USING CC LICENSES AND CC LICENSED WORKS
by Paolo Casagrande

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ADAPTATION

BE CREATIVE
Any time you take a work made by somebody else and you modify it in a consistent way, you are creating an adaption, which could also be defined as a remix or a derivative work. You can add your personal contribution or mix the work with something else already existing, but the important aspect is that you are creating something visibly original.

EXAMPLE
In 2021, Italian singer Mahmood released *T’amo*, a song where parts of the traditional Sardinian song *No Potho Reposare* had been included. Being its author dead in 1937, the original song is in the Public Domain.

LICENSED CONSIDERATIONS
As you are creating something original, it will be protected by copyright. If the previous work is protected by copyright, you will have to grant permission to use it. With CC licenses, you will always have to credit the author. You could use a work licensed under a non-derivative (ND) license, but you won’t be allowed to share it publicly. If you are adapting a work under a share-alike license (SA), you will have to use a compatible license, which will include the SA element. You are suggested to do the same with NC element.

COLLECTION

BE RESPECTFUL
You can decide not to modify the works of other artists, but to pick some and put them together in a collection. None of them will be mixed or altered and their author and copyright status will be clearly credited. You will be allowed to fix minor or technical issues, as correcting misspelling or shifting format (i.e. transforming a video file in an audio).

EXAMPLE
You could choose to create a collection of various versions of *No Potho Reposare*, as recorded over the years by the Barbagia Choir, Andrea Tazenda, Placido Domingo and Mahmood.

LICENSED CONSIDERATIONS
If they are copyrighted, you will need to grant permission to include the songs in your collection. Your copyright will extend just over original materials created by yourself. With CC licenses, you will always have to credit the author. You could use a work licensed under a non-derivative (ND) license, but you won’t be allowed to share it publicly. If you are adapting a work under a share-alike license (SA), you will have to use a compatible license, which will include the SA element. You are suggested to do the same with NC element.
How art of the Renaissance influenced current artists, fashion, communication and pop culture.

A couple of examples between Wikimedia Commons and Instagram.
Since when I started my Creative Commons Course in January 2022, I have been paying more attention to how art in the Public Domain is used and reused in communication and in culture in general.

In March 2022 I was surprised to discover how two French fashion brands decided to use works created upon globally recognized masterpieces in the Public Domain to communicate their new collections.

From museums to artists and fashion shows, via Instagram, these pictures still maintain a relevant position in pop culture, thanks to contemporary artists and creators. And maybe thanks to favorable policies of the institutions which preserve these pieces.
**THE ARNOLFINI PORTRAIT**

The Arnolfini Portrait is a 1434 oil painting on oak panel by the Early Netherlandish painter Jan van Eyck. It forms a full-length double portrait, believed to depict the Italian merchant Giovanni di Nicolao Arnolfini and his wife, presumably in their residence at the Flemish city of Bruges. (…)

According to Craig Harbison the painting "is the only fifteenth-century Northern panel to survive in which the artist's contemporaries are shown engaged in some sort of action in a contemporary interior. It is indeed tempting to call this the first genre painting – a painting of everyday life – of modern times".

Source: Arnolfini Portrait, by Wikipedia Contributors, from Wikipedia, the free encyclopedia, CC BY-SA 3.0

**MARINE SERRE’S «HARD DRIVE EXHIBITION»**

In March 2022, presenting her new collection at Lafayette Anticipations, French designer Marine Serre recreated Jan van Eyck’s work with models wearing her creations. A good example of adaption of a work existing in the Public Domain, the image became the poster of a two-day exhibition, where other pieces of art where remixed.

As these works are not released under Creative Commons licenses, you can find them at the links above.
**GIRL WITH THE PEARL HEARING**

Girl with a Pearl Earring (Dutch: Meisje met de parel) is an oil painting by Dutch Golden Age painter Johannes Vermeer, dated c. 1665. Going by various names over the centuries, it became known by its present title towards the end of the 20th century after the earring worn by the girl portrayed there. The work has been in the collection of the Mauritshuis in The Hague since 1902 and has been the subject of various literary and cinematic treatments.

Source: *Girl with a Pearl Earring*, by Wikipedia Contributors, from Wikipedia, the free encyclopedia, CC BY-SA 3.0

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**MARIELLA BETTINESCHI’S «THE NEXT ERA» FOR DIOR**

Since 2010, Italian artist Mariella Bettineschi has been working on her personal project «The Next Era», where the images of female models of popular paintings are isolated from their original context and reframed. Their eyes are cropped and shifted, creating a series of intriguing adaptations.

In March 2022 Maria Grazia Chiuri, creative director of Dior, adopted «The Next Era» as title of her new collection, using Bettineschi’s works as scenography of her new show, creating a modern gallery of remixed pictures picked from the Public Domain.

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