

Istituto degli Innocenti

Regulations for the Reproductions of the Cultural Assets of the Istituto degli Innocenti

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Background

Founded in the 15th century with the aim of taking in abandoned children, the Istituto degli Innocenti still promotes the rights of childhood, adolescence and motherhood through educational and social services as well as study, research, documentation and cultural dissemination activities. The Istituto degli Innocenti is now a Public Sector Company providing care services pursuant to Tuscany Regional Law no. 43/2004.

Throughout its centuries-long, uninterrupted activity, the Institute has been an active witness to the social changes that have taken place in the condition of children. The Institute is a repository of a prestigious cultural and artistic heritage composed of works of art, documents and objects from its historical archive and the monumental complex that has housed this institution since its foundation. As part of its institutional activities, the Institute aims to protect, promote and popularise its artistic and cultural heritage, fostering its public enjoyment, widespread knowledge and study.

The Institute promotes the dissemination of its cultural heritage in compliance with the provisions of Legislative Decree no. 42 of 22 January 2004 (*Codice dei beni culturali e del paesaggio* - Code of Cultural Heritage and Landscape), pursuant to Article 10 of Law no. 137 of 6 July 2002 and these Regulations. In this respect, the Regulations are meant to facilitate implementation of the Code of Cultural Heritage and Landscape whereby the reproduction of cultural assets, depending on the purpose pursued by applicants, may have to be authorised by the Entity holding the assets and be subject to the payment of a fee set by the Entity itself (Art. 106 and subsequent of the Code of Cultural Heritage and Landscape). To this end, the Institute has also prepared a Table of Fees to complement these Regulations. The Table specifies the fees set by the Institute pursuant to the aforementioned provisions of the Code of Cultural Heritage and Landscape.

PART I. SCOPE OF APPLICATION

1. Object and scope

- 1.1 In compliance with the provisions of the Code of Cultural Heritage and Landscape, these Regulations govern the procedures for requesting, issuing and using reproductions of the Institute's works of art and reproductions of the internal and external areas of the Institute's monumental complex (hereinafter referred to as the “**Works**” or the “**Work**” in its singular form), in whatever form they are executed. These Regulations also specify the amount of the fees associated with the concession and use of reproductions.
- 1.2 These Regulations do not apply to concessions for the use of the Institute's premises and areas or to reproductions of documents in the historical archive, which are governed by specific regulations that can be consulted in the *Transparent Administration* section of the institutional website: www.istitutodeglinnocenti.it.

2. Reproductions - Application and fees

- 2.1 Reproduction means copying and/or replicating, in whole, in part or in modified form, a Work, whether visual or audiovisual, by any means and in any form whatsoever.
- 2.2 All reproductions of the Institute's Works, whether visual or audiovisual, are subject to the Institute's prior authorisation and, if required, to the payment of fees set by the Institute in accordance with Articles 106 and subsequent of the Code of Cultural Heritage and Landscape. The only exceptions are those cases expressly provided for in these Regulations.
- 2.3 The Institute assesses applications by setting any amounts to be paid by the applicants on the basis of the provisions of these Regulations and the attached Table of Fees. Requests referring to cases not expressly covered by these Regulations are dealt with by the Institute and, if necessary, will be subject to specific agreements to be reached with the applicants.
- 2.4 Reproductions may not be used for any purpose or in any manner harming the image of the Works or the Institute.

PART II. REPRODUCTIONS REQUESTED BY PUBLIC AND NON-PROFIT ENTITIES

3. Reproductions requested by public entities - Authorisation, guarantees, exemptions

- 3.1 All reproductions of the Works requested by public entities are subject to the Institute's prior authorisation. Public entities applying to reproduce the Works must submit their requests for authorisation using the forms available on the institutional website, according to the procedures defined in the following article 11 of these Regulations. Applicants have to provide all useful data and information to enable the Institute to make any appropriate assessment and calculate the amount of any reimbursement of expenses due.
- 3.2 Public entities are required to provide appropriate insurance guarantees in case the integrity of the Works is adversely affected by the activity that has been authorised.
- 3.3 Public entities have to reimburse the costs incurred by the Institute to supply or execute ex novo the reproductions that have been requested. Costs are calculated by the Institute at the time the authorisation is granted.
- 3.4 No fees will be charged for reproductions of Works requested by public entities for commercial or non-commercial purposes or to promote and popularise the cultural heritage, i.e., for activities fostering knowledge of the cultural heritage and ensuring the best conditions of use and public enjoyment of that heritage for everyone, in order to

promote the development of culture and its full accessibility.

