

SUMMARY

Digitizing cultural holdings and making them available to a wide public in a context of, at best, stable and more realistically, diminishing, public resources is one of the many challenges faced by cultural institutions in the early 21st Century. The paper will focus on the unique business model developed by Parisienne de Photographie, a French local semi-public company (“Société d’Economie Mixte”) set up and controlled by the City of Paris to reproduce the photographic and iconographic collections held in the City’s museums and libraries, among which Musée Carnavalet, Petit Palais , Paris Museum of Modern Art, Paris Historical Library, Victor Hugo’s House, etc. The collections also include the Roger-Viollet photographic archive, which had been bequeathed to the City of Paris in the mid 80’s.