

# AMICO

www.amico.org

**Art Museum Image Consortium:  
A Cultural Digital Library for  
Educational Use**

**ICOLC  
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## What is AMICO?

- an independent, non-profit, consortium of institutions with collections of art
- formed in September 1997
- 28+ members in North America
- membership open to institutions world-wide
  
- Mission: enable educational access to museum multimedia documentation under uniform and simple license terms

## AMICO Members

Sept. 1999

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

## AMICO Members

- pay dues
  - \$2,000 - \$5,000 US based on budget
- contribute content to the shared Library
  - text, image, multimedia
- pay/share license fees for content when they do not themselves own rights
- govern the consortium
  - committees: editorial, technical, rights, users
- use the Library in their educational programs
  - in galleries, library, research ...

## Management

**Membership led:  
Board comprised of members' directors**

- Chairman
  - Harry S. Parker III, Fine Arts Museum of San Francisco
- Secretary
  - Malcolm R. Rogers, Boston Museum of Fine Art
- Treasurer
  - Maxwell L. Anderson, Whitney Museum of American Art
- Executive Director
  - Jennifer Trant

## AMICO's History

- Formed after six month, self-funded planning process
- License terms based on those developed in MESL
  - museum / university collaboration
- Incorporated as independent not-for-profit
- Dues paying membership, no financial benefits
- Members benefit by:
  - developing shared practices and policies
  - serving their educational missions
  - avoiding overheads of dealing with educational rights requests on a one by one basis

## AMICO Library Licenses

### Institutional Licenses

- University Licenses
  - “Long Form”
  - “Short Form”
- Museum
- Public Library
- K-12 School

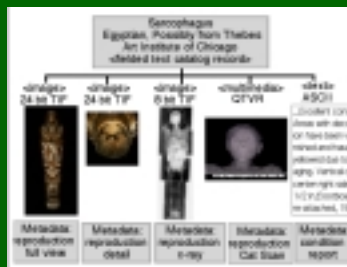
### Designated Users

- University faculty, students, staff, researchers but not tenants, alumni, members of users household
- Museum staff, researchers, docents, but not members or donors
- Library staff and card holders, but contractors, consultants, affiliates of a network
- School staff, students, researchers, family, tutors, but not contractors, tenants

## Educational Uses

- Permitted
  - Personal study
  - Research
  - Teaching & Assignments
  - Public Display in Student or Scholarly presentation
  - Public Display in University Gallery
  - Retention in Student portfolio and/or dissertation
  - On-site access by other than Designated Users
- Prohibited
  - Commercial use, including fundraising
  - Redistribution or publishing
  - Adaptation of individual works or local mounting of full Library without reporting (university long-form)
  - Storing beyond term of license

## AMICO Works



Works in the AMICO Library are documented by a catalog record, and image and an image metadata record. Other multimedia may also be included.

