



DIA Filming Policy

Updated May 2023

Personal

Personal cameras and candid photography are allowed throughout the museum unless indicated on a specific piece of art or at the entrance to an exhibition. We love a selfie moment. Please do tag us! We love to post selfies on our social channels.

- Flash photography and the use of additional photography equipment, including tripods, monopods, drones, and selfie sticks are prohibited.
- Camera Bags and other equipment may be prohibited at the DIA's discretion.
- Photography cannot be disruptive to other visitors or block access.
- Visitors may take photographs and videos of artwork for personal use only.
- If you are interested in using images for any other use must visit our rights and reproduction page for guidelines and permissions <https://dia.org/collection/rights-reproduction> or email rightsrepo@dia.org
- Visitors are not allowed to use personal cameras to take impromptu graduation, engagement or other celebratory photos in the galleries without permission. If you are interested in utilizing the museum for these purposes, you will need to request permission under the "commercial" section of the policy.
- If you are interested in proposing marriage in the museum, please do email pr@dia.org.

Professional

- Professional photography inside the museum is only permitted for groups who have reserved the museum for an event and will be coordinated with the Events & Food Services Office.
- Professional photography such as wedding and engagement photos, family photos, graduation photos, and fashion shoots are not permitted inside the museum, with the exception of a wedding event booked at the DIA.
- Professional photography is permitted on the grounds of the museum.
- Photography may not disrupt the operation or programming of the museum.
- The marble staircase of the Detroit Film Theatre (DFT) Auditorium is closed for professional photography during film screenings and events in the Auditorium. Please check the DFT schedule for film times.
- Drones may not be flown over the museum or its grounds at any time.

Commercial/Editorial

- Commercial photo shoots (films, movies, commercials, etc.) may be arranged, pending approval, through the Events & Food Services Office by calling (313) 833-3243 or emailing catering@dia.org and must take place outside public hours. Rental fees and other museum labor costs will apply.
- If you are interested in using images for commercial or editorial projects, please visit our rights and reproduction page for guidelines and permissions <https://dia.org/collection/rights-reproduction> or email rightsrepo@dia.org
- DIA is not responsible for obtaining or providing rights from third-parties (artists, their estates, their foundations). Prospective photographers and filmmakers will need to obtain these rights on their own.

Media Photo and Film Shoots Policy

All photo and film shoots must be approved at least one month in advance by the Marketing & Communications Department. Once approved, the photographer must be accompanied by a DIA staff member if using anything on a stand, such as a tripod or lights. Media may take photos or film unaccompanied if not using stands, provided the shoot does not disrupt visitors' museum experiences. Exterior photography is allowed unaccompanied.

Members of the media looking to film inside the museum must receive advance permission from the Marketing & Communications Department by emailing pr@dia.org.

Media Photo and Film Shoot Guidelines

- Staffing, talent, and equipment lists should be submitted at the time of booking.
- Film crews must be accompanied by museum staff at all times.
- Crew members may not handle any works of art.
- Crew members may not be closer than two feet from a work of art.
- Lighting used on paintings must be reflected or cool light.
- Direct lighting is not allowed on works of paper, including photographs, prints, and drawings
- Lights and stands are to be at least 5–10 feet away from any artwork.
- Lights must be turned off when not in use.
- When moving a tripod or light stand, it must be carried vertically
- Boom microphones are not allowed in the galleries.

Student Film Shoots /Personal Projects

- We are unable to accommodate student films, personal projects, or news and documentary shoots that are not related to works or exhibitions at the DIA.