



## Contract for photography services

Representative of Public Art Norway:

Photographer:

No. of artworks:

In building/facility/room:

Total contract price:

Delivery deadline:

Photo credit:

No. of photographs:

The photographs covered by this contract shall be used in connection with Public Art Norway's own public relations work. These uses will include usage on Public Art Norway's website; in press releases; in publications; in catalogues; in Digitalt Museum; in advertisements; and in social media posts clearly originated by Public Art Norway. The photographs shall also be used to document and identify the artwork. For more detailed specifications applicable to documentation and public relations photographs respectively, please refer to the attachment to this contract.

The photographs covered by this contract will also be used as press images. In all cases, the photographer must be credited. Other commercial usage is not covered by this contract and must be agreed separately with the Norwegian Visual Artists Copyright Society (BONO) and the photographer.

Any third party without the specific agreement of the photographer shall not use the photographs.

The photographer shall deliver a broad selection of high quality photographs for each individual art project.

The photographs shall be taken with professional photographic equipment and shall be delivered in high resolution JPG and TIF formats.

The photographs shall be delivered in a single ZIP file containing folders structured as follows: project folder (name of building), artist's name (first name and surname)/imagefile.jpg, and shall be delivered via Dropbox, Yousendit or an equivalent service. The image files must be meta tagged with the name of the photographer.

The photographs shall be in colour and fully post-processed, in two versions, for print and web (RGB and sRGB).

The photographs shall be delivered in formats suited to all media outlets used by Public Art Norway. Please refer to the attachment for further information. Public Art Norway reserves the right to edit (resize, crop, colour adjust etc.) the images according to its own requirements, such that the images may be adapted to fit Public Art Norway's graphic profile and public relations channels.

The contractual work shall be completed in consideration of the total contract price, which shall include all costs incurred in connection with the work. Any travel or accommodation expenses

must be agreed in advance and will only be covered if supporting documentation is provided.

Payment will be made in two instalments. The first instalment will be paid on signature of the contract, and the second instalment will be paid when the work has been completed and the photographs delivered to Public Art Norway.

Defective delivery may result in termination of the contract.

Date	Signature on behalf of Public Art Norway	Signature of photographer
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## Attachment to contract for photography services:

### Documentation photographs

- These photographs shall show the artwork in its surrounding environment/space (general views of the artwork).
- Colours should be rendered as accurately as possible.
- The photographs should document the use of materials/the surface structure.
- The artwork should fill as much of the frame as possible.
- Show how the artwork is installed.
- Photograph the artwork from all angles.
- Take care to document any particular/small details featured in the artwork.
- Documentation photographs are for internal/archive use only.

### Public relations photographs

- Public Art Norway needs images for public relations activities conducted via various channels, e.g. Facebook, Instagram, koro.no and press releases.
- **Instagram:** These images are often cropped to a square format, and are usually viewed on small screens. Select a motif without too many details.
- **Facebook:** As is the case with all social media, images tell the best stories. A good approach is to focus on small series of images (e.g. three images) that work well together.
- **koro.no** features an image carousel that displays wide-format images. The photographer must familiarize him/herself with this format in advance to ensure the delivery of suitable images.

*Examples of good public relations photographs:*

[Volda and Ørsta District Sheriff's Office](#)

[University of Oslo, Domus Medica](#)

[Bergen University College](#)

- Photographs for the project webpages must be well composed and well lit.
- It is also essential to photograph the building where the artwork is located. The image should show the whole building seen from the front. If this is not possible, take a photograph of the entrance.
- All artworks must be photographed.

For further questions about documentation photographs, please contact Fredrik Qvale ([fq@koro.no](mailto:fq@koro.no)). For questions about public relations photographs, please contact Annicken Vargel ([av@koro.no](mailto:av@koro.no)).