



heard museum

Heard Museum Photography & Filming Policy

The Heard Museum welcomes personal photography and video for social sharing, provided it is respectful and adheres to museum guidelines. All commercial, media, or professional photography requires prior written approval. To protect our art, artists, and ensure a safe environment, please review the policy below before filming or shooting.

Personal Photography

Handheld photography and short-form video, such as those captured on smartphones, are permitted for personal, non-commercial use throughout most areas of the museum. Flash, tripods, monopods, lighting equipment, and other external gear are not allowed in exhibition spaces. Certain exhibitions or individual artworks may carry signage indicating photography is prohibited due to lender restrictions or copyright concerns. We ask that all visitors remain respectful of others and avoid blocking pathways or disrupting the gallery experience.

Social Media & Visitor Content

The Heard Museum encourages guests to share their visits on social media. Tagging @HeardMuseum and crediting artists and exhibitions is appreciated. However, content creation must be non-disruptive, and all equipment must remain handheld. Any filming or photography that interferes with visitor experience or museum operations is not permitted. Influencer content or brand collaborations fall under our commercial use policy and require advance approval.

Equipment & Bags

Large bags, defined as those wider than 35 centimeters, are not permitted in exhibition areas. For approved photography or filming, larger bags and equipment may be allowed only after consultation with museum staff and must be kept in designated areas away from artworks. Equipment must not obstruct walkways or pose a risk to visitors or objects on display.

Copyright & Artist Rights

Many artworks at the Heard Museum are contemporary and protected under copyright law. Photo or video of any kind may not be used for publication or commercial distribution without written permission from both the museum and/or the artist. While casual photography that includes contemporary works in the background is typically allowed, the museum bears no responsibility for copyright violations committed by visitors. All uses must comply with Title 17 of the U.S. Code.

Museum Events & Performances

Personal photography is allowed at most public events unless otherwise noted. Media representatives, including freelancers, must receive prior permission from the Marketing /PR Dept. Freelancers must provide contact info from a recognized media outlet so the museum can verify their assignment. As a courtesy, visitors are asked to seek permission before photographing performers or families outside performance areas.

Professional & Commercial Photography/Filming

All commercial, media, promotional, or documentary photography and filming must be approved in advance by the Heard Museum's Marketing & Communications Department. Approval is granted based on considerations including artist permissions, safety, and public access. Approved shoots must avoid disrupting regular museum operations, and any request to close a gallery or section requires special permission. All equipment and cables must be secured to avoid posing a risk to visitors or artworks. Unauthorized professional photography is not permitted under any circumstances.

Contact & Requests

Credentialed media representatives or organizations seeking photography or filming access must submit a formal request with a brief description of their project's purpose. Requests should be made through the museum's [online request form](#). For further information or questions, please email media@heard.org.