3.5 No fees will also be charged for reproductions of Works requested by public entities for institutional purposes shared with the Institute that are already the object of specific agreements or memoranda of understanding between the parties, including those carried out during events/conferences hosted at the Institute, provided that they are limited to promotional and communication activities related to such specific initiatives.

4. Reproductions requested by non-profit organisations - Authorisation, guarantees, special terms/exemptions

4.1 All reproductions of the Works requested by non-profit organisations are subject to the Institute's prior authorisation. Non-profit organisations applying to reproduce the Works must submit their requests for authorisation using the forms available on the institutional website, according to the procedures defined in the following article 11 of these Regulations. Applicants have to provide all useful data and information to enable the Institute to make any appropriate assessment and calculate the amount of any reimbursement of expenses due.

4.2 Non-profit organisations are required to provide appropriate insurance guarantees in case the integrity of the Works is adversely affected by the activity that has been authorised.

4.3 Non-profit organisations have to reimburse the costs incurred by the Institute to supply or execute ex novo the reproductions that have been requested. Costs are calculated by the Institute at the time the authorisation is granted.

4.4 The Institute reserves the right to apply a 50% reduction to the amounts outlined in the Table of Fees or to request no payment from private non-profit organisations applying to reproduce Works, even for commercial purposes, if their institutional purpose is scientific research or teaching.

4.5 No fees will also be charged for reproductions of Works requested by non-profit organisations for purposes, including commercial purposes, that are already the object of specific agreements or memoranda of understanding between the parties, including those carried out during events/conferences hosted at the Institute, provided they are limited to promotional and communication activities related to such specific initiatives.

PART III. REPRODUCTIONS REQUESTED BY PRIVATE INDIVIDUALS FOR NON-COMMERCIAL PURPOSES

5. Reproductions executed by private individuals with their own means and for non-commercial purposes - Exemptions

5.1 Reproductions of the Works executed directly by private individuals for personal use or, with no commercial purpose, for purposes of study, research, promotion of knowledge of the cultural heritage, free expression of thought or creative expression, as well as, for the same purposes, the dissemination, by any means, of images of the Works legitimately acquired in such a way that they cannot be further reproduced for commercial purposes, are not subject to prior authorisation or payment of any fee.

5.2 In the above cases, reproductions are free of charge only if both of the following conditions are met:

- a. No use is to be made of tools involving direct contact with the Works (such as scanners) or that may endanger its physical integrity (such as tripods, stands, drones or light sources);
- b. Reproductions have to be executed autonomously and with private individuals' own means, on the days and at the times when the Institute is open to the public, without affecting public enjoyment of the Works in any way;

5.3 Even in those cases governed by this Article, reproductions may not be used for purposes or in ways harming the image of the Works or the Institute.

6. Reproductions executed by private individuals with their own means and for non-commercial purposes subject to authorisation - Guarantees and costs

6.1 Reproductions of the Works executed by private individuals for personal use or, with no commercial purpose, for purposes of study, research, free expression of thought or creative expression or promotion of knowledge of the cultural heritage, are subject to the Institute's prior authorisation if:

- a. they involve the use by applicants of flashes, tripods, drones or other tools entailing direct contact with the Works;
- b. their execution has to be carried out by applicants outside opening hours to the public and/or entails a significant occupation of the Institute's premises and areas, such as to affect the public's enjoyment of the Works themselves.