AMICO Web  
www.amico.org



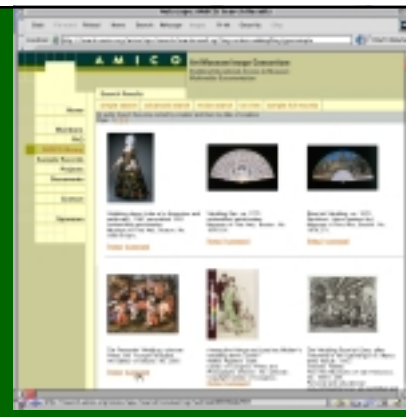
AMICO Web  
Thumb nail  
Catalog

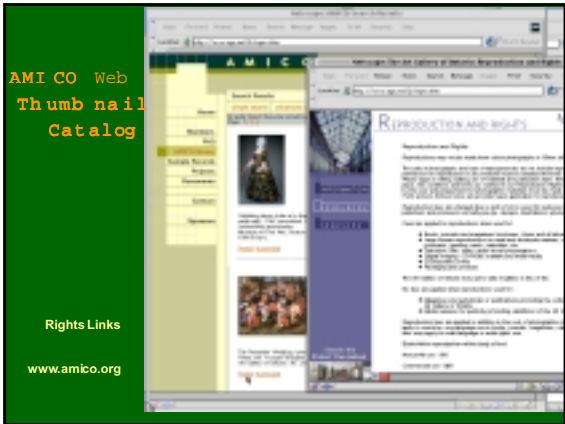
Simple Search  
www.amico.org



AMICO Web  
Thumb nail  
Catalog

Search Result  
www.amico.org

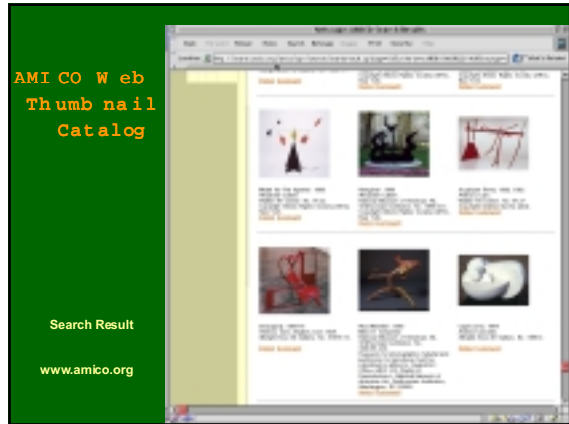




AMI CO Web  
Thumb nail  
Catalog

Rights Links

www.amico.org



AMI CO W eb  
Thumb nail  
Catalog

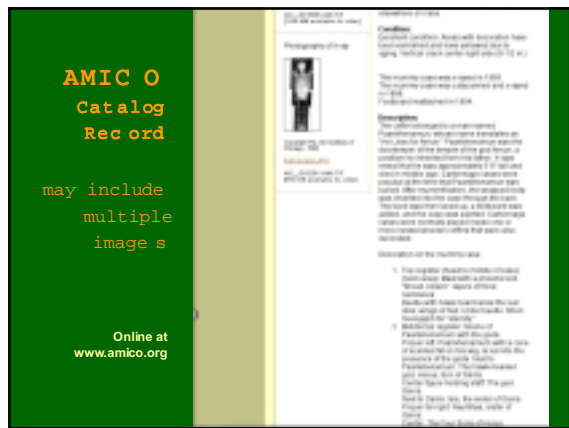
Search Result

www.amico.org



AMIC O  
Sample  
Catalog  
Rec ord

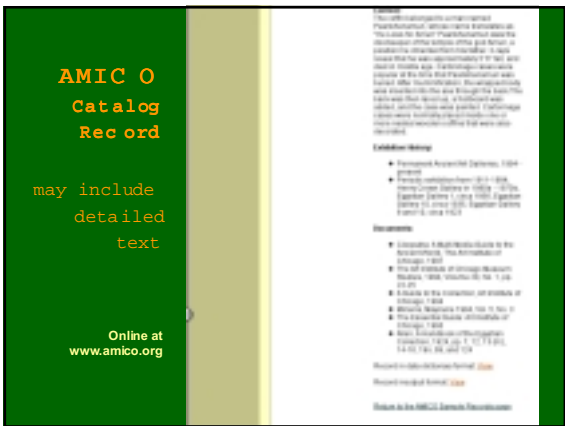
Online at  
www.amico.org



AMIC O  
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may include  
multiple  
image s

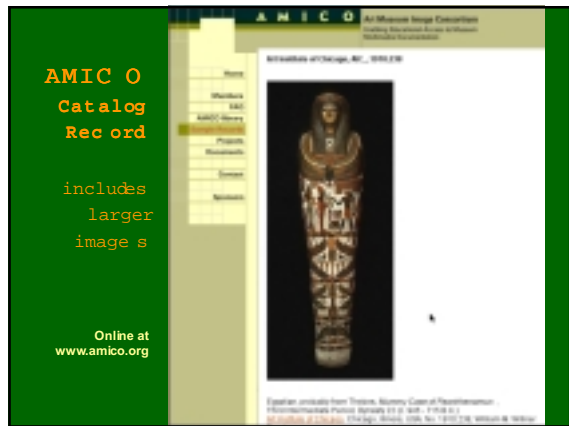
Online at  
www.amico.org



AMIC O  
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may include  
detailed  
text

Online at  
www.amico.org



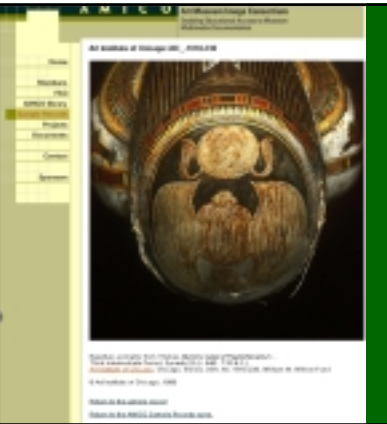
AMIC O  
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includes  
larger  
image s

Online at  
www.amico.org

**AMICO Catalog Record**


can include multiple images



Online at [www.amico.org](http://www.amico.org)

**AMICO Catalog Record**

can include alternate views




Online at [www.amico.org](http://www.amico.org)

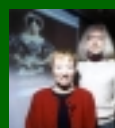
**AMICO throughout the curriculum**

- Testbed year (1998-1999) applications included:
  - Art History Classes
  - Studio Art Classes
  - independent research in the Library
  - Cultural History Classes
  - Technology Classes
  - Science Education
  - Schools of Education, developing K-12 curricula


**AMICO in Art History**



in depth study of one work



projection of images in classroom

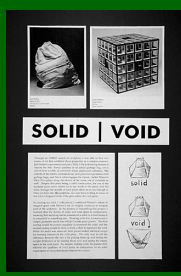


Student assignments to compare works

**AMICO in Art Studio**


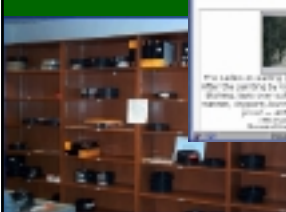
Assignment:

- Review the AMICO Library for works that explore the concepts of solid and void.
- Analyse these works of art as you prepare for the creation of your own.



