

Concept

Organizing an art exhibition demands careful management not only of the works on display, but also of the artists' copyright. In fact, there are many routine activities that may involve copyright when organizing a show. These range from the actual staging of the exhibition to its circulation on the internet, from the reproduction of works for the catalogue to the spread of information; indeed, exhibition venues use the artworks – and their photographic reproductions – for a great variety of cultural purposes. In recent years the possibilities of exploiting images have increased due to the development of new technologies, which offer a support for enhancing exhibitions, and permit visitors to actively participate in the spread of culture.

In what ways, therefore, are exhibition venues allowed to use works and their reproductions? By contrast, what are those for which the authorization of the copyright owners and the owners of the works is necessary? To whom must you apply? How are the contracts for loans of artworks drawn up as regards this aspect? What role does the Italian Society of Authors and Publishers (SIAE) play? What is to be done when the national heritage and so called orphan works are involved? How does it work in other European countries (and what are the situations in those belonging to the EU)?

These and other sensitive issues will be explored and debated by authoritative experts – from the art world, public institutions, universities and the world of culture – invited to participate in the first study day on Copyright and Exhibitions, to be held in Rome, at Palazzo delle Esposizioni, on 4 December 2014.

This is the first time a kunsthalle, together with General Direction for Library Heritage, Cultural Institutes and Copyright of the Italian Ministry of Cultural Heritage and Tourism, is promoting an initiative of such cultural importance, which aims to furnish operators in the art world with theoretical, juridical and practical advice on how to reconcile respect for the (constantly changing) regulations regarding copyright with the need to publicize our exhibitions wherever possible. To this end, the day will be divided into two complementary sessions: the morning will be devoted to copyright law governing exhibition venues, defining the limits and juridical constraints within which they can operate; in the afternoon there will be a round table in which operators who participate in mounting exhibitions and those working in institutions supporting this activity will take part.