



PHOTOGRAPHY GUIDELINES

PRINCIPLES FOR DEPICTING
SÁMI PEOPLE AND CULTURE



ANY PHOTOGRAPHS AND OTHER MARKETING DEPICTING SÁMI PEOPLE AND CULTURE SHOULD BE LEGAL, DECENT, HONEST AND TRUTHFUL

(SEE THE INTERNATIONAL CHAMBER OF COMMERCE'S ADVERTISING AND MARKETING COMMUNICATION PRACTICE).

KEY PRINCIPLES REGARDING PHOTOGRAPHS DEPICTING SÁMI PEOPLE AND CULTURE:

1. If a photograph depicts a Sámi, the person in the photograph should be a Sámi.
2. If a photograph depicts a person wearing a traditional Sámi gákti, the person wearing it should be a Sámi.
3. If a photograph depicts a Sámi gákti, the gákti should be an authentic Sámi gákti.
4. If a photograph depicts a person wearing a traditional Sámi gákti, the gákti should be worn in accordance with Sámi common law.

Any depictions of Sámi people and culture should be based on the principles of honesty, truthfulness and decency. Depictions of gákti should highlight the authenticity of the gákti and the fact that the gákti is being worn in accordance with Sámi common law. One example of Sámi common law is that men do not wear pieces of women's gákti and vice versa. In other words, women cannot wear the traditional Four Winds hat or a men's gákti. Additionally, gákti from different areas or Sámi groups should not be mixed. It should also be noted that winter gákti are not to be worn in the summer, and summer gákti are not to be worn in the winter. The principle of decency also stipulates that people should not be depicted as dirty or wearing dirty and/or damaged clothing. Additionally, according to Sámi tradition it is important to be able to identify a person, as a result of which any Sámi people depicted should preferably be named.

The easiest way to ensure that the principles detailed above are followed is to employ a Sámi photographer, who is familiar with Sámi culture and the related cultural codes.

FOUNDATIONS

The gákti is a major part of Sámi culture. The use of the gákti is regulated by unwritten norms, which are followed by all Sámi people. According to Sámi common law, the right to use a gákti is tied to a person's Sámi heritage. According to Sámi tradition, it is important to know a person, as a result of which it is customary for two people meeting each other for the first time to first go over their family histories. According to the United Nations Declaration on the Rights of Indigenous Peoples (A/RES/61/295), indigenous people have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions.





These photography guidelines were prepared by the Finnish Sámi Parliament on 17 October 2016 in Inari, Finland. Parties consulted during the preparation of the photography guidelines included Sámi Duodji ry, the Sámi Education Institute and researcher Piia Nuorgam from the University of Lapland.

Photos: Paadar Images | Lapland Material Bank



SÁMEDIGGI
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