



# DIA Film & Photography Policies

Updated: May 2023

The Detroit Institute of Arts allows professional film and photography inside its galleries and on its grounds with certain restrictions.

## Personal Photography

This policy does not apply to personal photos and videos, which are allowed in the DIA unless indicated on a specific artwork or an exhibition. We love a selfie moment! Please tag us in your social media.

- Photography cannot disrupt other visitors or traffic in the galleries. Please turn off your flash. Selfie sticks, tripods, and any other kind of photo equipment are not allowed.
- The DIA is for everyone to enjoy. Impromptu celebrations disrupt other visitors and may endanger irreplaceable artworks.
- Photography on the grounds is welcome. Please be respectful of visitors entering and leaving the building. Droning is absolutely not permitted.

## Professional or Commercial Photography

*To set up a photo shoot, please fill out the [Film & Photography Request Form](#) here.*

- Commercial photo shoots (films, movies, commercials) are arranged through the Events & Food Services Office. Call 313-833-3243 or email [catering@dia.org](mailto:catering@dia.org), with the words “Permission request for Commercial Photography” in the subject line.
- All shoots are scheduled outside public hours. The DIA reserves the right to deny a request.
- Rental fees and other museum labor costs apply to any shoot at the DIA.
- To use DIA artwork images for commercial or editorial projects, go to Rights & Reproduction for guidelines and permissions, or email [rightsrepo@dia.org](mailto:rightsrepo@dia.org).
- DIA is not responsible for obtaining or providing rights from third parties (artists, their estates, their foundations).

## Press, News, and Media Photo / Film Policy

Members of the media looking to film inside the DIA must get permission from the Marketing & Communications Department by emailing [pr@dia.org](mailto:pr@dia.org). All photo and film shoots must be approved and scheduled in advance. Photographer/s must be accompanied by a DIA staff member if using any equipment beyond a hand-held camera or phone (such as a tripod or lights). Media may take photos or film unaccompanied, provided the shoot does not disrupt visitors’ museum experiences. Exterior photography is always allowed.

## Guidelines

### *Photo and Film Shoot Guidelines*

- Staffing, talent, and equipment lists must be submitted at the time of booking.
- Film crews must be accompanied by museum staff at all times.
- Crew members may not handle any artwork and should be at least 2 feet away from artworks when working with equipment.
- Direct lighting is not allowed on works on paper, including photographs, prints, and drawings.
- Lights and stands must be at least 5 feet away from any artwork.
- Lights must be off when not in use.
- Tripods or light stands must be moved vertically to avoid hitting artwork.
- Boom microphones are not allowed in the galleries.

### *Student Film Shoots /Personal Projects*

- Student films, personal projects, or news and documentary shoots that are related to works or exhibitions at the DIA must go through the same approval process as media shoots. Due to time, space, and staffing considerations, projects not related to DIA exhibitions or collections cannot be accommodated.