**AMICO in the Library**

online review replaces slide carousels

## AMICO in Cultural History

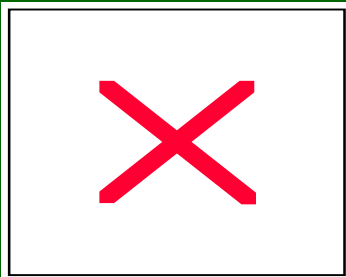
*Dürer's Large Passion*

used with

*Bach's St. Matthew Passion*

to provide context for

*Luther's Freedom of a Christian*



## AMICO in Technical Studies

- Computer Imaging
  - Review metadata accompanying AMICO images
  - Assess issues in image quality and fidelity
  - Identify criteria for creating accurate digital color reproductions of works of art
- School of Printing
  - Assess issues in faithful color reproduction from digital source

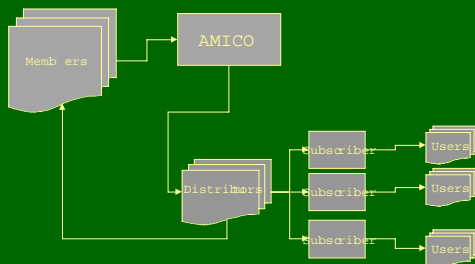
## Licensing: consistency, uniformity & stability

- Documentation and quality control
  - increasing consistency and depth all the time
- Delivery through a known service provider
  - in same environment as other services
- Uniform rights covering all educational uses
  - known terms without any risks
- Subscription-based fees with known costs
  - multi-year agreements available with stable fees

## Consistent data

- Searching across Collections
  - editorial quality control
  - shared authority files and indexing rules
- Data specification
  - separate display data from access data
  - field level guidelines for indexing dates, terms
- Multimedia delivery
  - common formats, structures, metadata and descriptions
- Cross-resource discovery
  - can integrate AMICO Library with other resources

## Integrated Delivery



## Uniform Rights

- Consistent terms and conditions for all works
  - common agreement for all members
  - common terms for all works, including modern
- Artists rights
  - ARS in North America, others elsewhere
- Distinct licenses for different user communities
  - two licensing options for universities
  - separate school, library and museum licenses

## Stable Costs

- Self supporting not-for-profit
  - not dependent on grant funding for core activities
  - long-term sustainability a key goal
- Access free at point of use
  - goal to encourage increased use
- All institutional participants have financial stake
  - no money returned to members
  - subscription fees support consortial activities
  - incentives for distributors and subscribers to develop tools and add value

## Building a Stakeholders' Community

- not-for-profit and educational focus
  - no commercial players
- consistent terms for all participants
  - common, transparent, formula-based agreements
- open multi-way communications
  - public technical, data, license terms
  - desire user feedback
- shared risks and benefits
  - members collaborate online
  - users share experiences

## Access to the AMICO Library

- Public access to Thumbnail Catalog on Web
  - promotes and explains the library
- Distributors for different markets
  - state-wide Distributor in Ohio (California, others under development)
  - seeking other Distributors to serve Primary and Secondary Schools and Public Libraries
- University access provided by Research Libraries Group (RLG)
  - subscriptions available to consortia

## Terms for Consortial Licenses

### As DISTRIBUTOR

- consortium receives AMICO Library free but must create delivery application and provide support
- consortium or members sign licenses
- consortial fee based on AMICO license for all its members at 50% discount

### As an RLG SUBSCRIBER

- access AMICO through Eureka under RLG service agreement with service fee from RLG
- consortium or its members sign licenses
- obtain 50% discount off AMICO/RLG combined fee

## Points to Remember

- AMICO is also a non-profit consortium
- All agreements are common and open
- The AMICO Library is growing annually
- License fees will not increase
- Educational rights are granted to all Users
- Users are not restricted by physical "site"
- Consortia may be distributors or subscribe through RLG
- Consortia will receive a 50% discount

## More info?

Art Museum Image Consortium  
<http://www.amico.org>

[info@amico.org](mailto:info@amico.org)