Private individuals applying to reproduce the Works must also submit their requests for authorisation using the forms available on the institutional website according to the procedures defined in the following article 11 of these Regulations. Applicants have to provide all useful data and information to enable the Institute to make any appropriate assessment and calculate the amount of the guarantee and any charge or fee that might be due.

6.2 Applicants may be required to provide appropriate insurance guarantees in favour of the Institute if the use of the equipment necessary for reproductions entails a risk to the integrity of the Work.

6.3 Applicants are required to pay space concession fees as indicated in the Table of Fees if the use of the reproduction equipment involves the temporary occupation of the Institute's premises and areas.

6.4 In addition to any insurance guarantee and the space concession fees, authorisations are, in any case, conditional on the reimbursement of any expense incurred by the Institute and related to granting the authorisation itself (e.g., expenses for extended opening hours, surveillance costs, etc.).

7. Reproductions supplied or executed ex novo by the Institute at the request of private individuals for non-commercial purposes

7.1 If private individuals wish to execute reproductions of Works for personal use or, with no commercial purposes, for purposes of study, research, free expression of thought, creative expression or promotion of knowledge of the cultural heritage, they may ask the Institute to provide the reproductions unless they intend to acquire them independently and with their own means.

7.2 If the reproductions that applicants are interested in are already in the Institute's archives and/or databases, their delivery shall be subject to the payment of the amounts set out in the Table of Fees as reimbursement for expenses incurred to search for and make the reproductions available.

7.3 If the reproductions that applicants are interested in are not in the Institute's archives and/or databases, and, therefore, have to be executed ex novo by the Institute, their delivery shall be subject to the payment of the amounts set out in the Table of Fees, as reimbursement for expenses incurred to execute the reproductions. In these cases, and if it is deemed necessary to temporarily prevent public access to the Institute's premises and areas in order to execute the reproductions, applicants shall also be required to pay the space concession fees outlined in the Table of Fees.

- 7.4 The formats and characteristics of the reproductions that the Institute supplies or executes ex novo at the request of interested parties are exclusively those resulting from the Table of Fees. Any different request will be assessed at the Institute's discretion, also on the basis of the principles of economy and efficiency.

PART IV. REPRODUCTIONS REQUESTED BY PUBLIC AND PRIVATE ENTITIES FOR COMMERCIAL PURPOSES

8. Reproductions for commercial purposes - Authorisations and fees

- 8.1 All reproductions requested by public or private entities for commercial purposes are subject to the Institute's prior authorisation and full payment of the fees due, except for cases of exemption or special terms governed by Part II of the Regulations. Public or private applicants must submit their requests for authorisation using the forms available on the institutional website in accordance with the procedures set out in Article 11 of these Regulations. Applicants have to provide all useful data and information to enable the Institute to make any appropriate assessment.
- 8.2 All requests to reproduce Works for commercial purposes are, in any case, subject to prior verification of the compatibility of the purpose for which reproductions are requested with the historical and artistic character of the Works, as well as with the statutory principles and the Institute's historical and cultural identity.
- 8.3 The fees due for reproductions executed or requested for commercial purposes are set out in the Table of Fees.
- 8.4 The fees due to execute or deliver reproductions for purposes not provided for in the Table of Fees shall be communicated by the Institute at the request of the person concerned. In this case, the terms of use of the reproductions and the conditions of authorisation may be further specified by the Institute which could also choose to reach special agreements with applicants.
- 8.5 Subject to the prior agreement by the Board of Directors, the Institute reserves the right to totally or partially exempt from the payment of the reproduction fees due if there are potential financial benefits for the Institute itself thanks to the wider national and international circulation and dissemination of reproductions of the Works.
- 8.6 The Institute reserves the right to grant authorisations following payment of amounts higher than those set out in the Table of Fees, subject to the prior agreement by the Board of Directors, in relation to the specific nature of individual requests (e.g., designing advertising campaigns for applicants' exclusive benefit).

