only be on the works of art for no more than 15 minutes.
- For works on paper, only available light may be used. No exceptions.
- Please note that some media will melt, split, or spontaneously combust if exposed to light and heat of high intensity. Because art works made of these materials are very sensitive to light and heat, additional conditions may be imposed in such cases.

#### **Larger Projects**

The project registrar must check all equipment and will be present throughout the shoot. Conservation should be consulted if the project is complex or questions arise about fragility of particular objects.

# COMMERCIAL FILMING AND PHOTOGRAPHY FEES

Commercial Filming and Photography is subject to Corporate Fees, Location Fees and Licensing as well as any costs associated with production.

## **Corporate Fees**

Commercial Filming and Photography at the Whitney is subject to a \$5,000 Corporate Fee. The Corporate Fee is fully tax deductible and does not include any Corporate Membership benefits at the Museum. Filming and Photography is available to existing Corporate Members at the \$5,000 level and above and does not count toward entertaining privileges.

## **Location Fees**

- Commercial Filming and Photography is subject to standard Location Fees as outlined per space(s).
- Small-scale productions with less than twenty crew for up to four hours including setup and breakdown are subject to Location Fees beginning at \$7,700.
- Medium and large-scale productions (over 20 crew) are subject to standard Location Fees. Location Fees for the below listed spaces are available upon request and account for a minimum of seven hours including setup and breakdown:
  - Pamela and Daniel DeVos Family Largo
  - Kenneth C. Griffin Hall
  - Susan and John Hess Family Theater
  - Studio Cafe and Thomas H. Lee Family Terrace
  - Tom and Diane Tuft Trustee Room
  - Museum Permanent Collection Gallery
  - The Andrea and James Gordon Restaurant at Untitled is managed through Union Square Hospitality Group (USHG). Contact information will be provided upon request.
  - The use of operational spaces will be addressed on a case-by-case basis.
  - Additional time after standard hours may be available at an hourly rate per space.

## **Licensing**

- Commercial Filming and Photography is subject to Licensing Fees beginning at \$5,000 depending upon nature and scope of production.
- Any additional uses or permissions, such as use of the Museum's name, image of the Whitney Building or artworks from the Permanent Collection, are also subject to additional Licensing Fees and will be addressed on a case-by-case basis by the Museum and must be agreed in writing prior to the commencement of the shoot.
- The Producer will be responsible for clearing any rights with regard to any individuals or works of art protected by copyright (if any) included in any photographs or other reproductions used by the Producer and citing captured artwork. Producer will be responsible for any costs of artwork clearances, and the Museum assumes no responsibility for any royalties or fees claimed by the artist or their agent. Information on specific artwork clearances is available upon request.
- Renzo Piano Building Workshop (RPBW) is the architect of the building, and should Producer wish to use any renderings, drawings, plans and other images for which RPBW holds copyright, such images are available for license via Fondazione Renzo Piano. Contact information will be provided upon request.

# COMMERCIAL FILMING AND PHOTOGRAPHY LOCATIONS

Commercial Filming and Photography is subject to Corporate Fees, Location Fees and Licensing.  
Estimates are available upon request.



**Floor 1**  
**Pamella and Daniel DeVos Family Largo**  
Square footage: 8,500  
Maximum capacity: n/a



**Floor 1**  
**Kenneth C. Griffin Hall**  
Square footage: 6,200  
Maximum capacity: 550



**Floor 1**  
**Andrea and James Gordon Restaurant at Untitled**  
Square footage: 2,500  
Maximum capacity: 90



**Floor 3**  
**Susan and John Hess Family Theater**  
Square footage: 2,450  
Maximum capacity: 180

Photography by Timothy Schenck



Photography by Ron Amstutz



Photography by Matthew Carasella

**Floor 6/7**

**Permanent Collection Gallery**

Square footage: varies per gallery

Maximum capacity: varies per gallery

**Floor 8**

**Studio Cafe and Thomas H. Lee Family Terrace**

Square footage: 4,300

Maximum capacity: 150



Photography by Nic Lehoux

**Floor 8**

**Tom and Diane Tuft Trustee Room**

Square footage: 1,200

Maximum capacity: 75

# MORE INFORMATION

## **Press Shoots**

All editorial film and photo shoot requests must be directed to the Press Office. Editorial shoots that center on current and upcoming exhibitions and the Museum's collection and programs will be given priority. Your request should include a brief description of the proposed shoot, proposed dates and times, the desired museum spaces or exhibits, and an estimate of the size of the crew. Film and photography shoots must comply with the Museum's Photo Guidelines and may require the completion of a Location Agreement.

## **Personal Photography**

Personal, non-commercial photography is permitted in public areas and in the Museum's Permanent Collection galleries only. The use of a flash, tripod, or other professional equipment is not permitted.

## **Images and Permissions**

If you would like to obtain Whitney-owned images, or other materials (video, audio, text), for commercial purposes please visit the [Images and Permissions](#) page for instructions and contact information. To obtain materials for research or archival purposes, contact [licensing@whitney.org](mailto:licensing@whitney.org).

## **Entertaining at the Whitney**

Entertaining at the Whitney includes Corporate Events and Social Events. Entertaining is exclusive to Corporate Members and Individual Leadership Donors and is not available to the general public. All Events are subject to the Whitney's Entertaining Policies and the terms and conditions outlined in the Special Event Terms and Conditions.

## **Corporate Membership**

Commercial Filming and Photography at the Whitney is subject to a \$5,000 Corporate Fee. The Corporate Fee is tax deductible and does not include Corporate Membership benefits. Filming and Photography is available to existing Corporate Members at the \$5,000 level and above and does not count toward entertaining privileges. To learn more about Corporate Membership, please contact [corporate\\_partnerships@whitney.org](mailto:corporate_partnerships@whitney.org).

## **Contact**

Commercial Filming and Photography helps support the Museum's groundbreaking exhibitions, award-winning education and public programs, and community outreach initiatives.

To learn more about Commercial Filming and Photography opportunities, please contact [filming@whitney.org](mailto:filming@whitney.org).