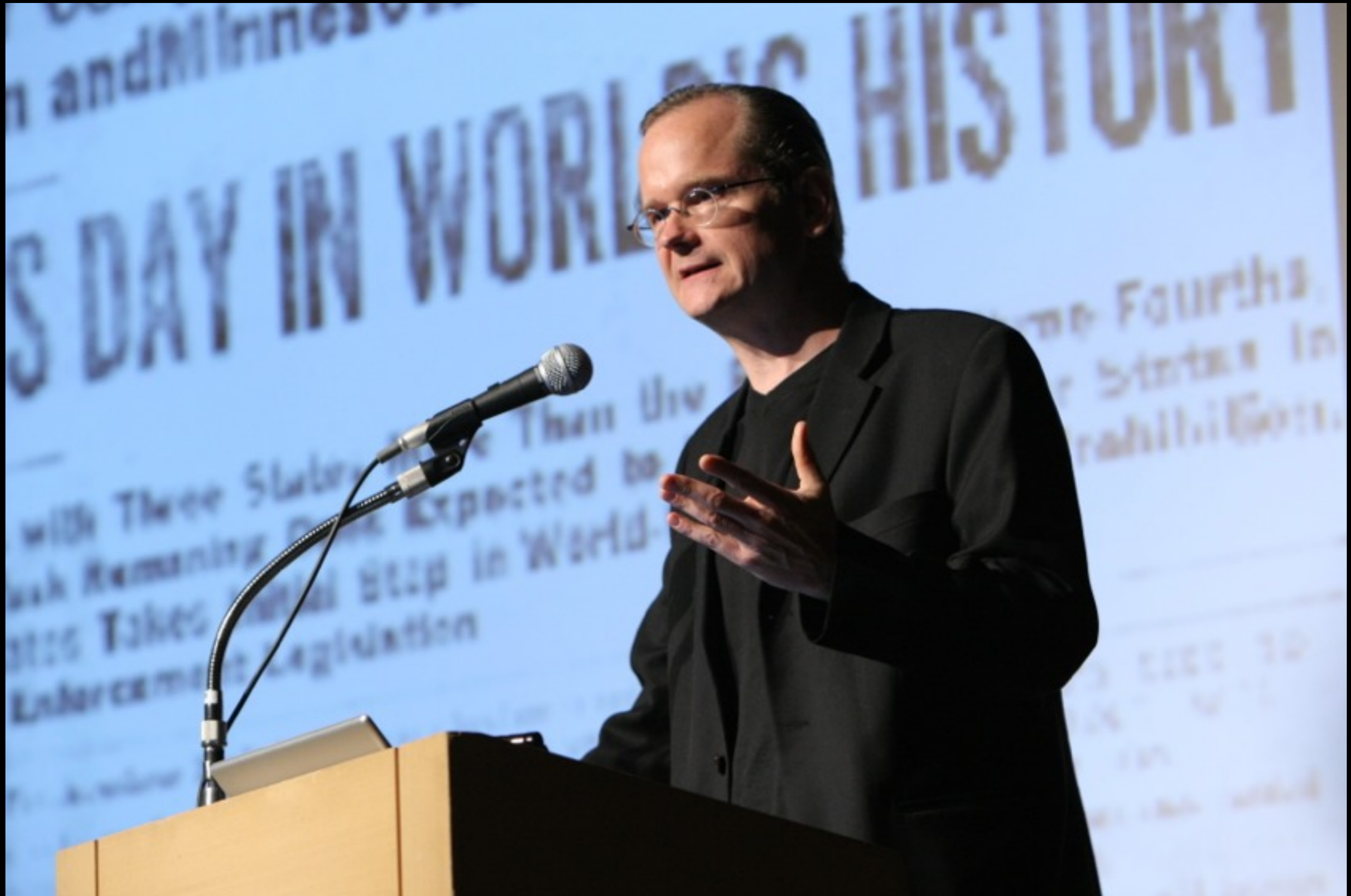


# Creative Commons In Mori Art Museum

2013.3.27  
Mori Art Museum





The first step was to invite Prof.L.Lessig

# Lecture by L.Lessig

# Lecture by Joi Ito



**Ai Weiwei ( 2009.7.25-11.8)**



## 展示情報の広がりイメージ



絵は下絵です

# The effect



Ai Weiwei himself likes camera





First time we let audience take photo



Good for memory and education



Bicycle becomes work of art



Providing good material for discussion



## 展覧会とクリエイティブ・コモンズ

**AI WEI WEI** THE MOST EVOCATIVE CREATOR IN CONTEMPORARY CHINA  
**ACCORDING TO WHAT?**  
25 July - 8 November, 2009 Mori Art Museum  
アイウェイウェイ展 何に因って? | 現代中国で最も刺激的なアーティストの挑戦  
2009年7月25日(土) - 11月8日(日) | 森美術館 [www.aiweiwei.com](http://www.aiweiwei.com)

森美術館で開催されている企画展、『アイ・ウェイウェイ展 何に因って?』において、公開の際はCCライセンスをつけることを条件に、写真の撮影を許可するという試みがなされています。

本資料では、それが具体的にどのようなルールなのか、そしてどのような意図で、どのような手順を踏んで実現に至ったのかを紹介していきます。

公開：2009年8月XX日

作成：特定非営利活動法人クリエイティブ・コモンズ・ジャパン事務局 ([www.creativecommons.jp](http://www.creativecommons.jp))

# Document for presentation

## License Confirmation

[Artist name] (“Artist”) agree to hold the exhibition titled [XXX] (“Exhibition”) of certain Artist’s works (“Works”) held at the Mori Museum (“Museum”) from July 25, 2009 to November 8, 2009 (“Term”).

### 1. Condition of Exhibition

Artist hereby agrees to exhibit the Works at the Exhibition only during the Term under the license specified in Exhibit 1 attached hereto in order to allow the visitors of the Exhibition (“Visitors”) and to take photographs of the Works and distribute freely only for non-commercial purposes and without any modification on the condition that the Visitors shall attribute the name of the Artist in the distribution.

### 2. Notice and Restriction

Museum shall clearly notify the Visitors of the following:

- a) Visitors are allowed to only take still photographs (“Photographs”) and are not allowed to take videos of the Work.
