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

ICOLC
October 1, 1999

Jennifer Trant
Executive Director
jtrant@amico.org

David Bearman
Director, Strategy & Research
dbear@amico.org

www.amico.org

AMICO

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
- Albright-Knox Art Gallery
- Art Institute of Chicago
- Asia Society
- Center for Creative Photography
- Cleveland Museum of Art
- Davis Museum and Cultural Center, Wellesley College
- The Detroit Institute of 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 Carriagem 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’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

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
- Executive Director
  - Jennifer Trant

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 ...
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 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 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 Art History

- Projection of images in classroom
- In depth study of one work
- Student assignments to compare works

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**

- **AMICO**

---

**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