9. Reproductions executed by applicants with their own means for commercial purposes - Guarantees and reimbursements

- 9.1 Applicants are obliged to provide appropriate insurance guarantees in favour of the Institute if they intend to acquire reproductions with means that may entail a risk to the integrity of the Works (such as tripods, drones or stands). Applicants are required to pay space concession fees as set out in the Table of Fees attached to these Regulations if reproductions have to be executed by the applicants outside opening hours to the public and/or entail a significant occupation of the Institute's premises and areas that would affect its enjoyment by the public.
- 9.2 In addition to any insurance guarantee and the space concession fees, authorisations are, in any case, conditional on the reimbursement of any expense incurred by the Institute and related to granting the authorisation (e.g., expenses for extended opening hours and/or

surveillance costs).

10. Reproductions supplied or executed ex novo by the Institute for commercial purposes

10.1 If the reproductions that applicants are interested in are already in the Institute's archives and/or databases, their delivery shall be subject to the payment of the amounts set out in the Table of Fees.

10.2 If the reproduction that applicants are interested in are not in the Institute's archives and/or databases, and, therefore, have to be executed ex novo by the Institute, their delivery shall be subject to the payment of the amounts set out in the Table of Fees. In such cases, and if it is deemed necessary to temporarily prevent public access to the Institute's premises and areas in order to execute the reproductions, applicants shall also be required to pay the space concession fees outlined in the Table of Fees attached to these Regulations.

PART V. PROVISIONS APPLICABLE TO ALL REQUESTS FOR REPRODUCTIONS

11. How to send requests for authorisation

11.1 In the case of reproductions subject to authorisation, requests must be sent to the Institute by e-mail or hand-delivered in the manner indicated in the requests, using the forms available on the institutional website www.istitutodeglinnocenti.it/it/servizi/museo-degli-innocenti.

11.2 Request forms must be duly filled out in all their parts and must indicate means, times and methods to execute the reproductions, their purposes and characteristics, the quantities that are to be executed and, perhaps, to be placed on the market, the forms of distribution, as well as any other information that may be useful to enable the Institute to assess requests properly.

11.3 If requested by the Institute, requests will have to be accompanied by a specimen of the publication and/or a prototype of the product or printed document to be produced.

11.4 By submitting their requests for authorisation, applicants accept the provisions of these Regulations and undertake to comply with them.

11.5 Requests must be submitted at least 30 days before the date on which the reproduction right is to be exercised.

12. Consideration of applications and criteria to issue authorisations

12.1 All requests relating to reproductions of the Works are assessed at the Institute's discretion taking into account the need to protect the physical integrity and image of the Works, the purpose for which an authorisation is requested, the activity that applicants intend to carry out, the impact that such activity may have on the public enjoyment of the Works, as well as any financial benefits or improvement that may derive from such activity for applicants and/or the Institute. Therefore, taking into account the specific nature of individual requests, the Institute reserves the right to grant authorisations conditional on the payment of amounts other than those indicated in the Table of Fees, or not to grant authorisation for reproduction.

12.2 Under no circumstances shall the Institute assign the rights to use reproductions of the Works for an unlimited period of time. If a request expressly provides for extended or repeated periods of time to exercise these rights, the Institute reserves the right to perform a discretionary assessment on a case-by-case basis.

12.3 In order to use images of Works that are particularly representative of the Institute, i.e.,

Andrea della Robbia's *Cherubs*, Domenico Ghirlandaio's *Adoration of the Magi*, Brunelleschi's *Loggiato* overlooking Piazza della Santissima Annunziata, the *Historical Archive* and the *Men's Courtyard*, the Institute reserves the right to calculate at its own discretion the amount due for reproductions, of whatever nature and for whatever purpose.

