

## GUIDELINES FOR FILMING AND PHOTOGRAPHY IN THE SHELDON GALLERIES, GREAT HALL, and SCULPTURE GARDEN

Filming, photography, and videotaping in the Sheldon building and/or of art objects in the building or in the sculpture garden require proper planning and oversight due to copyright restrictions and risk of damage to the objects. The SMAG asks everyone who films or takes photographs in the Sheldon to consider the special nature of the Sheldon's collections, objects on loan, and building, and make necessary alterations to their normal working methods, in order to assure accordance with current standards and practice, and to assure preservation of the collection and building.

In conjunction with current Museum standards, staged photography or photography involving tripod, flash, or commercial use or distribution, requires a signed Request Form. Please review the guidelines listed below, and complete the Request Form prior to your scheduled appointment. The SMAG requires request forms be submitted at least 2 weeks in advance.

1. Filming and photography must take place during non-public, working hours: Monday, 8:30am-5pm, or Tuesday-Friday, 8:30am-9:45am.
2. Wherever possible, use available light. When additional lighting is necessary to illuminate light-sensitive objects, please limit this to the shortest possible time. Lights should be turned on only when actual filming and focusing is taking place; they should be turned off at all other times.
3. To prevent overheating of surfaces during shooting, the maximum period of illumination on any one object will not exceed more than 15 minutes at a time, with a 15-minute rest period between lights. Total lighting on any object cannot exceed 150 foot-candles or 1,500 lux at its surface (this excludes light sensitive objects). Screens must be used on tungsten, incandescent spot or floodlights to control heat and to protect objects from flying glass as a result of exploding bulbs. UV filters must be used when possible. Flash units must be at least 5 feet from the object being filmed/photographed, and from adjacent objects. Flash units must be filtered to absorb all radiation wavelengths shorter than 380 nanometers.
4. Light stands, tripods, cables, and other equipment must be handled with great care around works of art. Stands that are positioned within a distance, where they could possibly fall onto any work of art, must be secured with sandbags or duct tape. All lights and equipment must maintain a 5-foot distance from all artwork.
3. The use of actors, models, or extras during filming should be indicated in advance on the form provided. A separate room away from the galleries will be reserved for their use. At no time will make-up, hairspray, etc. be applied in the galleries.
4. The Sheldon will provide a qualified staff member to assist in the supervision of any photography and filming. Production work shall cease immediately in the event of unauthorized touching or moving of any work of art, or violation of any written or verbal instructions.
5. During filming, the SMAG staff may also require the following:
  - a. Monitor temperature and relative humidity. Relative humidity and temperature should remain constant with no more than 5% fluctuation.
  - b. Use of portable fans if necessary to maintain a constant temperature.
  - c. Light levels may be monitored with a light meter.
  - d. Use of humidifier to control relative humidity.
6. Food and drink are not permitted during filming.
7. Individual objects cannot be the focus on any photography or filming—they can only be filmed in general installation shots, containing more than one work of art in each shot. Still photography of a single object must be supplied by SMAG's Image Resources department.
8. The SMAG will not be responsible for additional costs incurred by filming in the galleries. The use of security staff, the set up or removal of exhibition furniture, and the installation or removal of objects are examples of such expenses. Any additional costs will be identified in advance by SMAG staff and billed at a standard rate. Permission to reproduce or distribute images must be requested separately, and may incur additional charges.
9. The SMAG building and any art objects included in installation shots will be credited in film or photographs: Sheldon Memorial Art Gallery and Sculpture Garden, University of Nebraska-Lincoln and may exercise its right to editorial control over filming performed in the galleries. We may also limit usage of the final project (e.g. to duration of exhibition).
10. The SMAG makes no representation that it is the owner of any copyright in the works of art in its collection. It is the requestor's responsibility to obtain necessary permissions and pay required fees for the use of copyrighted material. Requestors are held fully responsible for any infringement of copyright. Permission to film/photograph does not imply SMAG's permission to reproduce works of art to which it holds exclusive copyright. All specified object and copyright credit line information must be included in the final print or video.

**Please direct any questions to the Image Resources coordinator, 402.472.2461  
SHELDON MEMORIAL ART GALLERY AND SCULPTURE GARDEN  
UNIVERSITY OF NEBRASKA-LINCOLN**