AMICO
The Art Museum Image Consortium
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AMICO
• enabling educational access to museum multimedia documentation
• not-for-profit
• governed by its members

AMICO Members
• currently 23 of the largest art museums in North America
• self-funded 6 month planning process
• founded in Fall 1997
• membership open to any institutions with collections of art internationally

Founding Members
• 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
• Fine Arts Museums of San Francisco
• George Eastman House
• J. Paul Getty Museum
• Los Angeles County Museum of Art
• The Metropolitan Museum of Art
• Minneapolis Institute of Arts
• Museum of Contemporary Art
• Montreal Museum of Fine Arts
• Musée d'art contemporain de Montréal
• Museum of Fine Arts, Boston
• Canadian National Gallery
• National Museum of American Art
• Philadelphia Museum of Art
• San Francisco Museum of Modern Art
• San Jose Museum of Art
• Walker Art Center

Why a Museum Collective?
• improved service to users
• enhances local documentation practices
• efficient distribution systems
• economies of scale
• reflects members' educational mission

The AMICO Library
• high quality images
• detailed cataloguing texts
• contextual text, image and multimedia
• metadata about all digital documents
• drawn from internal museum documentation
• historically not publicly distributed
Role of AMICO
- collates documentation of individual works
- enhances the library through standardization and indexing
- delivers the library to non-for-profit distributors

Fees and Distribution
Independent of License
- reasonable fees on a sliding scale based on number and type of user
- cost-recovery only for AMICO's role; no income returned to members
- non-profit distributors offer distinct products to different user groups
  - Universities
  - K-12
  - Public Libraries

What makes Educational Licenses Different?
- museums and educators share common interests and goals
- broader range of uses can be enabled in an educational environment
- extend rather than threaten “Fair Use”

Licenses Offered by AMICO
- universities in 1998 testbed
- museums in 1998 testbed
- public libraries in 1999
- K-12 in 1999
- terms reflect agreement between content holders and users

Role of Licensing in Education
- clearer environment for users
- perceived as “safer” by AMICO members
- more materials is available
- terms and conditions tailored to specific needs
- make possible uses that otherwise are problematic

AMICO Members License Works
- many works in members’ collections created by living artists; many layers of rights
- members negotiate with rights holders to include works in AMICO Library
- licensed distribution enables inclusion
- collaboration with creative community essential