

From: [Alexander James](#)
To: [Section52CDPA](#)
Cc: [Karen Howes](#); [REDACTED]
Subject: Copyright Law Changes - Interiors Photography - Revised Letter
Date: 23 December 2015 13:41:43
Attachments: [H&G Cover Banner.jpg](#)
[ATT00001.htm](#)
[AlexanderJames_InteriorsPhotographyClientList.pdf](#)
[ATT00002.htm](#)

Dear Sir or Madam,

I am writing concerning the proposed copyright law changes with regard to industrial design.

I work as an Interiors Photographer and have been in the business since the mid 1980s. I am extremely concerned about the proposed changes in copyright law, particularly with regard to 2D representation of 3D objects. If implemented, as they currently stand, these changes have the power to virtually eliminate the industry that I work in. Editorial photography, has, I have always felt, been for the purposes of disseminating information, generally for the greater good. As Interiors Photographers, none of us is involved with sensationalist journalism or the indeed the negative criticism of designer products. Nor does our work copy or exploit the designs or intellectual property of others. Published photography, which may include a photographic representation of designed objects, serves to heighten public awareness of their existence and is a tangible benefit for all involved. The explosion of design magazines in the past two decades has surely benefitted all involved.

Should I be required to seek licenses to reproduce photographs containing almost any item found in an average home my business will become unworkable. Apart from the the quantity of paperwork involved when contacting all relevant parties (imagine a photograph of a filled Welsh dresser in a modern family kitchen or a well dressed family living room) there is the possibility of paying copyright licensing fees on top of this. The average editorial photo reproduction fee is between £50 and £100 per image, this often being split 50/50 with an agency such as the Interior Archive or GAP Interiors, both of whom have a selection of my work. It would not be worth the effort even to start sorting out copyright releases for the above example images, or indeed any others. The time spent and the financial implications would make the idea a non-starter. The immediate result would mean that, as photographers, we could not have our images published, magazines would be left with nothing to print, and a whole industry would disappear overnight. Further, this does not consider the business of "policing" the regulations which would be almost impossible.

I cannot see any gain from introducing this legislation as it stands unless there are very strict and, more importantly, realistic guidelines to help us all through, so that a small but beneficial industry is allowed to thrive in a correct manner. No one that I know of is interested in breaching copyright laws or stealing intellectual property. We work in an niche industry which is founded on mutual support. I attach below a client list. All of these companies will be affected and the work that I and other photographers currently produce for them and numerous others will be in some way illegal. All of us will have difficulty in operating and become law-brakers simply by going about our daily business. I cannot see this is right or that it is any form of progress.

I would strongly urge the relevant government parties to give our industry the time needed to get our house in order to accommodate any future changes. Then, as photographers, designers and publishers we can all continue to work in our chosen professions and to

bring further awareness of architecture, interior design and products to a wider audience.

Yours sincerely,

Alexander James

T: [REDACTED]

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Alexander James (www.alexjamesphotography.com)

Interiors Photography - Selected Client List:

EDITORIAL:

House & Garden
World of Interiors
Vanity Fair
The Times
The Sunday Times
The Telegraph Magazine
Stella Magazine
You Magazine
Harpers Bazaar
Conde Nast Traveller
Living etc
Elle
Country Life
Lonely Planet
Monocle
Wallpaper•
Pan Macmillan

INTERIOR DESIGNERS:

John McCall
Carden Cunietti
Turner Pocock
Iggi
Verity Woolf
Karen Howes
Francis Sultana
Sarah Chambers
Martin Brudnizki
David Seyfried
Henriette Stockhausen
Interior ID
Fameed Khaliq
Bulthaup
Oliver Laws
Ham Interiors
Sollands
Oliver Burns
Collett Zarzycki

ARCHITECTS:

Michaelis Boyd Associates
James Lambert
MWAI
Mackenzie Wheeler
William Smalley
De Rosee Sa
Powell Tuck Associates
Studio 29
Crawford & Grey