

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

Fashion

No. 131

November 1957

APPLICATION FOR PERMISSION TO PHOTOGRAPH IN THE MUSEUM OF MODERN ART FOR USE IN EDITORIAL FASHION ARTICLES OR IN PAID ADVERTISEMENTS

Name _____

Address _____

hereby applies for permission to photograph in the Museum of Modern Art for use in

(check one) [A] Editorial fashion article _____ [B] Advertisement _____

of _____, to appear in _____
(product) (medium)

The actual photography will be done by _____

_____ (address)

in the following galleries:

Still picture _____ Motion picture _____ Monochrome _____ Color _____

The applicant agrees that this permission shall be subject to the conditions listed below and further agrees to pay promptly the charges incurred as specified in the schedule of fees. A fee is charged for each appointment.

FOR EDITORIAL USE: a reproduction fee of \$25.00 will be charged

FOR A PAID ADVERTISEMENT: A reproduction fee based on circulation of the media in which the photograph is to appear will be charged

A. Minimum fee: \$25.00	B. Circulation:	400,000 - 499,999	\$30.00
		500,000 - 999,999	\$40.00
		1,000,000 - 1,999,999	\$55.00
		2,000,000 - 2,999,999	\$70.00
		3,000,000 - 3,999,999	\$85.00
		4,000,000 - 4,999,999	\$100.00
		5,000,000 or more	\$200.00

The conditions which must be met by the photographer and/or agency are:

1. Only clothes normally worn at the Museum may be photographed, ie, daytime or evening wear; No bathing suits, lounging pajamas, etc.
2. Works of art shown prominently in the photograph must not be cropped nor partly blocked by the model. The Museum reserves the right to decide whether the work of art is shown prominently. When a work of art is shown prominently, the artist must be credited.
3. A member of the Publicity Department staff must accompany the photographer and models.
4. Appointments must be made at least 24 hours in advance. Hours for photographing are from 9:30 to 11 am, Monday through Friday, as the galleries are closed to the public during these hours.
5. If the photograph is to be used for an advertisement, the layout and copy must be checked by the Publicity Department before the ad goes to press.

* NO PHOTOGRAPHS MAY BE USED FOR PUBLICATION ELSEWHERE, OR FOR ANY OTHER PURPOSE THAN THAT STATED ABOVE WITHOUT THE WRITTEN CONSENT OF THE MUSEUM.

Signature of photographer _____

Signature of agency art director _____

Date _____