

RIGHTS OF USE PACKAGES

Detailed catalogue of usage rights on page 2

RIGHTS OF USE S

A1–A5 Own use by the client

Contract fee = 100 % for one (1) user
 + approx. 20 % surcharge for each additional user

RIGHTS OF USE M

A1–A5 Own use by the client

Approx. 120 % of the contract fee for one (1) user
 + approx. 20 % surcharge for each additional user

B1–B2 Social media profiles of the client / architect's profiles on web portals

C1–C2 Architecture awards / Open House – SIA Day

D5 Editorial news on web portals

RIGHTS OF USE L

A1–A5 Own use by the client

Approx. 200 % of the contract fee
 Covers any number of additional users

B1–B2 Social media profiles of the client / architect's profiles on web portals

C1–C2 Architecture awards / Open House – SIA Day

D1–D5 Editorial press / book publications

E1–E2 PR articles / company magazines / corporate publishing

F1 Exhibitions and fairs, curated by third parties

Free of charge transfer to third parties by the client
 Usage types for third parties: A, B1 only

RIGHTS OF USE XL – Exclusive right

A1–A5 Own use by the client

Approx. 350 % of the contract fee
 Covers any number of additional users

B1–B2 Social media profiles of the client / architect's profiles on web portals

C1–C2 Architecture awards / Open House – SIA Day

D1–D5 Editorial press / book publications

E1–E2 PR articles / company magazines / corporate publishing

F1 Exhibitions and fairs, curated by third parties

Free of charge transfer to third parties by the client

Use of the photographic material by the author by agreement, no licensing to third parties by the author

SAMPLE CALCULATION

Contract with two users (A, B),
 user A with rights of use S, user B with rights of use M

100 %	Contract fee (production and post-production)
20 %	20% surcharge for additional user
120 %	Intermediate total users A + B
20 %	20% surcharge user B for rights of use M
60 %	Total user A
80 %	Total user B

IMAGE DATA

In principle, the image files are suitable either for printing (.TIF) or for web-based use (.JPG) due to their size and other settings.
 The contracting parties agree on the image formats to be supplied.

THE GENERAL TERMS AND CONDITIONS APPLY

www.igaf.ch/agb/

COPYRIGHT

The supplied images constitute photographic works protected by Swiss copyright law (Art. 2 Para. 2 lit. g CopA [Federal Act on Copyright and Related Rights]).

The photographer must be mentioned by name for each publication of the images.

Recognition of authorship
 The author has the exclusive right to his/her own work and the right to recognition of authorship (Art. 9 para. 1 CopA).

The photographer has the right to use the photographic material for his/her own purposes and to license it to third parties.

Use of the work
 The author has the exclusive right to decide whether, when and how the work is used (Art. 10 para. 1 CopA).

Changes to the image only with the written consent of the photographer.

Integrity of the work
 The author has the exclusive right to decide whether, when and how the work may be altered (Art. 11 para. 1 lit. a CopA).

RIGHT OF USE

The author may grant the right to use the work in any or all of the following ways.

The right of use may be granted as a simple or exclusive right and may be limited in terms of space, time, or content.

Simple right of use shall entitle the authorized user to use the work in the agreed manner without excluding use by others.

Exclusive right of use shall entitle the authorized user to use the work in the agreed manner to the exclusion of all other persons and to grant rights of use.

CATALOGUE OF USAGE TYPES

Courtesy of the Bundesverband Architekturfotografie BVAf e.V. bvaf.de

A common vocabulary is provided, with the help of which all parties involved can agree on photo commissions and in the acquisition of rights of use. For this purpose, the types of use that are most frequently requested for architectural photographs are compiled in groups and defined in terms of content.

Own use by the client

- A1 Client's own website
- A2 Printed matter published by the client him/herself that is not intended for sale (e.g. office brochures, reference sheets, invitation cards, Christmas cards)
- A3 Printed matter published by the client himself/herself and intended for sale (e.g. work monograph sold in stores)
- A4 Lectures and presentations organized by the client (e.g. Beamer presentations, guided tours)
- A5 Exhibitions curated by the client himself/herself that display the work of the client (e.g. exhibition about an architectural firm in an architecture gallery)

Social media profiles of the client, architect's profiles on web portals

- B1 Social media profiles of the client (e.g. Facebook, Instagram)
- B2 Architect's profiles of the client on web portals (e.g. architect profile on www.swiss-architects.com)

Architecture awards, Open House – SIA Day

- C1 Submission for architecture awards. Scope of use for the awarding body: own presentation of the award in exhibitions, in free brochures and in the editorial section on the website of the award organizer. Transfer of a single press photo to other media for editorial coverage of the award. Further rights of use for the awarding body or for third parties are not included. Publications about the award that are sold in bookstores (commercial products) are to be paid for by the awarding body unless the client has acquired special rights of use to this end (see D4).
- C2 Use in the context of the open days organized by the Open House associations and the SIA. Scope of use for the organizers: programme booklet, free brochures, website for the Open House events, transfer of a single press photo to other media for editorial coverage of the Open House events. Further rights of use for the organizers or for third parties are not included.

Editorial press, book publications

- D1 Editorial coverage in daily and weekly newspapers. Online/print (e.g. NZZ, Tages-Anzeiger, WOZ)
- D2 Editorial coverage in reviews with a thematic focus on architecture, interior design, construction and living. Online/print (e.g. Archithese, Hochparterre, werk,bauen+wohnen)
- D3 Editorial coverage in magazines whose thematic focus is not architecture, interior design, construction, or housing. Online/print (e.g. NZZ Folio, Monocle, Wallpaper)
- D4 Book publications issued by third parties (e.g. architectural guides)
- D5 Editorial reports on web portals with a focus on architecture (e.g. "Bau der Woche" on swiss-architects.com)

PR articles, company magazines, corporate publishing

- E1 PR articles, i.e. articles that are not editorially independent but are written on commission or articles that are published only if the architect pays for the publication (e.g. articles in Cube, Hochparterre "Sponsored Content", NZZ Residence)
- E2 Publication in company magazines and other third-party advertising publications (e.g. «PORTAL» by Hörmann)

Exhibitions and fairs, curated by third parties

- F1 Exhibitions and fairs curated by third parties (e.g. exhibitions in architectural museums, real estate fairs)