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*18th Conference of the LIBER Groupe des Cartothécaires - Maps Expert Group
Barcelona, Spain 17-18 April 2012*

CLICK THE PAST, a dissemination tool for a photographic archive in the 21st century

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The Photographic Archive of the *Centre Excursionista de Catalunya* (Catalan Alpine Club) (AFCEC), with over 100 years of existence, keeps images from around the world, the oldest of which are some wet plate collodions, dated around 1860. Despite its location in an alpine club, the photographic images are not only devoted to landscape but also cover many topics. Since the late twentieth century the CEC is making efforts to reach a wider number of researchers as well as users that would consult and purchase images. A Strategic Plan made in 2005 points out as one of its objectives the promotion and dissemination of these images. One of the strategies has been the creation of what, conceptually, could be understood as a retro-Panoramio: a suitable layer for Google Earth to visualize some georeferenced photographs of the archive to show the diversity of subjects and places represented. The paper explains the characteristics and the process that has been undertaken to implement this catalogue with geographic components.