



## Art Museum Image Consortium

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## What is AMICO?

- A Consortium of Museums creating a collective library multimedia documentation of their collections for educational use

## Why AMICO?

- Enable educational access to joint library of multimedia museum documentation
- Created according to common standards
- Licensed Collectively
  - economies of administration
  - efficient distribution
  - predictability in market
  - improved service to users

## Who are its members?

- Currently 23 of the largest art museums in North America
- Founding members took part in 6 month planning process

## Founding Members

- |   |  |
|---|--|
| - Albright-Knox Art Gallery                                 | - The Metropolitan Museum of Art       |
| - Art Gallery of Ontario                                    | - Minneapolis Institute of Arts        |
| - Art Institute of Chicago                                  | - Museum of Contemporary Art           |
| - Asia Society Gallery                                      | - Montreal Museum of Fine Arts         |
| - Center for Creative Photography                           | - Musée d'art contemporain de Montréal |
| - Cleveland Museum of Art                                   | - Museum of Fine Arts, Boston          |
| - Davis Museum and Cultural Center, Wellesley College       | - National Gallery of Canada           |
| - Fine Arts Museum of San Francisco                         | - National Museum of American Art      |
| - International Museum of Photography, George Eastman House | - Philadelphia Museum of Art           |
| - J. Paul Getty Museum                                      | - San Francisco Museum of Modern Art   |
| - Los Angeles County Museum of Art                          | - San Jose Museum of Art,              |
|   | - Walker Art Center                    |

## Can My Institution Join AMICO?

- Membership in AMICO is open to institutions with collections of art
- Robert Bergman, Director, Cleveland Museum of Art, Chair of the Membership Committee
- Anticipate 12 new members in 1998, 20 in 1999

## How is AMICO governed?

- Chair of Board: Harry S. Parker III, Director, Fine Arts Museum of San Francisco
- Members of Board: All directors of AMICO institutions

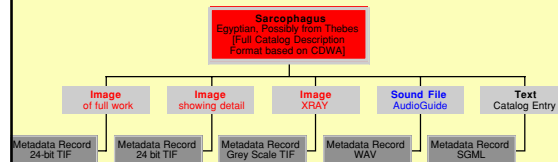
## Who Manages AMICO?

- Archives & Museum Informatics manages AMICO under contract
- Staff Users and Uses, Technical Operations and Rights Committees
- Plans and facilitates meetings
- Manage creation of Library

## What's in the AMICO Library?

- Multimedia documentation of works of art
- Each work has
  - Catalog Record
  - Related Images and Multimedia
  - Metadata about those Related Multimedia Files

## Multimedia in the AMICO Library



## Will the Library Grow?

- What proportion of the collections of the museums is represented?
- What will be digitized?

## When will the AMICO Library be available?

- 1998/99 academic year University Testbed Project
- 1999/2000 any subscribing higher educational institution

## Who will distribute the AMICO Library?

- Different Distributors for different markets
- University Access provided by Research Libraries Group (RLG)
- Discussions with States, Other Distributors to serve Public Library and K-12 Education

## Will we have to Pay for Using the Library?

- License Fee
- Distributors Service Fee
- Scaled to size of institution
- Based on number of users

## What's the license fee?

- \$2,500 - \$5,000 in the University Testbed
- Same amount as museums are paying in AMICO Membership Dues

That sounds expensive.  
Are the museums making money from the universities?

## What are the terms of the license?

### University License

- Users
  - Faculty
  - Staff
  - Students
  - Affiliates
  - Visiting Faculty
  - Researchers
- *NOT*
  - Subscribers
  - Alumni
  - Tennants
  - Families
- University declares its community of users

## University License ...

- **Uses**
  - classroom teaching
  - research
  - student assignments
  - display in academic and professional contexts
  - maintain in portfolio
  - incorporate into dissertation
- **NOT**
  - redistribution
  - commercial use
  - publication
  - fundraising or promotion
  - long-term storage
  - distribution of modified image
  - display without credit
  - display without data

[www.amn.org/AMICO](http://www.amn.org/AMICO)

## Museum License

- **Users**
  - staff
  - researchers/scholars
  - trustees
  - volunteers/docents
  - visitors
  - students
  - affiliates
  - visiting professionals
- **NOT**
  - subscribers
  - members
  - tenants
  - families

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## Museum License ...

- **Uses**
  - gallery interpretation
  - lectures and teaching
  - research
  - assignments
  - dydactic display in gallery
  - professional display
  - incorporation into museum records
  - educational program materials
- **NOT**
  - redistribution
  - commercial use
  - fundraising or promotion
  - long-term storage
  - reposting of modification
  - display without credit
  - mounting without data

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## Future Licenses

- **Identification of new audiences**
  - Public Libraries and K-12 Education
- **Clarify values of museums**
- **Identify needs of communities**
- **Define terms incollaboration**
- **Licenses reflect agreement on shared interests and desires**

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## How do I find out More?

- <http://www.amico.net>
- **Contact Archives & Museum Informatics**
- **Jennifer Trant <jtrant@archimuse.com>**
- **David Bearman <dbear@archimuse.com>**