

Heard Museum Photography & Filming Policy



The Heard Museum welcomes and encourages personal photography and video for social sharing, provided it is respectful and follows posted guidelines. We believe creativity and cultural expression are meant to be experienced and shared.

At the same time, we have a responsibility to protect the rights of Indigenous artists, performers, and community members, and to ensure a safe and respectful environment for all guests. For that reason, the museum maintains clear guidelines for personal, editorial, and commercial photography and filming.

To uphold artist agreements, participant privacy, cultural responsibility, and safety, the Heard Museum reserves the right to restrict or limit photography or filming at any time, in any area of the museum or during special events. Guests are expected to follow staff direction at all times.

Personal Photography and Social Sharing (Allowed)

Handheld photography and short-form video are welcome for personal, non-commercial use in most public areas, provided they are respectful, non-disruptive, and comply with posted restrictions. Flash and setup equipment, including tripods, monopods, gimbals, lighting, and external audio gear, are not permitted in exhibition spaces unless approved in writing. Some exhibitions, artworks, or performances may prohibit photography due to lender agreements, copyright, or artist requests. Guests must follow staff direction at all times and are encouraged to seek permission before photographing performers, families, or minors outside designated performance areas.

Editorial Coverage (Credentialed Access Required)

Editorial photography and filming require advance approval through the Heard Museum's Marketing & Communications Department and include coverage for recognized news, broadcast, magazine, or journalistic outlets, including verified freelance assignments. Personal blogs, social media accounts, and independent content platforms are not considered credentialed editorial media without proof of assignment and written approval. Approved access may include designated press-only areas during major events, which are reserved exclusively for credentialed editorial media.

Commercial Photography (Not Permitted Without Written Approval)

Commercial photography and filming are not permitted without advance written permission from the Heard Museum. Commercial use includes photography or video created for advertising, promotion, marketing, business use, brand or influencer partnerships, sponsored content, paid promotion, monetized platforms, resale, licensing, or distribution for profit, including stock photography submissions to platforms such as Shutterstock, Adobe Stock, iStock, or similar services, even if no direct sale occurs. Unauthorized commercial photography may result in removal from museum property and denial of future access.

Museum Events and Participant Privacy

Personal photography is generally permitted at public events unless otherwise noted; however, the Heard Museum may restrict photography or filming based on participant privacy (including minors), performer rights, cultural responsibility, safety, crowd management, or operational needs. Designated areas may be reserved during events for approved media and operational purposes and are not open to the general public, regardless of availability.

Equipment & Safety

All photography and filming must be conducted safely and responsibly, with equipment remaining handheld unless otherwise approved. Cables, tripods, lighting stands, large bags, or any equipment that creates tripping hazards, obstructs pathways, or poses risk to visitors or artworks are not permitted without prior approval. The Heard Museum may require the removal or repositioning of equipment at its discretion.

Requests and Contact

All editorial and commercial requests must be submitted in advance through the museum's [Media Request Form](#). Questions may be directed to media@heard.org.