- 12.4 Requests are processed by the Institute within 30 days of their receipt. In the event of a request for additional or missing documentation and/or information by the competent office, the deadline is suspended on the date of the request for such additional and/or missing documentation and/or information, and is resumed from the date of receipt of the documentation and/or information that has been requested.
- 12.5 In the case of reproductions to be executed ex novo either by the Institute or the applicants with their own means, the date of execution of the reproductions must be agreed in advance. In order to ensure the functionality of the institutional services, the Institute reserves the right to define the most appropriate schedule for the reproduction activities that have been requested or executed by the applicants. Dates and time availability are communicated by the Institute when the requests are processed.
- 12.6 In order to issue its authorisations, the Institute reserves the right to request a specimen of the reproduction prior to its distribution to the public. The need to provide a specimen in advance will be communicated to applicants at the same time as the application is processed.

13. Effects of granting authorisation for reproductions

- 13.1 Authorisations only become effective upon full payment of the fees set out in the Table of Fees and/or communicated by the Institute following receipt of applications. In no case, however, do authorisations to execute reproductions imply in any way the transfer by the Institute of any right over the Works to applicants.
- 13.2 Authorisations granted by the Institute are non-transferable, on a non-exclusive basis and are issued to applicants for one time only. They are also subject to verification to ensure that all requirements have been met and are in line with the purposes, the methods and timing specifically indicated in the requests.
- 13.3 All authorised reproductions that have been provided or executed ex novo by the Institute, in any format and on any medium, may only be used by applicants and only for the purpose for which the requests were made. Reproductions may be resized, but may not be reworked, modified, duplicated, further reproduced or used for purposes other than those stated at the time of the request for authorisation without the Institute's prior authorisation. For any use of the reproductions other than, or subsequent to, those indicated in the initial request, a special request for authorisation must be submitted in advance.
- 13.4 Under no circumstances, not even after authorisation has been granted, may reproductions be used for purposes or in ways that could harm the image of the Works or the Institute.

14. Caption to be included in the reproductions

- 14.1 Unless otherwise stated in the authorisations or otherwise agreed between the parties, each copy of the reproductions must show the title and author of the original work and the following wording: "*Courtesy of Istituto degli Innocenti. No further reproduction or duplication is allowed*".
- 14.2 If images downloaded from digital archives or websites and channels pertaining to the Istituto degli Innocenti and the Innocenti Museum are used, the caption must also include

the URL of the resource that has been used.

15. Obligation to provide copies of reproductions

- 15.1 Unless otherwise agreed between the parties, at least one copy of the reproduction executed by applicants with the Institute's authorisation and at least two full specimens of the documents, texts or media that they contain must be delivered to the Institute.
- 15.2 Copies supplied to the Institute may be kept in the Institute's archives and used for the Institute's institutional purposes, including through the transfer, rental and publication of such copies on the websites and channels pertaining to the Istituto degli Innocenti and the Innocenti Museum.

16. Payments

- 16.1 Payments must be made in advance and electronically through the Iris PagoPA platform of the Region of Tuscany, in accordance with the procedures described in the authorisation request forms. These procedures are also outlined in the Institute's replies to request forms.

17. Copyrights and protection of third-party personal data

- 17.1 Authorisations granted by the Institute and the relevant fees charged do not imply that any third-party right that may exist on the Works and/or reproductions requested or executed by the applicant has been granted.
- 17.2 In the case of Works held at the Institute for temporary exhibitions, copyrighted Works and/or Works belonging to entities other than the Institute, authorisations for reproductions are subject to the consent of the right holders and settlement of any claims with them. The Institute is responsible for communicating this circumstance to applicants when processing their applications. The Institute is also responsible for notifying the existence of any further constraints involving the Works that have been requested.
- 17.3 The use and dissemination of reproductions of whatever nature must be carried out in compliance with current legislation on image rights and the protection of personal data, paying particular attention to the involvement of minors and, more generally, the protection of their rights. Therefore, if the reproductions of the Works contain portrayals of third parties or in any case personal data of third parties (for example, faces of service users or visitors to the Institute filmed when photographs or videos are taken), it will be applicants' sole responsibility to obtain the necessary consent from the interested parties before using the reproductions, even if authorised by the Institute.

