



**Art Museum Image Consortium**  
**www.amico.org**

## ***INTRODUCING AMICO***

### ***About AMICO and the AMICO Library***

Proposed Copy for Publicity Materials

**Please feel free to use the following copy about AMICO and the AMICO Library in your publicity efforts to notify your museum patrons and staff about your participation in the Consortium and the availability and purpose of the Library.**

*Effective outlets for this information would be:*

- A public Press Release
- Mention of AMICO Membership in your regular member publications
- An introductory email or memo about AMICO Membership to staff

### **AMICO Description**

The Art Museum Image Consortium (AMICO) is a not-for-profit association of institutions with collections of art that have come together to enable educational use of the digital documentation of their collections. Together, AMICO Members are building a joint digital library that is available through subscription to universities and colleges, public libraries, and kindergarten through 12th grade schools.

AMICO draws its strength from the diversity of its Membership. Their collections provide a range of breadth and depth to the AMICO Library. Furthermore, this innovative collaboration shares, shapes, and standardizes information regarding visual data collections. AMICO Membership is open to any organization with a collection of art, from around the world. Ideally, Members contribute 500 new works each year, but new Members are encouraged to work at their own pace until they get familiar with the AMICO process. AMICO Members benefit from the shared expertise of the Consortium, set policy for the organization, and promote educational use of their collections. Please visit <http://www.amico.org> for further information.

### **AMICO Library Contents**

The AMICO (Italian for “friend” and pronounced ah – MEE - ko) Library provides students, teachers, and lifelong learners a range of multimedia documenting the varied collections of AMICO Members. The Library is accessible over secure networks on an institutional subscriber basis. Currently over 800,000 students at more than 110 colleges and universities in the U.S. and Canada have access to the AMICO Library.

The 2000/01 edition of the AMICO Library documents approximately 65,000 different objects, from prehistoric goddess figures to contemporary installations. More than simply an image database, entries in the AMICO Library may contain curatorial text about the artwork, detailed provenance information, multiple views of the work itself, and other related multimedia. The Library is projected to grow to 250,000 works of art by 2003.

### **AMICO Library License**

As an AMICO Member Institution all on-site staff, researchers, and visitors to the museum and museum library may access the AMICO Library. The AMICO Library license provides for use of the AMICO Library for a broad range of educational purposes.

### **Further Information**

Full background about AMICO can be found at <http://www.amico.org>. Answers to additional questions may be addressed in the AMICO FAQ found at <http://www.amico.org/faq.html>.

### **An "At-A-Glance" Summary of the AMICO License Terms**

*The AMICO Library is provided by institutional subscription, under license.*

- YES**            You MAY access and use the AMICO Library for classroom instruction and related activities including handouts, presentations, research, and student assignments.
  
- YES**            You MAY use the AMICO Library as part of a professional presentation at a conference, seminar, workshop, or other professional activity or in a public display or performance in the (Institution name) gallery or similar facility.
  
- YES**            You MAY use the AMICO Library for student or faculty portfolios, term papers, theses, and dissertations.
  
- YES**            You MAY use AMICO Library images in course web-sites for review and study purposes, but these sites must NOT be publicly accessible on the web, but rather password-protected or constrained by user-filtering, so that only members of your school community may access the site.
  
- YES**            You MAY adapt, alter, add to, delete from, manipulate, or modify an AMICO work if you're doing it exclusively for educational, research, or scholarship purposes. But, you MUST clearly identify all changes made to an AMICO work and include an appropriate citation or direct link to the unadapted AMICO work.

*(Last item is only true if a school signs a long license agreement. See <http://www.amico.org/docs.html>)*

- NO**            You MAY NOT use the AMICO Library for any purposes other than education, research, or scholarship.
  
- NO**            You MAY NOT use any AMICO work for any commercial or business-related purpose whatsoever.
  
- NO**            You MAY NOT reproduce, distribute, re-distribute, or publish any adapted AMICO work outside of (place your Institution Name here) without obtaining permission. Follow the "Rights" link from each work to request this.
  
- NO**            You MAY NOT use any AMICO work for University fundraising, marketing, promotion, or public relations.

## ***Internal Memo Template***

Announcing Membership in AMICO: Let your colleagues know the many benefits of AMICO Membership.

The *Institution Name* has joined the Art Museum Image Consortium (AMICO). AMICO is a not-for-profit association of institutions with collections of art that have come together to enable educational use of the digital documentation of their collections. **Together, AMICO Members are building a joint digital library that is available through subscription to universities and colleges, public libraries, and kindergarten through 12th grade schools.**

### **The Consortium:**

This innovative collaboration shares, shapes, and standardizes information regarding visual data collections. AMICO Members benefit from the shared expertise of the consortium, set policy for the organization, and promote educational use of their collections.

### **The AMICO Library:**

The AMICO (Italian for “friend” and pronounced ah – MEE - ko) Library provides students, teachers, and lifelong learners a range of multimedia documenting the varied collections of AMICO Members. The Library is accessible over secure networks on an institutional subscriber basis. The 2000/01 edition of the AMICO Library documents approximately 65,000 different objects, from prehistoric goddess figures to contemporary installations. **More than simply an image database, entries in the AMICO Library may contain curatorial text about the artwork, detailed provenance information, multiple views of the work itself, and other related multimedia.** The Library is projected to grow to 250,000 works of art by 2003.

### **Member Uses:**

As an AMICO Member Institution, staff, researchers, and on-site visitors to the museum and museum library may access the AMICO Library free of charge. The AMICO Library license provides for use of the AMICO Library for a broad range of educational purposes. **The potential for many different departments within the museum – education, curatorial, the library, public services – to make use of this tool is an exciting prospect.**

### **Member Access:**

The AMICO Library is accessed over the web. You will receive a subsequent email with directions to the full-access, subscriber-only version of the AMICO Library.

### **You Can Participate:**

If you are interested in contributing to our work with AMICO, or would like to join in the members-only online discussions, please contact me at (insert Member’s Principal Contact info here).

### **Additional Information:**

Full background about AMICO can be found on the public web site at <http://www.amico.org>. Answers to additional questions may be addressed in the AMICO FAQ found at <http://www.amico.org/faq.html>. Thumbnail images and abbreviated records of all the works in the AMICO Library may also be found on the public site.