



REGULATIONS AND TARIFFS FOR THE USE AND REPRODUCTION OF CULTURAL ASSETS BELONGING TO THE MUSEI REALI TORINO

INDEX

Introduction

Art. 1 – Request process

Art. 2 – Conditions

Art. 3 – Fees and royalty rent

Art. 4 – Entry into force

Introduction

The reproduction and use of cultural assets are permitted pursuant to Legislative Decree no. 42 of 22 Jan. 2004 (Italian Code of Cultural Assets), Arts. 107-109 and subsequent amendments and supplements.

These regulations govern the request process (1), the conditions (2) and any royalty rent fees (3) relating to:

- photographic reproductions of cultural assets belonging to the Musei Reali;
- the photographing and filming of cultural assets belonging to the Musei Reali;
- the use of reproductions of cultural assets already in possession of the Musei Reali and/or produced by the applicant.

From time to time, we will consider and stipulate specific agreements for requests relating to cases not explicitly covered by these regulations.

Art. 1 – Request process

Except for the exemptions listed below, in order to request:

- the release of photographic reproductions
- the authorisation to reproduce cultural assets in photographs and/or film
- the authorisation to use reproductions of cultural assets already legitimately owned and/or produced by the applicant

the applicant must submit a specific application to mr-to.documentazione@beniculturali.it, completing and sending the form downloadable from the website: www.museireali.beniculturali.it.

The applicant will receive a reply, within 90 days from the date of the request being filed, with the authorisation, conditions, description of any fees owed, and any photographic documentation requested (upon receipt of confirmation of payment, where owing).

If the request regards the release of photographic reproductions not in the possession of the Musei Reali, the user may hire – at their own expense – a photographer with proven experience, upon agreement with the Documentation Office regarding when and how the photographs shall be taken. The user will have to submit a copy of the images taken to the Musei Reali without restrictions; in such a case, we will reduce the fees for using the image, where applicable.

Exemptions

The request for authorisation for the reproduction and use of images (and, therefore, the relevant payment of royalty rent) is not necessary in the case of:

- reproductions, legitimately acquired, that do not involve physical contact with the asset, nor its exposure to light sources (including flash), or the use of stands or tripods, when taken without intent to profit, for the purposes of study, research, free expression of thought, creative expression and the promotion of cultural knowledge;
- the dissemination, via whatever means, of images of cultural assets legitimately acquired, if done without intent to profit, for the purposes of study, research, free expression of thought, creative expression and the promotion of cultural knowledge (the images disseminated thus cannot be further reproduced with intent to profit, even indirectly);
- journalists in the exercise of their journalistic rights;
- government authorities operating in the pursuit of safety, health, and public order;
- films recorded or photographs taken from the outside.

Art. 2. – Conditions

Authorisation for use of images

The authorisation grants the non-exclusive right to use the images and for one time only. The grant is neither negotiable nor transferable. Different kinds of uses require separate authorisations.

Unless otherwise specified in the authorisation, the reproduced image must carry the notice: “Licensed by the Ministry of Cultural Heritage and Activities – Musei Reali”, or the shorter wording: “©MiBAC – Musei Reali”.

The applicant must submit between 1 and 5 copies of the publication in which the image has been reproduced, according to what is stipulated in the authorisation issued by the Musei Reali. In the case of periodical publications, we request that the extract be sent in digital format (.pdf).

Authorisation for photographs and films

We will not authorise photographing / filming if we believe that taking photographs / recording film may risk the protection of the assets.

You must arrange in advance when and how the photographs shall be taken and/or the film recorded.

The applicant must submit a duplicate of each photograph and/or film recording, ceding the rights to it; in such a case, we will reduce the fees for using the image, where applicable.

In cases where the use of museum spaces for taking photographs/recording film entails the employment of Musei Reali staff during their normal duties and/or in the provision of additional services, the applicant will bear the cost of these.

The Musei Reali are exempt from responsibility for any damages caused to property or persons during the reproduction of cultural assets. The use of museum spaces entails, therefore, the obligation to purchase an all risk insurance policy and to pay a security deposit (bank or insurance guarantee).

Art. 3 – Fees and royalty rent

The reproduction and use of cultural assets are subject to the payment of a total amount comprising the reproduction fees (costs sustained by the administration) and any royalty rent defined by these Regulations. In cases where no royalty rent applies, the applicant must still pay the relevant reproduction fees.

The applicant will receive a description of any amounts owed and the methods for making the payment in reply to the submitted request. In cases where the applicant must pay both the reproduction fees and the royalty rent, the total amount will be set out in the Musei Reali's reply and will be duly totalled.

The fees and the royalty rent must be paid in advance. Following confirmation of payment, we will proceed in sending any reproductions requested.

Cases exempt from royalty rent

No royalty rent is owed for reproductions that are requested or taken:

- by private individuals for personal or study-related reasons;
- by public entities or private individuals for promotional purposes undertaken without intent to profit.

Royalty rent for the use of image reproductions

REPRODUCTION FOR PUBLICATION		
EDITION	REPRODUCTION	AMOUNT
Hard copy edition	Digital photograph	Inside: €50.00 Cover: €100.00 to 300.00
Facsimile edition	Digital photograph	(per page) €250.00
Reprint	Digital photograph	50% fee reduction applied upon publication
Worldwide rights		Fees applicable upon publication are tripled
Multimedia publication (CD-ROM, DVD, e-book, online)	Digital photograph	Inside: €0.00 Cover: €120.00

content)	Video	€200.00
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REPRODUCTIONS FOR DERIVATIVE WORKS		
PRODUCT	REPRODUCTION	AMOUNT / ROYALTIES
Television, film, web content	Digital photograph, video	To be evaluated on a case-by-case basis
Merchandising (postcards, posters, gadgets, etc.)	Digital photograph	Fixed fee calculated on royalties of 3-10% of sale price
Promotion (cultural promotion campaign, exhibition curation, etc.)	Digital photograph, installation, video	To be evaluated on a case-by-case basis
Advertising use	Digital photograph, installation, video	To be evaluated on a case-by-case basis

We will consider applying a discount or lump-sum for a large number of reproductions.

We will consider reducing fees, or even cancelling fees, in the case of multimedia publications and products of a strictly scientific nature or of relevant promotional benefits.

In accordance with provisions in Art. 108 of Legislative Decree no. 42/4004, the Director of the Musei Reali has the power to consider any fee payment exemption or to apply different fees to those indicated, including based on the applicant's financial benefits.

Payment methods

Payment can be made via bank transfer addressed to "Musei Reali":

IBAN IT15Q056960100000006X71 – BIC POSOIT22 – Banca Popolare di Sondrio – Via XX Settembre 37 – Turin.

In the description of payment, the applicant must insert the phrase "Image reproduction fee" followed by the reference number indicated in the authorisation letter.

Art. 4 – Entry into force

These Regulations enter into force as from the date of their publication on the Musei Reali's institutional website. From this date, previous regulations on these matters shall be considered as having been superseded.

The Director of the Musei Reali
 Enrica PAGELLA
 [signature]

ATTACHMENTS

- Request form