



- Each and every use of ICE Kraków for commercial purposes must be approved by the operator of ICE Kraków – Kraków Festival Office. Commercial purposes include: photo session for product promotion purposes, wedding session, car session for a blog, fashion session for a blog, photo session performed by a photographer for his/her portfolio, etc.
- ICE Kraków being a public institution shall be required to report revenue from the execution of its statutory goals, meaning lease of the facility – lease of the facility shall also mean the sale of the image of ICE Kraków for brand promotion purposes. Until now, we have cooperated with companies such as Lacerto (manufacturer of suits), Infiniti (manufacturer of passenger cars), Wawel (Kraków manufacturer of sweets). The companies, with which we cooperate, should be driven in their operations by the same values as ICE Kraków; therefore, we only invite certain brands to cooperate with us.
- If a photo session or a video recording have the characteristics of educational or information activity – we consent to gratuitous photographing or recording. However, before the recording, the relevant company or institution should contact ICE Kraków / Kraków Festival Office with an inquiry in writing or by email (addresses: [poczta@biurofestiwalowe.pl](mailto:poczta@biurofestiwalowe.pl) and / or [michal.zalewski@biurofestiwalowe.pl](mailto:michal.zalewski@biurofestiwalowe.pl)). Decisions are issued individually after reviewing the inquiry.
- Recordings conducted by television stations – please contact the spokesperson of the Kraków Festival Office, operator of ICE Kraków: [michal.zalewski@biurofestiwalowe.pl](mailto:michal.zalewski@biurofestiwalowe.pl) or telephone: 513 099 671.
- Using photos for private purposes – we consent for taking photographs for private purposes, such as publication in social media (Facebook, Instagram, Twitter and others). Photos can be made with amateur equipment (e.g. mobile telephones). In case of using professional cameras – e.g. SLRs, should be sent for approval to: [michal.zalewski@biurofestiwalowe.pl](mailto:michal.zalewski@biurofestiwalowe.pl) or [lukasz.opoka@biurofestiwalowe.pl](mailto:lukasz.opoka@biurofestiwalowe.pl)
- Possibility to enter the premises of ICE Kraków and take photos – it is possible to enter the premises and take photos, however ICE Kraków must be contacted in each case to check the calendar and to define the purpose of photographing. Photos inside of the building cannot be taken without an earlier appointment as well as checking the calendar and determining the purpose of photographing.

**CONTACT FOR THE MEDIA:**

Spokesperson

**MICHAŁ ZALEWSKI**

☎ +48.513.099.671

@ [michal.zalewski@kbf.krakow.pl](mailto:michal.zalewski@kbf.krakow.pl)