18. Liability for damages

- 18.1 The Institute is exempt from any liability for damages to the Works, things and/or persons caused by, resulting from or in any way connected with the acquisition and use of reproductions executed by applicants.
- 18.2 The Institute is also exempt from liability for any infringement of third-party rights on the Works and/or reproductions requested or executed by applicants, including any infringement of copyright, image rights and recognised personal data rights. In this respect, applicants assume all and any liability for any proven damage to personal assets or damage not involving personal assets.
- 18.3 Applicants have to provide appropriate insurance guarantees in favour of the Institute if they intend to execute reproductions with their own means and/or with tools that may entail a risk for the integrity of the Works (such as tripods, drones or stands) or the structure. The sum assured will be defined and stated in relation to the premises, areas and

equipment used.

18.4 The Institute reserves the right to take action against applicants and responsible parties for any damage suffered as a result of applicants' activities.

19. Breach of authorisation conditions

19.1 The Institute may suspend or revoke the authorisations it has granted at any time for violation of the provisions of these Regulations, violation of the specific conditions of authorisation accepted by applicants, and if false information or omissions are discovered in applicants' statements at the time of applying for authorisation.

19.2 In such cases, the Institute will notify applicants of the immediate suspension or revocation of the authorisations and will have the right to take legal action in the competent courts to protect its rights and claim compensation for the damages suffered.

REPRODUCTION OF THE CULTURAL ASSETS OF THE ISTITUTO DEGLI INNOCENTI

TABLE OF FEES

Reproductions of the cultural assets of the Istituto degli Innocenti are subject to payment of the minimum amounts set out in this Table of Fees.

Concession fees, reimbursement of expenses and amounts due listed in this Table of Fees are set by the Board of Directors of the Istituto degli Innocenti, taking into account the need to protect the physical integrity and image of the Works, the purpose for which authorisations are requested, the activity that applicants intend to carry out, the impact that this activity may have on the public enjoyment of the Works, as well as any financial or other benefit that may derive from this activity for applicants and/or the Institute.

Cases not expressly regulated in this Table of Fees will be the subject of specific examinations and agreements. In any case, the Institute reserves the right to modify the amounts due according to the specificities of the individual requests and the Works to be reproduced.

REIMBURSEMENT OF EXPENSES FOR REPRODUCTIONS EXECUTED BY PRIVATE INDIVIDUALS WITH THEIR OWN MEANS FOR NON-COMMERCIAL PURPOSES (Art. 6, Regulations)			
Occupancy charges for Institute's premises and areas in the case of photographic and/or audiovisual reproductions executed by applicants during the Institute's opening hours	Innocenti Museum - Gallery of Frescoes - Women's Courtyard - Salone Brunelleschi - Temporary exhibition areas (Salone Borghini and Salone delle Compagnie)	For occupancy up to 3 hours	€ 500,00
		For occupancy up to 6 hours	€ 1,000,00
		For daily occupancy over 6 hours	€ 1,500,00
	Other Institute's premises and areas (except Brunelleschi's Loggiato, Men's Courtyard and Historical Archive)	For occupancy up to 3 hours	€ 350,00
		For occupancy up to 6 hours	€ 700,00
		For daily occupancy over 6 Hours	€ 1,100,00