- b) Visitors are allowed to reproduce and public transmit over the Internet or otherwise distribute the Photographs for non-commercial purposes and without any modification to the Works.
- c) In distributing the Photographs, Visitors shall attribute the Artists in the following manner:  
[Please place here the wordings of attribution you want the Visitors to place with the Photographs.]

### 3. Use by the Museum [美術館が撮影し使用する写真についての文章で来館者と異な

# Basic agreement between artist

## Creative Commons License Confirmation [draft]

Ai Weiwei ("Artist") agrees to hold the exhibition titled Ai Weiwei:According to What? ("Exhibition") exhibiting 26 works ("Works") at Mori Art Museum ("Museum") from July 25, 2009 to November 8, 2009 ("Term").

### 1. Condition of Exhibition

Artist hereby agrees to exhibit the Works during the Exhibition under the license specified in Exhibit 1 attached hereto and, as a copyright holder, allows visitors ("Visitors") to take photographs of the Works and distribute those images freely but limited for non-commercial uses and without any modification of the images as well as on the condition that the Visitors shall attribute the name of the Artist in the distribution.

### 2. Notice and Restriction

Museum shall clearly state following terms and conditions and notify them to the Visitors;

- Visitors are allowed to take still photographs of the Works ("Photographs") only but not videos of the Works.
- Visitors are allowed to reproduce Photographs and publicly distribute them over Internet for non-commercial purposes without any modification to the images of the Works.
- In distributing the Photographs, Visitors shall attribute the Artists in the following manner:  
[Please place here the wordings of attribution you want the Visitors to place with the Photographs.]

### 3. Liabilities

Unless otherwise agreed between Artist and Museum, Artist hereby agrees not to seek any liability of Museum and hold it harmless regarding any damage it may be caused by Visitors or any third party due to the condition of exhibition specified herein.

