

**FEES FOR PHOTOGRAPHY AND FILMING, USE OF IMAGES, AND  
TERMS OF ACCESS TO AND STUDY OF MUSEUM MATERIAL AT THE ACROPOLIS MUSEUM**

**ARTICLE 1**

The fees for photography, filming, use of images of the indoor spaces and movable exhibits of the Acropolis Museum and of the fixed monuments in the Museum's surroundings are defined in the current document.

- A.** The fees are organised as follows:
  - A.** Fees for photography and filming
    - a.** Photography fees
    - b.** Filming fees (for any kind of visual or audiovisual recording)
  - B.** Fees for use of images
    - a.** In print publications and electronic publications (e-books) with a wide circulation
    - b.** Online
- C.** Fees for the production of audiovisual works (works which depict movable or fixed findings from the Museum's collections or its surroundings)

**ARTICLE 2**

**FEES FOR PHOTOGRAPHY AND FILMING**

**1. Photography fees.** (Each side of an exhibit is considered a different shot and is charged separately.):

**1.1.** Photography without professional equipment, for non-commercial use, is permitted in the Parthenon Gallery (third floor of the Acropolis Museum), in all the exhibition spaces on the first floor (with the exclusion of the Archaic Gallery), the terraces on the second floor, the Museum's restaurant, and the outdoor areas of the Museum, without the payment of fees. The moving of objects is not permitted.

**1.2.** For photography with professional equipment without the inclusion of persons:

**1.2.1.** Without moving objects or opening showcases: fifteen (15) euro per object

**1.2.2.** For shooting out of hours the above fees are increased by fifty (50) percent

**1.2.3.** With the moving of objects or opening of showcases: sixty (60) euro per object

**1.2.4.** General photographic shots without focusing on individual objects: one hundred (100) euro per day

**1.3.** For general photography shots with professional equipment for commercial and advertising purposes without the inclusion of persons: five hundred (500) euro per day

**1.4.** For photography with professional equipment exclusively for non-commercial artistic purposes: two hundred and fifty (250) euro a day

**2. Filming fees (any kind of visual or audiovisual recording).** Fees for filming are as follows:

**2.1.** With amateur video camera, for non-professional use: Permitted without fees but only in the Parthenon Gallery (without use of a tripod), the restaurant and the terrace of the Museum and the outdoor areas of the Museum.

**2.2.** With professional equipment for cultural, scientific, informational and educational purposes: Two hundred (200) euro per day.

**2.3.** With professional equipment for any other type of film or other audiovisual work with the inclusion of persons: sixteen hundred (1600) euro per day, paid in advance.

**3. Exemption from the payment of photography and filming fees.** Exemptions from fees are defined as follows:

**3.1.** Photography and filming for the documentation of the excavations and their findings, when they are undertaken by the excavators or researchers and the sponsoring institutions or bodies or by scientists for study and scientific publication, for which permission has been given.

**3.2.** Photography and filming by Greek or foreign scientists, serving purely scientific and educational purposes, such as teaching or the documentation of archaeological work.

**3.3.** Any type of publication or film production by the Acropolis Museum's supervising Ministry.

**3.4.** Photography and filming for the promotion and re-production of objects for the Museum's shops, following permission, and subject to a ban on the use of the photographs for other purposes.

The above fees in section A refer exclusively to photography and filming and not the use of images and audiovisual material, which are provided for by the fees below.

#### **4. FEES FOR THE USE OF IMAGES**

##### **4.1. In print publications and electronic publications (e-books) with a wide circulation:**

**4.1.1.** For archaeological/tourist guides, historical and archaeological books, dictionaries, encyclopaedias, art books, educational/archaeological books and journals: sixty (60) euro per photograph.

