

Cameras of legend Icons of Photography



CAMERAS MUSEUM
THE PARISIAN MUSEUM OF ICONIC CAMERAS

IN PARTNERSHIP WITH





«The very first Parisian museum
dedicated to iconic cameras »

Paris Zig Zag

« A dive into the cameras that
captured the 20th century »

Euro News

« An unreasonable collection
and a family story »

All About Photo

« An intimate look
at the evolution of photography »

Tour Scanner

« We marvel »

Photo Magazine

«Iconic cameras
from a unique collection»

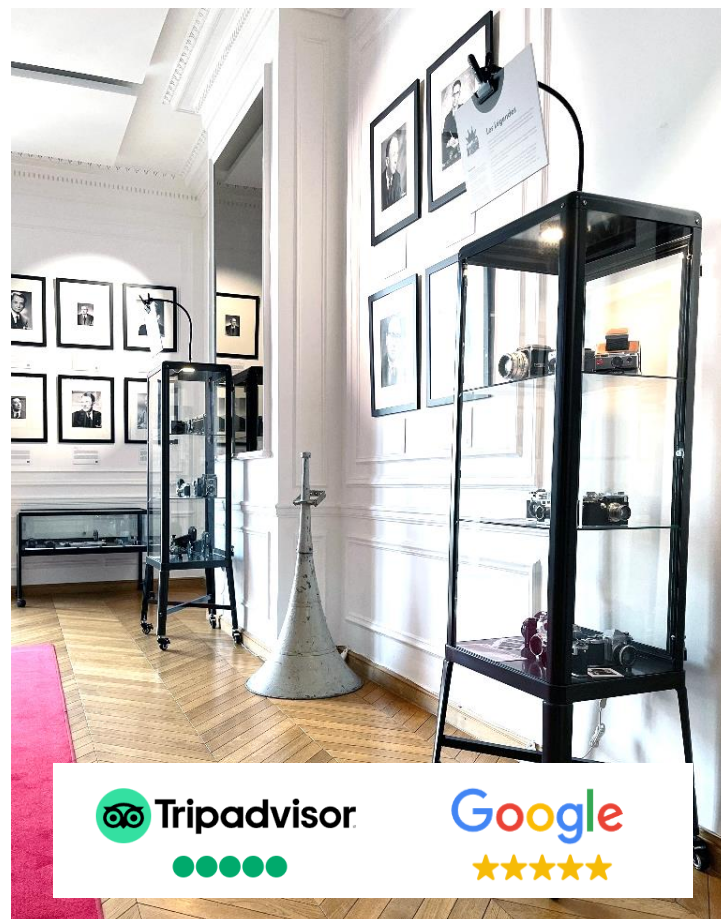
Sortir à Paris

« An experience that is
educational, playful,
and a touch nostalgic,
far from clichés. »

Arts in the City

«Analog meets NFTs. »

Réponses Photo



A one of a kind museum

Nestled in the heart of the legendary Studio Harcourt, this pocket museum invites you on a fascinating journey alongside the **most iconic cameras of the 20th century**.

These incredible devices, **objects of passion, fascination, and desire**, have radically changed our perception of the world and laid the very foundations of our current "image society".

Far from the classic approach of a photography museum, the visit offers an **aesthetic and informative experience**, accompanied by concise and accessible descriptions for all.

An adventure both physical and digital, the 99 Cameras Museum aims to create bridges between generations of enthusiasts and is particularly aimed towards a young and curious audience returning to analog photography.





Gianpaolo Benincasa et son fils Federico

A family legacy

and beautiful encounters

The exhibited collection is the result of the passion of **Gianpaolo Benincasa**, an inveterate collector who spent nearly half a century traveling the world in search of rare cameras. In 2023, his son, Federico, embarked on sharing his adventure with as many people as possible by founding the 99 Cameras Museum, a pocket museum entirely free as his father would have wanted.

Aiming to offer "the most beautiful collection exhibited in a museum" while **limiting itself to 99 cameras**, the museum regularly updates its collection thanks to investments from passionate and committed partners.

Studio Harcourt, the epitome of photography institution, decided to take part in this adventure by offering it an unparalleled setting in the heart of its mansion.

The Analog Chronicles



In 2024, the 99 Cameras Museum presents a unique photographic project aiming for an unprecedented **collaborative collision** between generations.