片岡 真実 09.7.7 11:43 PM

削除: ... [1]

片岡 真実 09.7.7 11:44 PM

書式変更: フォント:(なし) 太字

片岡 真実 09.7.7 11:42 PM

削除: [XXX]...of certain Artist's...held the [2]

片岡 真実 09.7.7 11:44 PM

削除: at ...only during the Term ...in order

to...the ...of the Exhibition ...and ...only

purposes [3]

片岡 真実 09.7.7 11:48 PM

削除: of the following

片岡 真実 09.7.7 11:48 PM

削除: only ...and...are ...allowed to take [4]

片岡 真実 09.7.7 11:50 PM

削除: transmit ...the ...or otherwise distribute

the Photographs ...and [5]

片岡 真実 09.7.7 11:52 PM

書式変更: フォントの色: 青

片岡 真実 09.7.7 11:44 PM

削除: 3. Use by the Museum [美術館が

撮影し使用する写真についての文章で

来館者と異なり商用利用を特別に許諾

する内容ですが、この点については通常

の展示会と同様、別途合意がなされてい

る場合には削除して下さい。]

Artist agrees that Museum may take

Photographs, and reproduce, public transmit

# Went through careful consideration



## Attribution-Noncommercial-No Derivative Works 2.1 Japan

### You are free:



to Share — to copy, distribute, display, and perform the work

### Under the following conditions:



**Attribution.** You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).



**Noncommercial.** You may not use this work for commercial purposes.



**No Derivative Works.** You may not alter, transform, or build upon this work.

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# The final sign for the audience



# 懸念材料

- 撮影に夢中になり、作品に損傷を与えるのではないか
- 撮影に気を取られ、きちんと鑑賞しないのではないか
- 他の観客に迷惑を与えるのではないか
- どのような撮り方をしてもいいと思うのではないか

# AI WEIWEI THE MOST EVOCATIVE CREATOR IN CONTEMPORARY CHINA ACCORDING TO WHAT?

5 July – 8 November, 2009 Mori Art Museum 55F Roppongi Hills Mori Tower

アイ・ウェイウェイ展—何に因って? | 現代中国で最も刺激的なクリエイターの挑戦





2009年7月25日[土]—11月8日[日] | 森美術館 六本木ヒルズ森タワー55階

[General Information](#) | [About the Exhibition](#) | [Find out about the Artist](#) | [Related Information](#) | [Event Calendar](#) | [Public Program](#) | [Member's Event](#) | [Event Report](#)

- + NOTICE REGARDING PHOTOGRAPHY IN THE GALLERIES
- + EXHIBITION CATALOG
- + ORIGINAL EXHIBITION MERCHANDISE
- + A SPECIAL COLLABORATION WITH "AI WEIWEI" EXHIBITION — CHINESE TEA & DESSERTS FAIR
- + "AI WEIWEI" RELATED BOOK FAIR

## Notice Regarding Photography in the Galleries

When taking photographs:

-  Do not touch the works of art.
-  Do not interfere with other visitors' enjoyment of the museum.
-  Do not use flash lighting.
-  Do not use tripods.
- Do not film the works.



# 医学と芸術展 (2009.11.28-2010.2.28)



Historical artifact, traditional art  
And contemporary art together



Some has no copy right

Drawings of Reonald da Vinci  
From  
The Queen's collection of UK

flickr® from YAHOO!

