



PHOTOGRAPHY AT MMoCA

Personal, non-commercial photography (without flash) is allowed in the galleries and public spaces of the Madison Museum of Contemporary Art (MMoCA). Flash, tripods, large camera bags, drones, and selfie sticks are not allowed in the galleries or other museum spaces without prior approval from Erika Monroe-Kane, Director of Strategic Communications and Engagement, at erika@mmoca.org. MMoCA reminds guests to be aware of the artwork and not to disrupt other visitors or block walkways. Photography in the museum store is subject to approval by museum staff.

Photographers may use public spaces at the museum as a backdrop for short photo shoots (e.g., wedding or graduation photos) on an occasional basis, so long as the activity is not disruptive to museum visitors or conflicting with private events. No staged photography is allowed in the galleries.

Photographers will be asked to pay a \$25 fee to the museum upon arrival. This fee is waived for groups renting space at MMoCA. It is strongly recommended that photographers confirm space availability by contacting Director of Public Operations, Bob Sylvester, at least 2 days prior to the date of the photo shoot, at bob@mmoca.org.

To ensure exclusive use of the museum spaces, for photo shoots taking place outside regular museum hours non-public or for complex shoots that involve models or substantial amounts of equipment, the photographer or business will be asked to join the museum's Business Council at the \$250 level or higher. In addition to usual Business Council benefits, this membership will entitle the business to photograph within the museum for up to five hours within a one-year period. Please visit mmoca.org for more information.

Commercial or promotional photography and filming require prior approval from Erika Monroe-Kane, Director of Strategic Communications and Engagement, at erika@mmoca.org or Elizabeth Tucker, Director of Advancement, at elizabeth@mmoca.org. Commercial photography and filming fees vary and may also require membership in the MMoCA Business Council. Some restrictions exist for corporate or business photography showing the staircase or Icon.

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