



Ministry for cultural heritage and activities and tourism

REGULATIONS FOR THE USE OF IMAGES OF ITEMS ENTRUSTED TO THE UFFIZI GALLERIES FOR THE CREATION AND DISSEMINATION ON ONLINE PLATFORMS OF WEBINARS AND VIRTUAL TOURS.

PREMISE

Measures to manage the current COVID-19 health emergency, which have included limiting the opening to the public of museums and other cultural institutions and required a rethinking of museum activities and the operating methods with which they can provide support to the community via the fruition and enhancement of the cultural heritage of the individual institutes, the Uffizi Galleries have decided, given the continuing state of emergency, to allow those applying for permission to make online webinars/tours to do so, in accordance with methods fully regulated below, where the subject of these is assets held at the Uffizi Galleries.

Art. 1

MAKING WEBINARS

1.1. Application procedure

Applications must be submitted at least ten days before the planned webinar date, in order to allow time for the necessary administrative processes to be completed. Applications must comprise webinar title, date/s and participant numbers for each webinar, subdivided into 100 participant brackets.

Participant is taken to mean individual electronic devices connected up to the webinar for the exclusively private purposes of the initiative authorised. All other sharing/dissemination/transmission forms are forbidden.

On completion of each webinar, applicants must notify the institution's Department of Promotion and Financial Strategy formally at ga-uff.valorizzazione@beniculturali.it of the actual number of participants, under their own responsibility.

1.2. Webinar contents

Webinars can be made by qualified staff for fixed participant numbers via the exclusive use of images of art works decontextualised from their exhibition settings without users being provided with a special visit experience taking the form of a virtual *in situ* visit.

Conversely, for those interested and at specific request, a virtual 360° tour of the new Uffizi rooms focusing on sixteenth century Venetian painting, available online on the institute's official site from www.uffizi.it/mostre-virtuali/uffizi-virtual-tour, is possible.

For celebrations of the seventh centenary of the death of Dante Alighieri in 2021, the exclusive use of images in 'Ipervisione A riveder le stelle' is also permitted on request, a virtual exhibition of Federico Zuccari's Divine Comedy illustrations, available at the following address: www.uffizi.it/mostre-virtuali-categorie/a-riveder-le-stelle.

The contents of the webinars concerned must not damage the decorum and integrity of the Uffizi Galleries' cultural heritage in any way whatsoever.

These webinars must:

- not be simply promotional initiatives nor refer, even indirectly, to the sale of products and services of any



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sort or other commercial/promotional initiatives of any sort whatsoever;

- not be publicised or disseminated via specific press releases or material bearing the *Le Gallerie degli Uffizi* registered trade mark;
- bear the wording “on concession by the Ministry for cultural heritage and activities and tourism - the Uffizi Galleries” and expressly warn users that any further reproduction or dissemination by any means or channel whatsoever is banned.

1.3. Authorisation

In the event of an application being accepted, the manager of the Uffizi Galleries will issue a specific authorisation.

Authorisations are to be considered non-exclusive and both inalienable and non-transferable. Authorisation is in no way to be considered as comprising any waivers regarding third party rights, if applicable, to the images used in the webinar.

1.4. Webinar dissemination methods

Webinars must in no way be considered, or disseminated, as products made in conjunction with the Uffizi Galleries nor comprise the official *Le Gallerie degli Uffizi* trade mark. Furthermore, these can be transmitted and/or disseminated solely on the date and time and/or period expressly cited in the above mentioned authorisation.

1.5. Fees for webinar creation

1.5.1. Where these are made by authorised guides:

- €15 per webinar up to a maximum of 100 participants;
 - €100 as a monthly package cost for multiple webinars, each with a maximum of 100 participants.
- Where more than 100 participants are involved an additional €15 will be payable.

1.5.2. Where these are made by tour operators/agencies:

- €50 per webinar up to a maximum of 100 participants;
 - €500 as a monthly package cost for multiple webinars, each with a maximum of 100 participants.
- Where more than 100 participants are involved an additional €50 will be payable.

It should be noted that any decision not to make authorised webinar/s should be communicated in writing to ga-uff.valorizzazione@beniculturali.it at least three days in advance of the date/s given on application. In the absence of this, the fee cited will, in any case, be payable.

It is understood that any request other than the types referred to above will be subject to specific assessment by the Gallerie degli Uffizi management.



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Art. 2 VIRTUAL TOUR CREATION

Live or pre-recorded virtual tours require specific applications, complete with all useful information, to be sent to the institution's Department of Promotion and Financial Strategy at ga-uff.valorizzazione@beniculturali.it in order to enable the Uffizi's management to assess the trajectory to be taken by the initiative.



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