For the first time, **five renowned photographers** carefully selected by **Blind Magazine** will be entrusted with **five iconic cameras** dating from 1935 to 1961 for free and creative shoots.

The result promises an exceptional exhibition at **Studio Harcourt** where visitors can explore the encounter between mythical and demanding analog cameras and the resolutely modern and dynamic vision of contemporary photographers.

The exhibition, intended to be relocated in 2025, will be accompanied by a **collector's book** as well as a sale of **NFT images** in collaboration with **Obscura.io**, Europe's largest NFT platform. The cameras will be expertly revised by **Pelloche Moi**



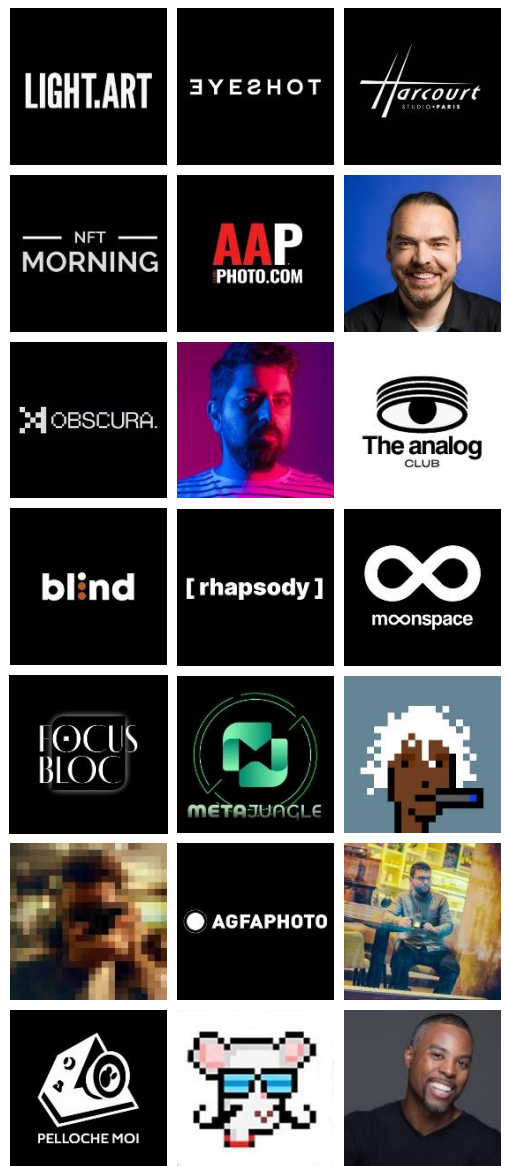


Become partner of a **Modern cultural adventure**

Support the 99 Cameras Museum and become the partner of an innovative cultural project aimed at preserving and sharing a **part of photography's heritage**.

The museum serves as a bridge between a young audience and seasoned collectors through a playful cultural approach firmly **oriented towards new technologies**.

A diverse community of **businesses, photographers, and collectors** has already joined the adventure. Their investment allows us to purchase new cameras and fund the museum's new activities such as 'the Analog Chronicles'



Exceptional visibility for your **brand and community**



By supporting the 99 Cameras Museum, you gain access to a unique visibility space in a **truly collaborative approach**.

Your brand will be showcased **within the museum** itself as well as on all its physical or digital publications.

As a partner, you will also **enjoy privileged access** to the museum and its **various activities and events**, and even have the opportunity to **organize private exhibitions** for your clients at the museum or in your own premises.

The museum offers **several partnership packages**, materialized by a contract on the blockchain (NFT) and guaranteeing shares of the collection.

To become a partner, contact us!

Federico Benincasa

Museum founder

Info@99CamerasMuseum.com



99 Cameras Museum

Chez Studio Harcourt
6 Rue de Lota
75116 Paris

Metro 9 - Rue de la Pompe

Bus 52 - Place Jean Monnet

Access is free and open to all

Opening hours

Monday : 10 - 17:30

Tuesday : 10 - 17:30

Wednesday : 10 - 17:30

Thursday : 10 - 17:30

Friday : 10 - 17:30

Saturday : 10 - 17:30

99CamerasMuseum.com

info@99CamerasMuseum.com

+33 (0)1 42 56 67 67

instagram.com/99camerasmuseum

x.com/99CamerasClub

