



BUSINESS CASE:

LE CENTRE DES MONUMENTS NATIONAUX

Le Centre des Monuments Nationaux choses Orphea to design and implement its media center for the management and reuse of its photos and digital resources.

CONTEXT & GOALS

The National Monument Center is an administrative public establishment under the Minister of Culture and Communication. It preserves, restores, manages, and operates **100** national monuments owned by the French government.

To that end, the Images division of the National Monument Center (CMN) has a rich library of nearly **500,000** photographic documents directly tied to the history of the establishment, the successor to the Caisse nationale des monuments historiques et des sites (CNMHS), regarding architecture and French architectural heritage.

Thus, historic monuments as prestigious as the Arc de Triomphe, Mont-Saint-Michel, Sainte-Chapelle du Palais, the Panthéon, Carcassonne, and the castle of Azay-le-Rideau are widely represented in it.

This exceptional visual library is used by CMN both for scientific purposes and for documenting movable and immovable property, for presentation purposes and to promote CMN's assets to the general public, tour bookers, and local partners (particularly elected officials), and for commercial purposes (selling snapshots).

SOLUTION

In order to highlight this iconographic wealth and make it more accessible, the National Monuments Center sought to place all of its photos on a single online portal, which would be secure, ergonomical, and open.

When it launched this vast digital project in 2011, the CMN wanted to promote its photo library and make

these pictures easy to view and share, both internally and externally.

Monetizing its photo collections was also a major issue in the project. The establishment owns original assets, like paintings, drawings, sculptures, photographs, books and prints, movable objects, etc. It was essential to be able to sell images of them and track the management of their copyrights and reproduction rights.

«Our main goal was to grant online access to this exceptional image library that the National Monuments Center held, for professionals and individuals, both for viewing and purchasing photos.» said Laurent Bergeot, head of the document resources department.

In Few Figures...



3,5
Million pages
visited per year



30.000
Downloads
per year



75.000
Photos
et videos managed



12.000
Imported Media
per year



“ We now have an overview of all digital media accessible via Regards. We know the habits of the site’s visitors, and their preferences. We can track previous orders. All of this makes it possible to continually improve the portal and thereby give it greater visibility. ”

Laurent Bergeot,
Head of the Document Resources Department.

BÉNÉFICES

After a request for proposals, CMN chose the Orphea solution to design and implement its media center for the management and reuse of its photos and digital resources, from historical ones to the present day.

Known as «Regards», the media center is accessible online, and contains some **70,000** photos, animated images, and PDFs related to the entire range of assets covered by the CMN: From prehistoric caves to 20th century villas, more than **120,000** cultural artifacts, from photo, document, and visual arts libraries.

At any time, you can search for images online, order them, and download them. *«The modularity, openness, and performance of the Orphea solution enabled us to implement a site that illustrates the wealth of our image bank whilst offering visitors a quality experience.»* adds Laurent Bergeot.

The Orphea team also guided CMN users so they could get familiar with the web portal. Together, they were able to set up the best indexing and media publication processes. *«We benefited from the expertise of the Orphea team, which was able to help us throughout the project, from analyzing and implementing the photo center, to change management and incorporating hundreds of media files,»* says Laurent Bergeot.

Several years after the image bank was implemented, CMN noted several benefits:

- **Fluidity** of processes, from importing media, classifying it, and indexing it, to publishing.
- **Time saved** in managing clients’ requests: Searching, ordering, delivery, billing.

- **Visibility** of the iconographic assets around the world.
- **Permanence of library** and database backups.
- **Knowledge**, both in summary and complete form, of all of CMN’s digital assets.
- An **image bank** whose scope is growing: The tool is now perfectly integrated into the institution; in the months ahead, it will become the document management tool for photo reports of events.

«We now have an overview of all digital media accessible via Regards. We know the habits of the site’s visitors, and their preferences. We can track previous orders. All of this makes it possible to continually improve the portal and thereby give it greater visibility.» concludes Laurent Bergeot.