##### **Discounts**

**aa.** For 10 to 50 images in the same publication: forty-two (42) euro per photograph [30% discount].

**bb.** For more than 50 images in the same publication: thirty (30) euro per photograph [50% discount].

The above fees cover an unlimited number of copies in one language. For each publication in an additional language, a payment must be made of twenty-five (25) percent of the fees applied to the edition in the first language

**4.1.2.** For photographic archaeological books: one hundred (100) euro per photograph.

##### **Discounts**

**aa.** For more than 10 images in the same publication: seventy (70) euro per photograph [30% discount].

**bb.** For more than 50 images in the same publication: fifty (50) euro per photograph [50% discount].

The above fees cover an unlimited number of copies in one language. For each edition in an additional language, a payment must be made of twenty-five (25) percent of the fees applied to the edition in the first language

#### **4.1.3 New editions**

For each new edition of the same book new publication fees must be paid at the rate of 50% of the fees in effect at the time of issue. A new edition is considered a revised version for which a different ISBN code is assigned. A reprint or revised version with the same ISBN code is not considered a new edition.

**c.** For cards, posters and magnets (Period: 2 years)

- Three hundred (300) euro per photograph

**d.** For calendars, brochures and electronic photographic albums (Period: 2 years)

- Three hundred (300) euro for the use of 2 to 6 images
- One hundred fifty (150) euro for each additional usage up to 6 images

**e.** For the covers of vinyl discs, CDs, DVDs

- Five hundred (500) euro per photograph

The above fees apply regardless of the number of monuments (objects) that appear in each image.

In cases of re-prints the same applies as for books (see above).

**f.** for commercial and advertising purposes (e.g., labels, stamps, advertisements, brochures, packaging material, e-cards, logos, etc.): one thousand five hundred (1500) euro per image.

## **2. Fees for use online**

**a.** For the use of images online for commercial or advertising purposes, fees are as follows:

- **For 1-20 images:** €100 for one year and €250 for more than one year and up to five years
- **For 20-50 photographs:** €200 for one year and €500 for more than one year and up to five years
- **For more than 50 photographs:** €40 per ten photographs for one year and €100 for more than one year and up to five years.

**b.** For the use of images online without direct or indirect commercial or economic purposes: No charge.

## **C. FEES FOR THE PRODUCTION OF AUDIOVISUAL WORKS**

(Works which depict movable or fixed findings from the Museum's collections or its surroundings)

For audiovisual works whose total production costs are a) up to 50,000 euro, fees are set at ten (10) euro per second of screen time; b) from 50,001 to 200,000 euro, fees are set at twenty (20) euro per second of screen time; c) from 200,001 to 500,000 euro, fees are set at fifty (50) euro per second of screen time; and d) over 500,000 euro, fees are set at one hundred (100) euro per second of screen time.

## **Discounts**

**a.** In such case where the audiovisual work is primarily of an educational, scientific or cultural character or promotes Greece internationally as a tourist destination, the above fees are reduced by fifty (50) percent.

**b.** In such case where the usage of the audiovisual work is without direct or indirect economic or commercial purpose there are no fees charged.

## **D. EXEMPTION FROM FEE PAYMENT FOR THE USE OF IMAGES AND AUDIOVISUAL WORKS**

The following are exempt from fees:

**a.** Publications and productions by Greek state educational bodies of all levels and the corresponding state bodies of European Union countries, serving exclusively educational purposes and which are made available free of charge

**b.** Scientific works by Greek and foreign scientists and publications by Greek or foreign scientific institutions and non-profit educational and cultural institutions, circulating in a limited number of copies (up to 3,000) with the promotion of scientific research as a primary aim

**c.** Images with archaeological content, when they are published in postgraduate and doctoral dissertations and studies by Greek and foreign researchers

**D.** Any type of publication or production by the Archaeological Society at Athens, Christian Archaeological Society, Hellenic Foundation for Culture, and Hellenic Research Institutes, as long as they are purely scientific or research publications.

**E.** Any type of publication or film production by the Acropolis Museum's supervising Ministry.

The fees outlined herein do not include the applicable sales tax, which is charged to the user.

## **Article 3**

### **TERMS OF ACCESS TO AND STUDY OF MUSEUM MATERIAL – DEFINITIONS**

**1.** The terms and procedure for access to and study of museum material at the Acropolis Museum are defined as follows:

**2.** For the purposes outlined herein "museum material" means the exhibits of the Acropolis Museum, the interior spaces of the Acropolis Museum and the excavation area–open-air museum in the basement of the building of the Acropolis Museum.