Any cost for surveillance or out-of-hour opening of the Institute will be added to the above fees, according to the charges applied by the concessionaire in charge of the surveillance and reception activities.			
Applicants may be required to pay a deposit or provide an appropriate guarantee (insurance or surety). The amounts required for the guarantee will be calculated and communicated to applicants based on how they acquired the reproductions and damages that may result.			
REIMBURSEMENT OF EXPENSES FOR REPRODUCTIONS PROVIDED OR EXECUTED EX NOVO BY THE INSTITUTE REQUESTED BY PRIVATE INDIVIDUALS FOR NON-COMMERCIAL PURPOSES (Art. 7, Regulations)			
Delivery of photographic and/or audiovisual reproductions already in the Institute's archives/databanks	B/W reproductions	€ 8.00 each	
	Colour reproductions	€ 10.00 each	
	High-resolution digital image, tiff or jpg format	€ 20.00 each	
	Audiovisual filming	to be calculated based on duration and characteristics	
Photographic reproductions executed ex novo by the Institute upon request	B/W reproductions	€ 10.50 each	
	Colour reproductions	€ 13.00 each	
	High-resolution digital image, tiff or jpg format	€ 26.00 each	
Occupancy charges for the Institute's premises and areas in the case of photographic reproductions supplied or executed ex novo by the Institute	Innocenti Museum - Gallery of Frescoes - Women's Courtyard - Salone Brunelleschi - Temporary exhibition areas (Salone Borghini and Salone delle Compagnie)	For occupancy up to 3 hours	€ 500,00
		For occupancy up to 6 hours	€ 1,000,00
		For daily occupancy over 6 hours	€ 1,500,00
	Other Institute's premises and areas (except Loggiato Brunelleschiano, Cortile degli Uomini and Historical Archive)	For occupancy up to 3 hours	€ 350,00
		For occupancy up to 6 hours	€ 700,00
		For daily occupancy over 6 hours	€ 1,100,00

Any **cost for surveillance or out-of-hour opening** of the Institute will be added to the above fees, according to the charges applied by the concessionaire in charge of the surveillance and reception activities.

FEES FOR REPRODUCTIONS EXECUTED BY APPLICANTS WITH THEIR OWN MEANS FOR COMMERCIAL PURPOSES (Art. 9, Regulations)			
Reproductions in digital format for printed and digital publications	Publications with an agreed circulation or download (in the case of Ebooks) of up to 2,000 copies with cover price of less than € 70.00	€ 70.00 for each image used	
	Publications with an agreed circulation or download (in the case of Ebooks) between 2,000 and 4.000 copies	€ 100.00 for each image used, irrespective of cover price	
	Publications with an agreed circulation or download (in the case of Ebooks) of more than 4,000 copies	€ 150.00 for each image used, irrespective of cover price	
	For reproductions used on covers, posters, flyers, bills or in various online publications other than the Ebook format	€ 200.00 for each image used and for each medium, irrespective of sale price	
Reproductions in high-resolution digital format (tiff or Jpg) for promotions and advertising, including use of reproductions on commercial goods or products of any kind (e.g., merchandising)	Fixed fee for each individual reproduction	€ 200 (fixed fee) + 15% royalties set on the basis of the expected retail price for each individual product showing reproductions of the assets and works and according to the quantities to be produced. Concessions are governed by specific agreements	
Reproductions for audiovisual products	Use of individual digital images for advertisements without overlapping commercial references on cultural heritage	€ 1,500.00 for national dissemination	
		€ 2,000.00 for web and/or world-wide dissemination, valid for two years unless otherwise specified	
	Worldwide dissemination of videos for commercial promotions and virtual tours	€ 3,000.00	
Occupancy charges for the Institute's premises and areas	Innocenti Museum - Women's Courtyard - Gallery of	For occupancy up to 3 hours	€ 500.00

for photographic and/or audiovisual reproductions executed by applicants during the Institute's opening hours to the public	Frescoes - Exhibition areas - Salone Brunelleschi	For occupancy up to 6 hours	€ 1,000,00
		For daily occupancy (over 6 hours)	€ 1,500.00
	Other Institute's premises and areas (except Brunelleschi's Loggiato, Men's Courtyard and the Historical Archive)	For occupancy up to 3 hours	€ 350.00
		For occupancy up to 6 hours	€ 700.00
		For daily occupancy (over 6 hours)	€ 1,100.00
	Any cost for surveillance or out-of-hour opening of the Institute will be added to the above fees, according to the charges applied by the concessionaire in charge of the surveillance and reception activities.		
Applicants may be required to pay a deposit or provide an appropriate guarantee (insurance or surety). The amounts required for the guarantee will be calculated and communicated to applicants based on how they acquired the reproductions and damages that may result.			