You aren't signed in Sign In Help

Home The Tour Sign Up Explore

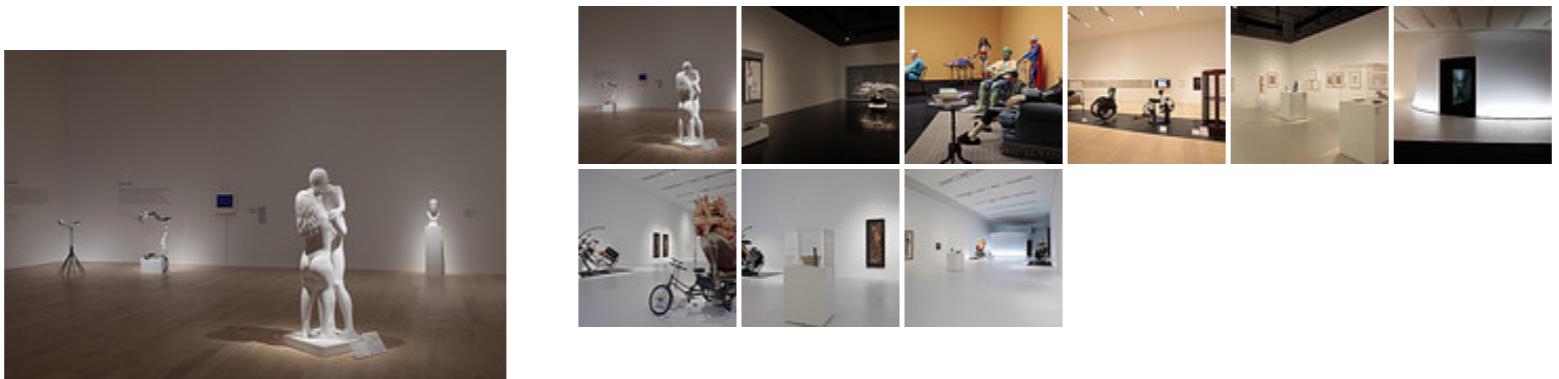
Search Mori Art Museum's photos Search

Mori Art Museum > Collections > 「医学と芸術展：生命（いのち）と愛の未来を探る」 Slideshow

MORI ART MUSEUM

## 「医学と芸術展」 展示風景

Thumbnails Detail Comments



本展は、「科学（医学）と芸術が会う場所としての身体」をテーマに、医学・薬学の研究に対し世界最大の助成を行っているウエルカム財団（英国）の協力を得て、そのコレクションから借用する約150点の貴重な医学資料や美術作品に約30点の現代美術や日本の古美術作品を加えて、医学と芸術、科学と美を総合的なヴィジョンの中で捉え、人間の生と死の意味をもう一度問い直そうというユニークな試みです。

会期：2009年11月28日（土）～2010年2月28日（日）

会場：森美術館 六本木ヒルズ森タワー53階

展覧会ウェブサイト：  
[www.mori.art.museum/contents/medicine/index.html](http://www.mori.art.museum/contents/medicine/index.html)

