Beat: Lifestyle

INAUGURATION Of The "EIFFEL EVER HIGHER EXHIBITION"

GUSTAVE EIFFEL,100 YEARS AFTER HIS DEATH

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USPA NEWS - In 2023, many Actors, including the Eiffel Tower and the Association of Descendants of Gustave Eiffel (ADGE) , are joining Forces to highlight Gustave Eiffel 100 Years after his Death. On this Occasion, Savin Yeatman-Eiffel, Great-Great-Great-Grandson of Gustave Eiffel, designed a Major Exhibition entitled "Eiffel, Ever Higher".

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Retracing the Incredible Technical and Aesthetic Challenges that Gustave Eiffel had to overcome to impose his Project, this Exhibition also reveals the Battle waged against Other Competing Tower Ideas, now forgotten. It is also based on Rare Iconographic Documents including the Graphic Designers of "Studio Sav! The World Productions", under the Artistic Direction of Yukiko Yeatman-Eiffel, were able to produce Large and Dynamic Compositions.

The Highlight of this Year of Tribute, the Exhibition is Freely and Freely Accessible in Front of the Eiffel Tower, from this Summer until the End of 2023, to coincide with the Centenary Anniversary of the Disappearance of Gustave Eiffel, December 27.

- The "Eiffel, Always Higher Exhibition": a Dive into the Eiffel Universe.

Sciences, Architecture, Heritage and even Entrepreneurship, the Legacy of Gustave Eiffel crosses Disciplines and Eras. If his Creative Genius, his Audacity and his Talent continue to inspire all over the World, the Exhibition focuses on a More Little-Known Aspect of the History of Gustave Eiffel: how his Idea for the Tower faced to the Competition?

What were these Contemporary Projects that almost Overshadowed the Iron Lady? And, above all, how did Eiffel meet such a Technical and Architectural Challenge?

- A Journey in Seven Themes

The 12 Large Compositions displayed on the Square in Front of the Tower, nearly 75 Meters Long, look back at the Obstacles that Gustave Eiffel had to overcome to impose his Masterpiece. The Route is divided into 7 Themes. After an Introduction which takes Visitors back to the Period of the Industrial Revolution, the Exhibition returns to the Beginnings of the Young Engineer but also to his Main Rivals during the Universal Exhibition of 1889.

The Architectural Challenge, the Stages of Construction but also the Criticisms faced by Gustave Eiffel are all Subjects discussed. After a Return to the Race for Heights caused by the Success of the Tower, the Exhibition ends with the Perpetuation of the Monument, saved from Destruction by the Scientific Experiments which took place there.

- Other Programs around the Centenary
At the Eiffel Tower, a Unique Journey, in Superimposed Reality, is offered to Visitors

From this Summer, a Brand New System invites Visitors to the Tower to discover the World of Gustave Eif through an Immersive 360° Experience. By scanning a Series of QR Codes placed on the Square, on the First and Second Floor, the Engineer appears before the Eyes of Visitors to tell them about his Tower and his Times. They can wander around the Monument and relive Key Moments in its History, as if they were there.

- "Epicurieux" and the "Eiffel Tower" are joining Forces to broadcast a Series of Educational and Fun Videos to as many People as possible around Gustave Eiffel.

This Partnership started on April 17 with the Broadcast of Short Videos addressing Subjects such as "the Eiffel Tower continues to grow", "The Colors of the Eiffel Tower" or even "The Effects of the Eiffel Tower on the Human Body"... In Total, 10 Videos will be broadcast until the End of 2023 on the Social Networks of "Epicurieux" (Instagram, Facebook and Tiktok) and the Eiffel Tower.

A 15-minute Long-Format Video played by Jamy has also been available since July 2 on the Jamy-Epicurieux YouTube Channel and relayed on the Eiffel Tower's Social Networks. The Famous Presenter and Popularizer of Science returns to the Origins of the Eiffel Tower and its Scientific Usefulness, imagined from the Start by Gustave Eiffel.

- At the End of 2023, an Artistic Collaboration with the Artist Michael Canitrot mixing Electronic and Heritage.

Placed under the Patronage of the French National Commission for UNESCO, the Monumental Tour created by DJ Producer Michael Canitrot is a Tour Concept combining Electronic Music, Heritage and Digital Art. Passionate about History, Architecture and Ambassador of Electronic Culture, Michael Canitrot has already performed in Emblematic Places such as the Mont-Saint-Michel Abbey, the Pierrefonds Castle and the Palais-Royal.

At the End of 2023, Michael Canitrot and the Eiffel Tower will unveil an Unprecedented Artistic Collaboration. This Experience also aims to raise Awareness of the Importance of preserving Our Heritage for Future Generations.

Also note, for Young Visitors, a New Games Booklet is distributed at the Tower this Summer allowing them to learn more about the Creator of the Monument and its History. Finally, from Next September, the Tower's Boutiques will offer a Collection of Products paying Tribute to Gustave Eiffel.

- About the Eiffel Tower Operating Company (SETE)

On November 1, 2017, the City of Paris entrusted the Operation and Management of the Eiffel Tower to SETE as Part of a Public Service Delegation for a Period of 13 Years. SETE is a Local Public Company whose Capital is 99% owned by the City of Paris and 1% by the Métropole du Grand Paris. Chaired by Jean-François Martins, Councilor of Paris, SETE has around 360 Employees. It is managed by Patrick Branco Ruivo and achieved 1.06 Million Euros in Turnover in 2022.

- About the Association of Descendants of Gustave Eiffel (ADGE)

Created in 1995, the ADGE's Main Mission is to defend the Memory and Image of Gustave Eiffel as well as the Safeguarding of his Numerous Works. The ADGE is currently chaired by Myriam Larnaudie-Eiffel (Great-Great-Granddaughter). The Vice-President of the Association is Savin Yeatman-Eiffel (Great-Great-Great-Grandson). The Association today brings together around Fifty Descendants of Gustave Eiffel, the Vast Majority of them, but also Sympathetic Members from the Public, in order to:

* Promote the Memory of the Great Engineer and Scientist.
* Defend its Image and the Surname “Gustave Eiffel" against the Abusive Uses to which they could be Subject
* Defend the Works of Gustave Eiffel in order to ensure their Sustainability (https://gustaveeiffel.com)

- About Savin Yeatman-Eiffel, Commissioner of the Exhibition
Graduated from FEMIS, and Founder of the "Sav! Creation Studio The World Productions"

Savin is Director, Screenwriter and Producer. Always fascinated by the Work of his Ancestor Gustave Eiffel, he has the Pleasure of now combining this Passion with his Professional Activity by developing, and directing with Mathieu Schwartz, the Documentary "Eiffel, La Guerre Des Tours", which will be broadcasted on ARTE at the End of 2023, and by assuming the Curatorial Role of the the "Eiffel, Ever Higher Exhibition", opening its Doors at the Beginning of July in Front of the Eiffel Tower and which he hopes to be able to travel to Other Cities and Countries in the Future (https://eiffel toujoursplushaut.com).

Photo Cover:
Myriam LARNAUDIE-EIFFEL - President of the Association of Descendants of Gustave Eiffel
Savin YEATMAN-EIFFEL - Commissioner of the Exhibition
Jean-François MARTINS - President of Eiffel Tower Operating Company (SETE)

Source: Eiffel Tower
Presentation "Eiffel Ever Higher Exhibition" On July 11, 2023 @ The Front of Eiffel Tower

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