



PRESS RELEASE

Paris, July 11, 2023

CENTENARY OF THE DEATH OF GUSTAVE EIFFEL INAUGURATION OF THE *EIFFEL, HIGHER AND HIGHER* EXHIBITION REDISCOVER THE LIFE AND WORK OF GUSTAVE EIFFEL

This year, a group of organizations including the Eiffel Tower and the Association des Descendants de Gustave Eiffel (ADGE) have joined forces to celebrate the life of Gustave Eiffel, 100 years after his death. For the occasion, Savin Yeatman-Eiffel, the great-great-great-grandson of Gustave Eiffel, has designed a major exhibition titled *Eiffel, Higher and Higher*, which retraces the incredible technical and aesthetic challenges that Gustave Eiffel had to face to see his project through and presents his battle against competing designs for towers, now forgotten.

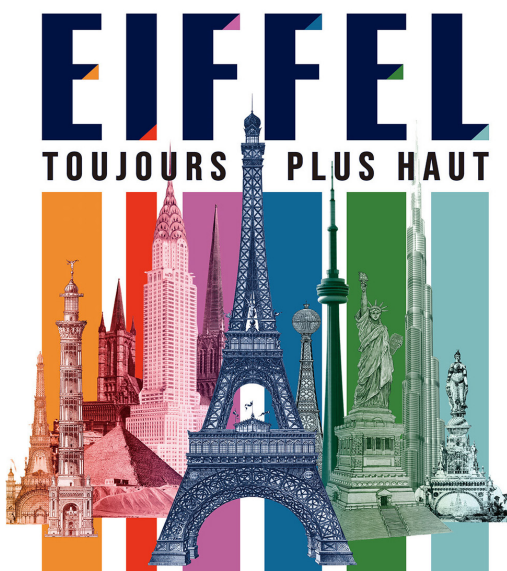
The exhibition draws on rare iconographic documents from which the graphic designers at Sav! The World Productions studio have created a series of large and dynamic compositions, under the artistic direction of Yukiko Yeatman-Eiffel.

The exhibition is the highlight of this anniversary year and can be visited freely and without charge on the esplanade of the Eiffel Tower, from summer through the end of 2023, to coincide with the 100th anniversary of the death of Gustave Eiffel on December 27.

The *Eiffel, Higher and Higher* exhibition: an immersion in the world of Eiffel

Science, architecture, heritage and entrepreneurship: Gustave Eiffel's legacy is **multidisciplinary and timeless**. While his creative genius, audacity and talent continue to inspire people all over the world, this exhibition focuses on a less well-known aspect of Eiffel's story: how did his idea for the Tower compare with the competition? What were the other projects that almost outshone the Iron Lady? Above all, how did Eiffel accomplish such a technical and architectural challenge?

An exhibition in seven themes



The 12 large compositions on display over nearly 246 feet on the esplanade of the Tower present the obstacles that Gustave Eiffel had to overcome in order to bring his masterpiece to life. The exhibition is divided into **SEVEN** themes.

After an introduction that **takes visitors back to the era of the Industrial Revolution**, the exhibition explores **the young engineer's beginnings** and his **main rivals during the 1889 World Exhibition**. It also presents **the architectural challenges, the stages of construction and the criticisms** that Gustave Eiffel faced. After **looking back at the race to construct the tallest buildings** sparked by the success of the Tower, the exhibition culminates with a presentation of the decision to keep the monument, which was saved from destruction by the **scientific experiments** it hosted.

Other events in connection with the centenary

A new augmented reality visitor experience available at the Eiffel Tower

Starting this summer, a new device at the Tower allows visitors to discover Gustave Eiffel's world through **an immersive 360° visit**. By scanning a series of QR codes on the esplanade and the first and second floors, visitors can see the engineer with their own eyes as he talks about his Tower and life in his day. You can also explore the monument and relive key moments in its history as if you were there.

Tour Eiffel x Epicurieux: videos by TV presenter Jamy Gourmaud

Epicurieux and the Eiffel Tower have joined forces to create **a series of fun and educational videos about Gustave Eiffel** with the aim of making them available to as wide an audience as possible. The partnership began on April 17 this year with the release of several short videos on topics such as "*the Eiffel Tower is still growing*", "*The colors of the Eiffel Tower*" and "*The effects of the Eiffel Tower on the human body*". A total of **10 videos will be published via the social media accounts of Epicurieux (Instagram, Facebook and Tiktok) and the Eiffel Tower by the end of 2023**.

A longer, 15-minute video presented by Jamy was also released on the Jamy-Épicurieux YouTube channel on July 2 and relayed on social media by the Eiffel Tower. The famous presenter and science popularizer looks back at the Eiffel Tower's origins and its use for science, imagined from the outset by Gustave Eiffel.

Watch the video at <https://www.youtube.com/watch?v=OfyCXSEASJo>

At the end of 2023, an artistic collaboration with artist Michael Canitrot will combine electronic music and heritage.

Supported by the patronage of the French National Commission for UNESCO, **Monumental Tour** by DJ and producer Michael Canitrot **is a new tour concept combining electronic music, heritage and digital art**. Passionate about history and architecture, Michael Canitrot shares his love for electronic music through performances in iconic venues such as the Abbey of Mont-Saint-Michel, the Château of Pierrefonds and the Palais-Royal.

At the end of 2023, Michael Canitrot and the Eiffel Tower will reveal a new artistic collaboration. The experience also aims to raise awareness about the importance of preserving our heritage for future generations.

A new games booklet for young visitors will also be available at the Tower this summer to allow children to learn more about the monument's builder and its history. **Finally, from September this year, the shops of the Tower will be selling a collection of products designed in tribute to Gustave Eiffel.**

About Société d'Exploitation de la Tour Eiffel (SETE)

On November 1 2017, the City of Paris chose SETE to run the Eiffel Tower's operations and management as part of a 13-year public service delegation contract. SETE is a local public company, with 99% of its capital owned by the City of Paris and 1% by the Métropole du Grand Paris. Its board of directors is chaired by Jean-François Martins, Councillor of the City of Paris, and it employs approximately 360 people. SETE is managed by Patrick Branco Ruivo and had turnover of €102 million in 2022.

<https://www.tou Eiffel.paris/fr>

About the Association des Descendants de Gustave Eiffel (ADGE)

Created in 1995, ADGE's main mission is to defend the memory and image of Gustave Eiffel and to safeguard his many works.

The current president of ADGE is Myriam Larnaudie-Eiffel (great-great-granddaughter). The association's vice-president is Savin Yeatman-Eiffel (great-great-grandson). Today, the Association brings together the vast majority of Gustave Eiffel's descendants and sympathetic members of the general public in order to:

- Promote the memory of the great engineer and scientist.
- Defend his image and the "Gustave Eiffel" name against misuse.
- Safeguard Gustave Eiffel's works to ensure their continued existence.

<https://gustaveeiffel.com>

About Savin Yeatman-Eiffel, Curator of the Exhibition

A graduate of FEMIS and founder of Sav! The World Productions, Savin is a director, screenwriter and producer. He has always been fascinated by the work of his ancestor, Gustave Eiffel, and now has the pleasure of combining his passion with his work by developing and producing, with Mathieu Schwartz, a documentary titled *Eiffel, la guerre des tours*, which will be broadcast on ARTE in late 2023, and by curating the "Eiffel, Higher and Higher" exhibition, which opened on the esplanade of the Eiffel Tower in early July, and which he hopes to take to other cities and countries at a later date.

<https://eiffel-toujoursplushaut.com>

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