Guided to Flickr and download with CC



## Roppongi Crossing (2010.3.20-7.4)



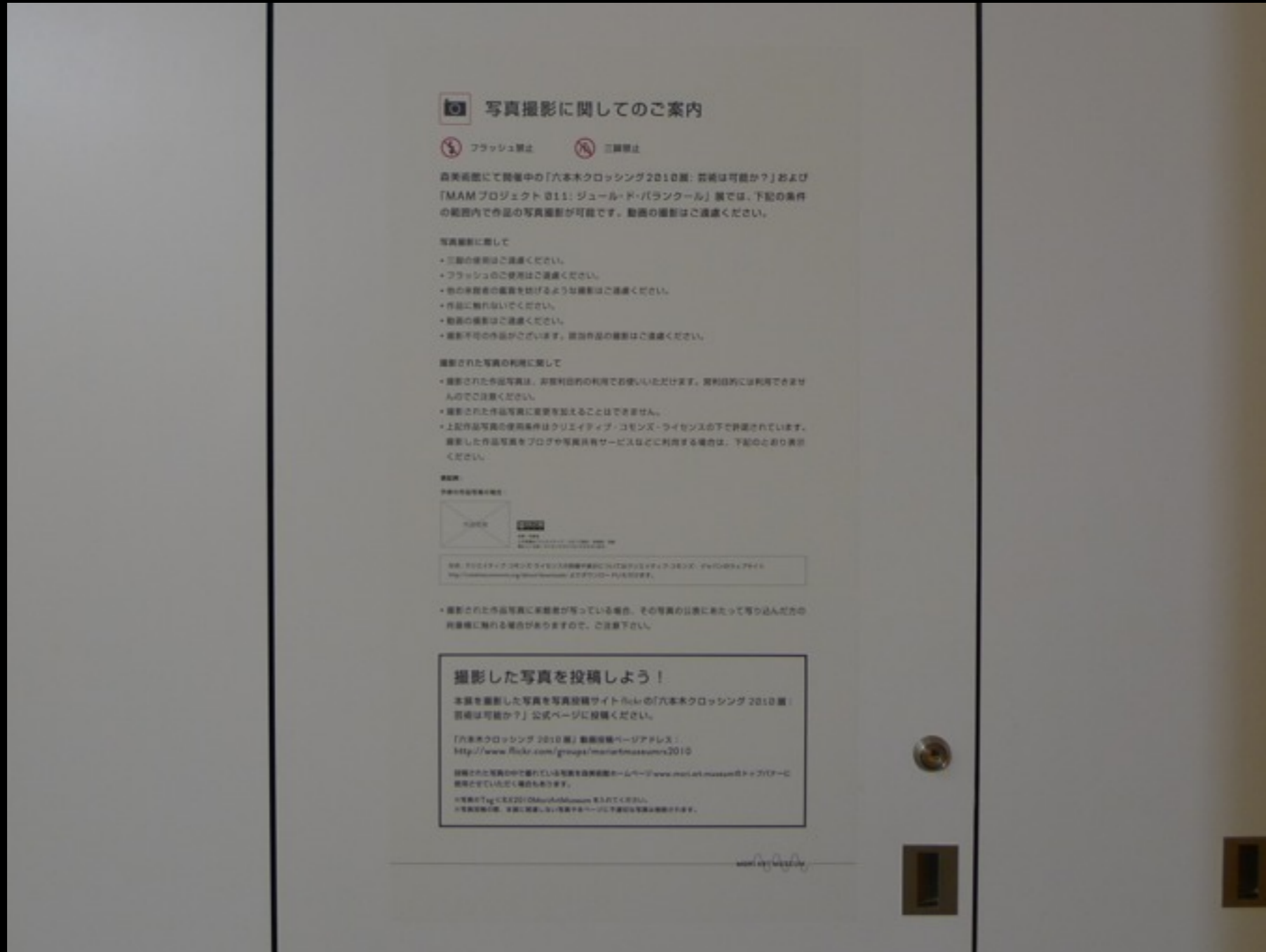




For your own research and study



Good material to tell your family and friends



# Notice at the entrance



Notice in the gallery (with documents)



## Notice Regarding Photography in the Galleries



NO FLASH LIGHTING



NO TRIPODS

Photography (excludes video) is permitted in the galleries during the “Roppongi Crossing 2010: Can there be art?” and “MAM Project 011: Jules de Balincourt” exhibitions under the following conditions:

### When taking photographs:

- Do not use tripods.
- Do not use flash lighting.
- Do not interfere with other visitors' enjoyment of the museum.
- Do not touch the works of art
- Do not film the art works
- Some works may not be photographed. Please see the signage.

### When using photographs taken of the exhibitions:

- Photographs may be used for non-commercial purposes only. Photographs may not be used for commercial purposes.
- Photographs may not be altered in any way.
- The conditions above are licensed under the Creative Commons License. When uploading photographs for blogs or any other photo-sharing services, please make sure to display the below marks and phrases with the photograph.

### Examples:

For photographs that include art work of [artist's name]:



Artist: [name]

This photograph is licensed under "Creative Commons Attribution-NonCommercial-NoDerivative Works 2.1 Japan."

For details about the Creative Commons License and marks, please see the Creative Commons Japan website: <http://www.creativecommons.jp>

- If photographs that include other museum visitors are made public, they may infringe on that person's right of portrait.

## Upload your photographs on flickr!

Upload your photographs of the exhibition onto the official  
"Roppongi Crossing: Can There Be Art" official flickr page.

