



UTAH VALLEY UNIVERSITY
MUSEUM OF ART
AT LAKEMOUNT



Photo and Film Guide
UPDATED APRIL 2024

PHOTOGRAPHY AND FILMING AT THE UVU MUSEUM OF ART

As a Museum committed to enhancing our university's academic mission and fostering the appreciation of visual arts for the public, we charge for outside photography and filming on location to support our overarching goal. These funds directly contribute to sustaining our mission by facilitating the interdisciplinary exploration of art, ideas, and experiences, thereby fostering critical thinking and visual literacy among our visitors. By charging for these services, we ensure the continued operation and development of programs and initiatives that enrich both our university community and the broader public's understanding and enjoyment of the visual arts.

All photography and film requests MUST submit a Photography/Filming Agreement form. Walk-ins are not permitted.

The user understands that artworks in the museum and its exhibitions may be subject to copyright, rights of publicity, trademark, or other rights ("Intellectual Property Rights). Permission to photograph/film does not imply that the UVU or UVUMOA authorizes or grants any Intellectual Property Rights license. The USER must obtain licenses from the Intellectual Property Rights holder and will be liable for any violation of Intellectual Property Rights. Payments are accepted at the UVUMOA front desk.

Questions? Contact Caroline Marcyes (801) 863-8441 or cmarcy@uvu.edu.

WHAT PHOTOGRAPHY IS FREE AT THE MUSEUM?

Casual photography/filmography is permitted and free in the Museum's buildings and on the grounds unless otherwise posted in the galleries. "Casual" refers to personal-use photography and filmography, such as that taken with a smartphone camera or family digital camera. Professional shoots of all sizes are subject to fees- this includes any shoot where a professional photographer/ filmographer has been hired.

PHOTOS BY HALEY ADELL





CLIENTELE SHOOTS

A clientele photoshoot, such as an engagement session or family portrait session, is a professional photography session conducted for individual clients, taking place at the UVU Museum of Art. In this context, "clientele" refers to the individuals or families commissioning the photoshoot.

To qualify for the UVU-affiliated rate, the photographer must show their UVU ID. Clients with UVU-affiliations do not qualify for this rate. We offer this benefit as a gesture towards students building their photography or filmography portfolios.

“Non-reserved” refers to shoots with no space reservations that take place during opening hours only. Clientele shoots must be respectful of other guests on the property and may not bring extensive equipment into the Museum that will hinder visitor engagement.

“Reserved Interior” refers to shoots that reserve gallery spaces within the Museum for private shoot use at an hourly rate. The photographer will have private access to the space for the duration of the shoot.

“Reserved Exterior” refers to shoots that reserve the exterior gardens for private shoot use at an hourly rate. The photographer will have private access to the space for the duration of the shoot.

See next page.

PHOTO BY JANELLE BROOKS

Photography Rates

	UVU Rate	Private Rate
<i>Non-reserved</i>	\$50	\$100
<i>Reserved Interior</i>	\$50 + hourly room rate	\$100 + hourly room rate
<i>Reserved Exterior</i>	\$50 + hourly exterior rate	\$100 + hourly exterior rate

Hourly Reservation Rates

Space Name	Main Kitchen	Parlor	Family Room	Music Room	Basement Theater	Basement Gallery/Bar	Art Haus	Outdoor Patio	Outdoor Gardens
<i>UVU Rate</i>	\$50/hr	\$50/hr	\$50/hr	\$50/hr	\$100/hr	\$100/hr	\$100/hr	\$50/hr	\$100/hr
<i>Private Rate</i>	\$100/hr	\$100/hr	\$100/hr	\$100/hr	\$200/hr	\$200/hr	\$200/hr	\$100/hr	\$200/hr

SHORT FORM COMMERCIAL PRODUCTIONS

Short form commercial productions utilizing the Museum as a setting refer to filming projects intended for promotional or advertising purposes, with a brief duration, that feature the Museum as a backdrop or central location. These productions often necessitate the reservation of specific spaces within the Museum premises and involve the setup of extensive equipment for filming purposes. Prices for short-form commercial productions at the Museum are quoted on an individual basis. However, the starting rate can be estimated at the Photography Rates for Reserved Spaces listed above.

LONG FORM COMMERCIAL PRODUCTIONS

Long form commercial productions utilizing the Museum as a setting involve filming projects intended for promotional or advertising purposes that require extended periods of time, often spanning an entire day or more. These productions necessitate the reservation of specific spaces within the Museum premises and involve extensive equipment setup, typically at an all-day rate. Prices for long-form commercial productions at the Museum are quoted on an individual basis. However, the starting rate can be estimated at the Wedding Rates (below) + Hourly Reservation rates (listed above).

WEDDING PRICING

- \$5,350 for Monday Afternoon Events (12pm – 5pm)
- \$7,350 for Wednesday to Saturday Evening Events (5:00pm – 10pm)
- \$8,000 for All-Day Events on Mondays or Saturdays or another single day approved by the Museum (10am – 10pm)