

Photo and Video Policy

The Grand Rapids Art Museum is a community treasure and a popular place for photographers. Personal use photography is encouraged at the Museum, and it must be conducted without disruption to Museum operations or visitors and with the care of the art collection in mind.

Personal Use Photography

Personal photography is generally allowed in the galleries. Photography in galleries with special exhibitions may be restricted and will be noted as such. Guests may use cell phones, handheld cameras, and video cameras that are set to take non-flash photos. Flash photography is prohibited without special permission. Use of tripods and selfie sticks are not permitted.

Outdoor photo shoots on the Museum grounds can take place at any time and do not require an escort.

Photo/Video Shoots

News Media

Members of the media must be escorted by a member of the Communications Department at all times or have permission from that office to shoot independently. Call to schedule your visit to ensure a staff member is available. Unscheduled photo shoots that cannot be staffed may be declined.

Please contact:
GRAM Communications Department
pr@artmuseumgr.org
616.831.2917

Commercial Shoots

Photo shoots for commercial purposes (advertising, music videos, training videos, student projects, senior portraits, family portraits, weddings, professional headshots, etc.) must be approved and scheduled in advance with the Operations Department. A fee may be charged for use of facilities and staff time.

Please contact:
GRAM Operations Department
operations@artmuseumgr.org
616.242.5037

Rights and Reproductions

Photography is permitted for private use only. Photographs featuring any artwork on display may not be published, sold, or otherwise distributed for commercial purposes. Visitors may post images from their visit on personal social media channels, as long as they are not used for profit.

Requests for images of objects in the collection for commercial publishing should be made to the Museum's Registrar.

Please contact:
GRAM Registrar Office
registrar@artmuseumgr.org
616.242.5020

The Museum may photograph or videotape visitors for educational and promotional purposes. Attendance on Museum property is implied consent for the use of visitors' likenesses for marketing purposes.

GRAM reserves the right to withhold or withdraw permission to photograph on the premises. GRAM staff have the authority to approach and verify the intent of photography, and to enforce the GRAM Photography Policy.

May 2023