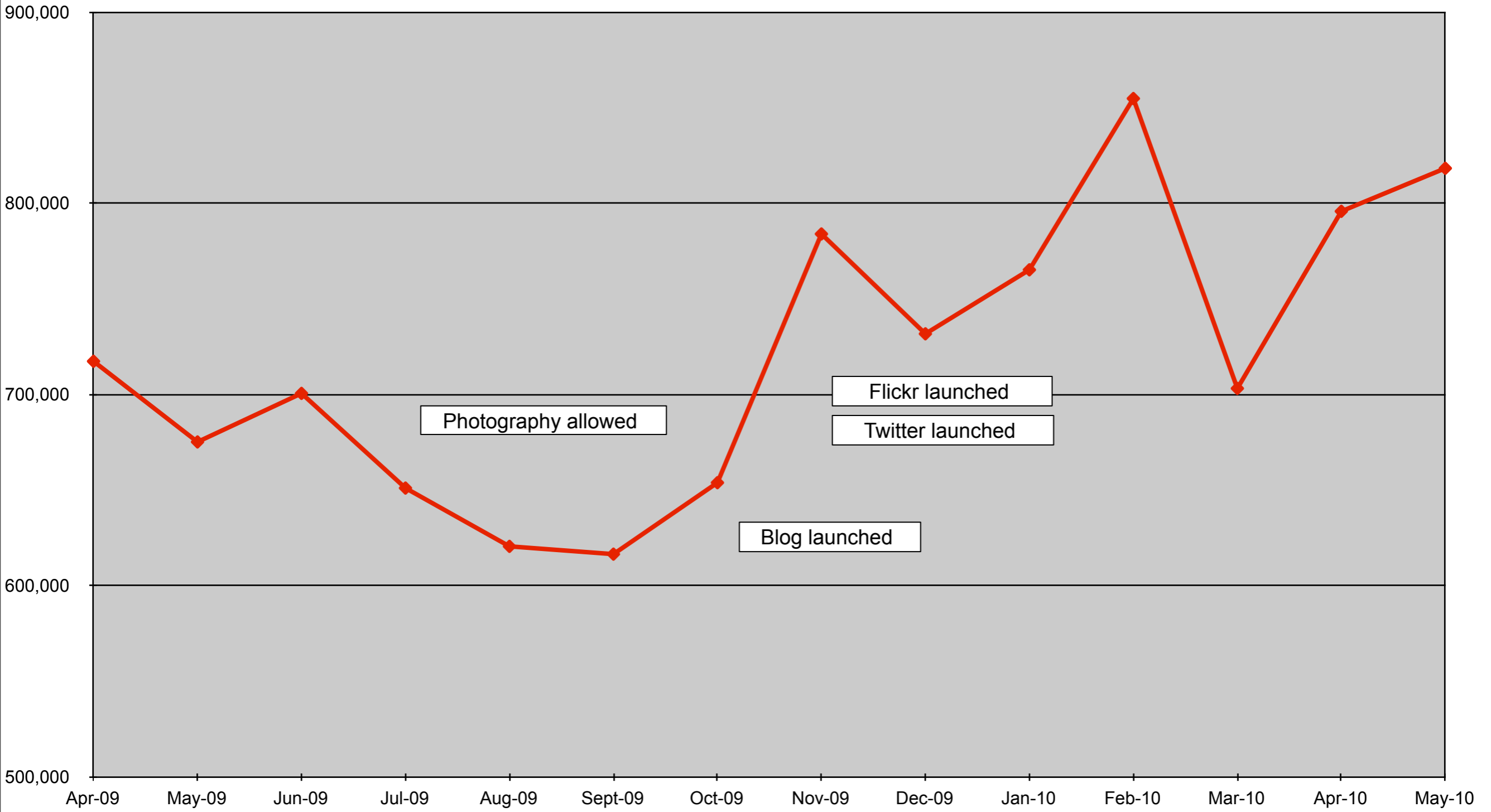
"Roppongi Crossing 2010: Can There Be Art" flickr address:  
<http://www.flickr.com/groups/moriartmuseumrx2010>

Photos that stand out may be used for the top banner of the Mori Art Museum home page: [www.mori.art.museum](http://www.mori.art.museum)

※ Please tag your photos to RX2010MoriArtMuseum.

