A M I C O

www.amico.org

providing educators access to museum documentation

CAA/ NINCH Intellectual Property Meeting

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What is AMICO?

- **independent, not-for-profit consortium of institutions with collections of art**
- **mission: enable educational use of museum multimedia documentation**

Why AMICO?

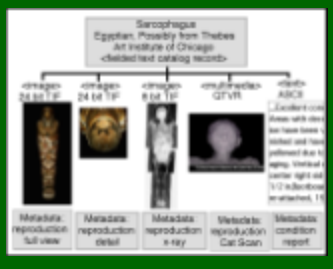
- **encourage broad use of museum collections**
- **provide persistent, authoritative rich information**
- **create common library for consistency and ease of use**
- **administer educational licenses efficiently**
- **facilitate interchange of experience and ideas**
- **build links among museum and user communities**
- **adapt and enhance communication about art collections using new media**

AMICO's Challenges

- **Content**
  - What are we going to distribute?
- **Documentation**
  - How will it be described?
- **Technology**
  - How do we digitize, and provide access to it?
- **Intellectual Property**
  - Do we have the rights or can we get them?
- **Economics**
  - Can we pay for it?
- **Community Building**
  - Why would we collaborate?
  - Who wants it, and what will they do with it?

Shared by all creators of information resources

AMICO Works



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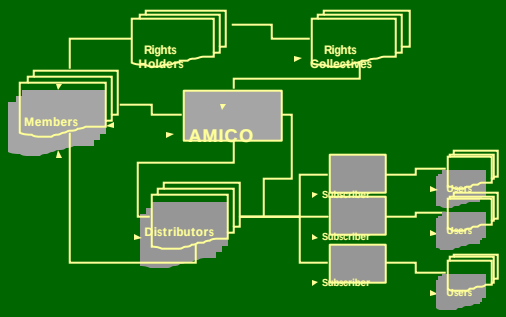
Works in the AMICO Library may be text, image or multimedia.

The Rights Chain ...



AMICO

Subscribers

- **educational institutions**
  - annual subscription fee for unlimited access to growing resource
- **over 1,000,000 students at 140+ schools in North America**
- **over 1.4 million at 192 universities in the UK**
- **K-12 Testbed underway**

Users

- **integrate image content throughout teaching and research**
- **use it in local and networked systems**
- **need help imagining how to use new resources and support in adapting to them**

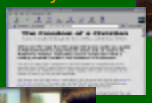
•institutional license specifies users and uses

AMICO Users

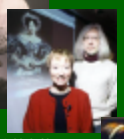
Art History
in depth study

Art Studio
compare and analyze

Cultural History



Library
online review



classroom projection

student assignments

Technical Studies
printing and imaging

Issues: Intellectual Property

- **consistent terms and conditions**
  - common agreements, no special terms
- **distinct licenses for user communities**
  - primary school uses different from university
- **artists rights negotiated**
  - agreements with Artists Rights Society (ARS)
- **protection**
  - technological vs social and legal mechanisms

- **practical solutions to shared problems that enable us to move forward**

More info?

Art Museum Image Consortium

www.amico.org

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