FEES FOR REPRODUCTIONS SUPPLIED OR EXECUTED EX NOVO BY THE INSTITUTE FOR COMMERCIAL PURPOSES (Art. 10, Regulations)		
Delivery of high-resolution digital reproductions (tiff or Jpg) already in the Institute's archives/databases for printed and digital publications (10.1)	Publications with a circulation or permitted download (in the case of Ebooks) of up to 2,000 copies with cover price of less than € 70.00	€ 100.00 for each image used
	Publications with a circulation or permitted download (in the case of Ebooks) between 2,000 and 4.000 copies	€ 150.00 for each image used, irrespective of cover price
	Publications with a circulation or permitted download (in the case of Ebooks) of more than 4,000 copies	€ 200.00 for each image used, irrespective of cover price
	Reproductions used on covers, posters, flyers, bills or in various online publications other than the Ebook format	€ 300.00 for each image used and for each medium, irrespective of sale price
Reproductions executed ex novo by the Institute on request for printed and digital publications (10.2)	Publications with a circulation or permitted download (in the case of Ebooks) of up to 2,000 copies with cover price less than € 70.00	€ 200.00 for each image used
	Publications with a circulation or permitted download (in the case of Ebooks) between 2,000 and 4.000 copies	€ 300.00 for each image used, irrespective of cover price
	Publications with a circulation or permitted download (in the case of Ebooks) of more than 4,000 copies	€ 400.00 for each image used, irrespective of cover price
	Reproductions used on covers, posters, flyers, bills or in various online publications other than the Ebook format	€ 600.00 for each image used and for each medium, irrespective of sale price
Reproductions in high resolution digital format (tiff or Jpg) for promotions and advertising, including use of reproductions on commercial goods or products of any kind	Fixed fee for each individual reproduction	€ 200 (fixed fee) + 15% royalties set on the basis of the expected retail price for each individual product showing reproductions of the works and according to the quantities to be produced

(e.g., merchandising)		The concession is governed by specific agreements	
Reproductions of audiovisual products already present in the Institute's archives/data banks	Use of individual digital images for advertisements without overlapping commercial references on cultural heritage	€ 1,500.00 for national dissemination	
	Use of worldwide videos for commercial promotions and virtual tours	€ 2,000.00 for web and/or worldwide distribution, valid for two years unless otherwise specified	
Occupancy charges for the Institute's premises and areas for photographic reproductions supplied or executed ex novo during the Institute's opening hours to the public	Innocenti Museum - Gallery of Frescoes - Women's Courtyard - Salone Brunelleschi - Temporary exhibition areas (Salone Borghini and Salone delle Compagnie)	For occupancy up to 3 hours	€ 500.00
		For occupancy up to 6 hours	€ 1,000.00
		For daily occupancy (over 6 hours)	€ 1,500.00
	Other Institute's premises and areas (except Brunelleschi's Loggiato, Men's Courtyard and Historical Archive)	For occupancy up to 3 hours	€ 350.00
		For occupancy up to 6 hours	€ 700.00
		For daily	

		occupancy (over 6 hours)	€ 1,100.00
Any cost for surveillance or out-of-hour opening of the Institute will be added to the above fees, according to the charges applied by the concessionaire in charge of the surveillance and reception activities.			

Applicants may be required to pay a deposit or provide an appropriate guarantee (insurance or surety). The amounts required for the guarantee will be calculated and communicated to applicants based on how they acquired the reproductions and damages that may result.

The Istituto degli Innocenti reserves the right to calculate at its own discretion the amount of the concession fee to be applied to reproductions of any kind of the following Works as they are particularly representative of the Institute:

- ***Cherubs* by Andrea della Robbia**
- ***Adoration of the Magi* by Domenico Ghirlandaio**
- ***Brunelleschi's Loggiato* overlooking the Piazza della Santissima Annunziata**
- ***Historical Archive***
- ***Men's Courtyard.***

Fees and charges set out in this Table of fees do not include VAT.