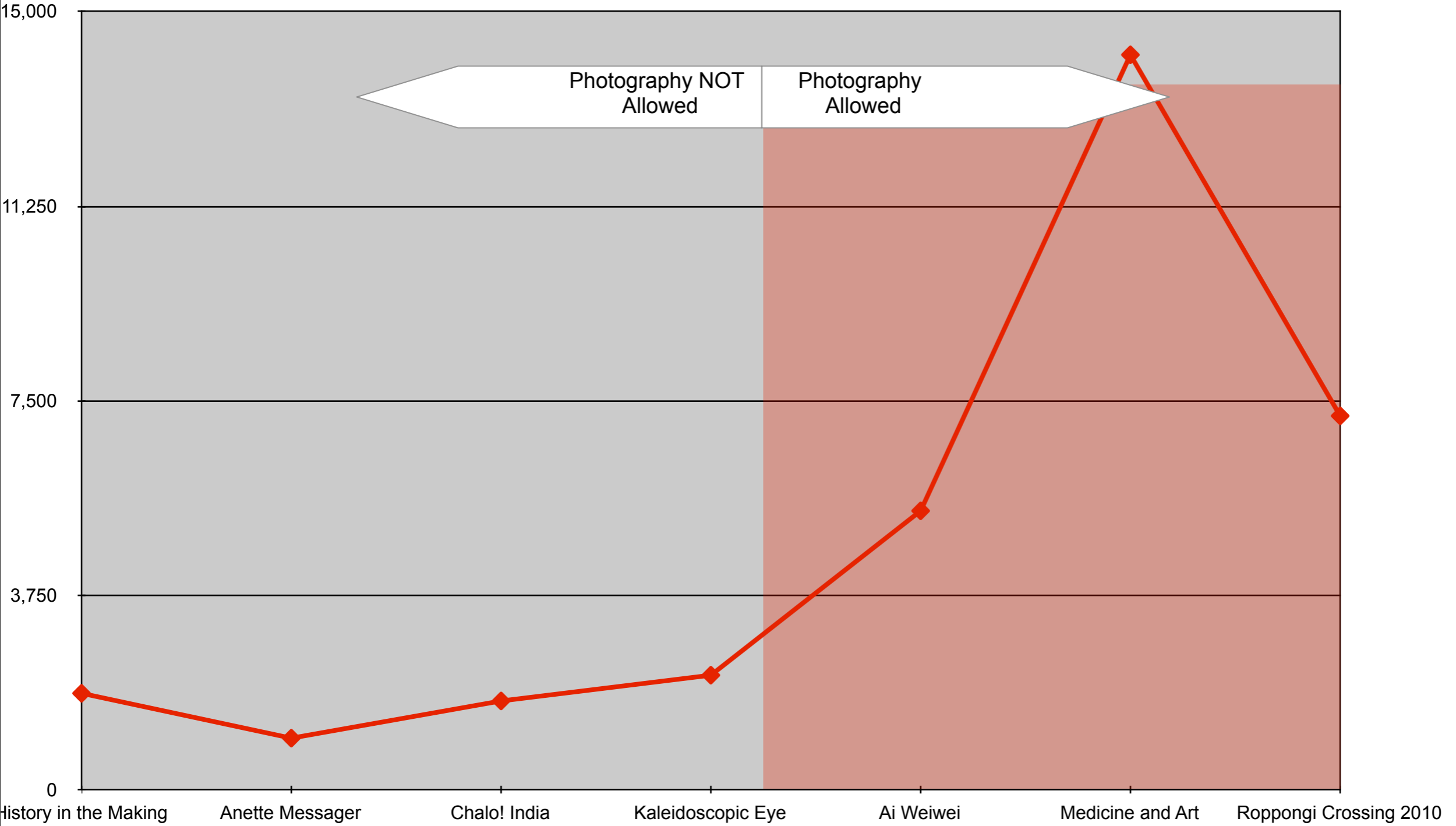
※ Photos that do not relate to the exhibition or are found inappropriate will be deleted without notice.

# Website PV: Increasing





# Blog: Doubled since Ai Weiwei



Culture should be in  
public domain  
for creative future

Freedom of thinking  
Source of inspiration

# Fine line between Protection and freedom

# Museum as Platform of discussion

Mori Art Museum

end