



The Art Museum Image Consortium

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www.amico.net

AMICO

- enabling educational access to museum multimedia documentation
- not-for-profit
- governed by its members

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AMICO Members

- currently 23 of the largest art museums in North America
- self-funded 6 month planning process
- founded in Fall 1997
- membership open to any institutions with collections of art internationally

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Founding Members

- Albright-Knox Art Gallery
- Art Gallery of Ontario
- Art Institute of Chicago
- Asia Society Gallery
- Center for Creative Photography
- Cleveland Museum of Art
- Davis Museum and Cultural Center, Wesleyan College
- Fine Arts Museum of San Francisco
- George Eastman House
- J. Paul Getty Museum
- Los Angeles County Museum of Art
- The Metropolitan Museum of Art
- Minneapolis Institute of Arts
- Museum of Contemporary Art
- Montreal Museum of Fine Arts
- Musée d'art contemporain de Montréal
- Museum of Fine Arts, Boston
- National Gallery of Canada
- National Museum of American Art
- Philadelphia Museum of Art
- San Francisco Museum of Modern Art
- San Jose Museum of Art
- Walker Art Center

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Why a Museum Collective?

- improved service to users
- enhances local documentation practices
- efficient distribution systems
- economies of scale
- reflects members' educational mission

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The AMICO Library

- high quality images
- detailed cataloguing texts
- contextual text, image and multimedia
- metadata about all digital documents
- drawn from internal museum documentation historically not publicly distributed

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Role of AMICO

- collates documentation of individual works
- enhances the Library through standardization and indexing
- delivers the Library to not-for-profit distributors

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Fees and Distribution Independent of License

- reasonable fees on a sliding scale based on number and type of user
- cost-recovery only for AMICO's role; no income returned to members
- non-profit distributors offer distinct products to different user groups
 - Universities
 - K-12
 - Public Libraries

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What makes Educational Licenses Different?

- museums and educators share common interests and goals
- broader range of uses can be enabled in a educational environment
- extend rather than threaten "Fair Use"

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Licenses Offered by AMICO

- universities in 1998 testbed
- museums in 1998 testbed
- public libraries in 1999
- K-12 in 1999
- terms reflect agreement between content holders and users

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Role of Licensing in Education

- clearer environment for users
- perceived as "safer" by AMICO members; more materials is available
- terms and conditions tailored to specific needs
- make possible uses that otherwise are problematic

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AMICO Members License Works

- many works in members' collections created by living artists; many layers of rights
- members negotiate with rights holders to include works in AMICO Library
- licensed distribution enables inclusion
- collaboration with creative community essential

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