**3.** "Access to museum material" refers to any action of recording, viewing, reproducing, copying, or generally by any means, partly or wholly, imaging or recreating or reconstructing objects of the museum material referred to above, through any material or immaterial means and in a perceptible form (visual and/or auditory) using conventional or technologically advanced applications, such as photography, filming, digital rendering, three-dimensional imaging of museum material, creation of images or digital image reconstruction from museum material, creation of exhibit copies, reproductions and representations based on the exhibits.

**4.** "Study of museum material" means the process and the result of systematic and detailed scientific and technical work and research on a specific movable or fixed ancient monument of the Museum or its surrounds, which specifically aims to draw a scientific conclusion or undertake an intervention on

the ancient monument or relates to the sketching and depiction of an ancient monument or the process of producing copies of it or conservation methods or the design of copies of the ancient monument.

#### **Article 4**

#### **ACCESS AUTHORISATION**

**1.** The Acropolis Museum has exclusive rights to the image and form of the museum material under the provision of Article 4 c. (b) and (f) of Law 3711/2008.

**2.** Access to the museum material always requires special permission from the Acropolis Museum for any purpose (amateur, research, scientific, educational, commercial, etc.).

**3.** Access for amateur purposes is permitted only if it is for photography or video recording and is permitted throughout the Museum excluding the Gallery of the Slopes of the Acropolis on the ground floor and the Archaic Gallery on the first floor, without the use of flash or additional professional equipment (portable lights and tripod) and does not require payment of a fee, while permission is given by the authorised Museum staff in attendance provided that there is no risk of harm or damage to the monuments or facilities of the Museum. The publication of photographs in print or electronic media is not permitted. Access for amateur purposes is only with a portable amateur camera, conventional or digital, or other digital photography or video recording device, as long as it is not used for professional or commercial purposes. Any subsequent use of images or video recording for non-amateur purposes is subject to charges under a decision of the Museum's Board of Directors, at the expense of the user of the images or video recording, even in such case where the user did not photograph or record the material.

**4.** For specialists to whom it grants permission, the Acropolis Museum can facilitate access to the exhibits and other movable monuments located in the exhibition areas and storage areas of the Museum, for the purposes of high resolution photography, study or publication, as long as there is no risk of harm or damage to the monuments or facilities of the Museum, provided that it is purely for research and under the conditions set by the Board of Directors in the relevant decision–permission. For the granting of this authorisation, it is possible at the substantial discretion of the Board of Directors, not to pay fees in favour of the Museum. The application is made by the interested party two months before the desired date. In case of approval of the study by the Museum, an agreement about the scheduled date and time of attendance should be made at least three weeks in advance of the desired date.

**5.** For production, reproduction and dissemination to the public, for direct or indirect economic or commercial purposes, casts, copies or depictions of museum material located in the Museum, in any way and by any means, including electronic and digital, internet, telecommunications or other connections and the creation of databases or applications with images of the above or based on reconstruction or regeneration based on images of museum material, requires prior authorisation from the Museum. Permission is granted at the discretion of the Board of Directors against a fee in favour of the Acropolis Museum to physical or legal persons, by decision of the Board, which also determines the duration of the authorisation, the conditions under which it is granted and the fee payable. For the granting of authorisation for photography or filming, interested parties must pay in advance the respective prescribed fees to the Museum. The application for the above must be submitted by the interested party one month before the desired date.

**6.** The production, reproduction and use of the above products for other, non-commercial or financial, purposes such as artistic, educational or scientific purposes, is permitted on payment of a fee to the Museum, from which an exemption is possible by a decision of the Board of Directors.

**7.** The fees for accessing museum material are determined each time by decision of the Board of Directors, which as a regulatory act is published in the Government Gazette.

## **Article 5**

### **PREREQUISITIONS FOR ACCESS TO MUSEUM MATERIAL**

**1.** The Museum may at the discretion of the Board of Directors grant access permission for photography, filming or scanning and generally imaging of museum material, without interventions in the setting provided that the following conditions are met:

**a.** The necessary preparations for filming, photography or scanning and general imaging are undertaken in consultation with the Museum. In any case, at the preparations stage, if this takes place during the Museum's opening hours, the movement of visitors, in both the exhibition, and other areas of the museum (shops, restaurant etc.), must not be impeded. The producer must also ensure that any work being undertaken at the Museum is not obstructed.

