

MOWA PHOTOGRAPHY & VIDEOGRAPHY POLICY

The Museum of Wisconsin Art (MOWA) offers a beautiful location available for professional and personal photography and videography. MOWA offers natural light and stunning artwork and architecture both indoors and outdoors. Choose a setting inside the museum or outside on our four-acre Cultural Campus filled with groves of quaking aspen trees and more than 1,200 hydrangeas—a visual destination for every occasion.

PERMISSION GUIDELINES

All photography/videography sessions require reservations at least ten days prior to the date of appointment. Each session is approved on a case-by-case basis. A nonrefundable fee is required upon reservation confirmation. Photographers/videographers must agree to MOWA's guidelines for use of photography and videography. Sessions are available during regular museum hours or may be treated as a private, after-hours event subject to additional event rates.

A MOWA staff person must be present for the duration of the photo/video shoot. MOWA has the right to refuse any request or to terminate sessions at any time.

PERMITTED LOCATIONS

Photography and videography are permitted inside the museum's Atrium, State Gallery, Grand Staircase, Balcony, and Point. Exterior photos are also permitted with reservation.

PROFESSIONAL AND CORPORATE PHOTO/VIDEO SHOOT

Fees apply and are determined based on usage, number of participants, and duration of sessions. Fees may apply for any of the following:

- Special events and occasions (i.e. weddings, modeling, and professional or commercial use)
- Sessions involving a group larger than five people or involving a paid photographer
- Photographs and videos to be posted for sale on the internet, within a professional portfolio, used in print for art sale, or used to advertise goods or services otherwise published
- Sessions involving props, change in clothing, or more equipment than a single camera, tripod, and standard flash

PERSONAL PHOTO/VIDEO SHOOT

Fees apply for interior personal photo/video shoots and are determined on a case-by-case basis. Exterior personal photos/videos are free as long as it doesn't interfere with operations, events, or entry into the museum. Fees are waived for the following:

- Sessions involving no more than four people
- Using an unpaid photographer or videographer using no more than one tripod, flash, and camera
- Sessions requiring no change of clothing

BOOK YOUR RESERVATION

[Click here to reserve your photography or videography session.](#)