**b.** Professional photography can only take place on Mondays, when the Museum is not open to the public, subject to prior consultation and scheduling. During the days and hours when the Museum is open to the public, professional photography can only be permitted by special arrangement, and only in specific locations that are indicated by the Museum. If the absence of visitors from the Museum is required during photography, filming, scanning and general imaging, these must take place outside the operating hours of the museum, while security costs, any overtime and any other related expenditure will be borne by the producer.

**c.** Any moving of objects, exhibits, supervisory or support materials etc. in the exhibition or other areas of the Museum is not permitted.

**d.** Sets or any other types of interventions on museum grounds, showcases, free-standing objects etc. are not permitted.

**e.** For the safety of exhibits the use of special technological equipment by interested parties (e.g. lighting units, flash, scaffolding, etc.) is subject to approval of the Museum. The installation of lighting and sound units or other objects in direct contact with the exhibits or museum grounds is not permitted. The producer must ensure proper insulation of cables, and take measures for fire protection. Any intervention on the building's electromechanical installations, is not permitted except in consultation with and under the supervision of an authorised official of the Museum.

**f.** The output volume of any loudspeaker installations must be controlled with a maximum of one hundred (100) decibels and emitted frequencies of not less than 40Hz, and in any case it should be such as to ensure the safety of museum material.

**g.** The parking of vehicles or machinery in the surroundings of the Museum is undertaken in consultation with authorised Museum staff.

**h.** During their visit, interested parties are required to comply with the recommendations of security staff and the safety regulations of the museum. The producer must pay particular attention to maintaining cleanliness and orderliness during the period for which use has been

granted. Museum areas must be left clean after completion of photography, filming, scanning and general imaging, in the condition in which they were received, while tidying is the responsibility of the producer and is undertaken under the supervision of the Museum.

**i.** During the period for which use has been granted, the producer must take the necessary security measures for the space, to protect both the Museum and participants in the photography, filming, scanning and general imaging, according to the recommendations of the Museum. The Acropolis Museum bears no responsibility in the case of an accident.

**j.** Scientific study in the exhibition galleries of the Museum can be undertaken only on Mondays, when the museum is closed to the public. If such a case that showcases need to be opened, study can be scheduled between 09.00 and 14.00, and in the presence of the conservator responsible, for the opening of showcases and handling of objects. Study in the archaeological storage areas of the Museum can take place during working days and hours, subject to consultation and scheduling with the Museum. The type of equipment (e.g. cameras, measuring instruments, portable lighting) to be used for the study must be submitted to the Museum for approval. For the granting of a study permit the interested party is bound to submit a copy of the study, after its publication, and copies of the photographs taken, for the archive of the Museum.

**2.** As long as the requirements regarding the museum building and the exhibits, laid down in paragraph 1 are observed, filming can be undertaken, but without any set interventions.

**a.** Fiction films. The following are required for issue of a permit:

**i.** Application by the producer or the producer's representative, to the Acropolis Museum at least two (2) months before filming with full documentation for the application (an account of the plot, actors, crew, technological equipment and any description that facilitates an understanding of filming conditions).

**ii.** Certification from the administration of the Greek Film Centre, which documents that the script does not promote violence, racism or sexism and does not violate any applicable Greek legislation.

**iii.** Statement by the producer with which the producer undertakes to meet the conditions of the present document.

The Board of Directors, as long as the above conditions are fulfilled, will consider the filming application in its sole discretion.

**b.** Television programmes. The following are required for the issue of a filming permit:

**i.** Application by the producer or the producer's representative, to the Acropolis Museum at least two (2) months before filming.

**ii.** Full documentation of the application (an account of the plot, actors, crew, technological equipment and any description that facilitates an understanding of filming conditions).

**iii.** Statement by the producer with which the producer undertakes to meet the conditions of the present document.

This decision shall be published in the Government Gazette.

The President of the Board of Directors of the Acropolis Museum

Prof. Dimitrios Pantermalis