

THE EIFFEL TOWER PARTNERS WITH THE GOOGLE CULTURAL INSTITUTE TO PROVIDE AN IMMERSIVE DIGITAL EXPERIENCE

The Société d'Exploitation de la Tour Eiffel and Google France are pleased to present three original immersive digital exhibits combining prints, maps, exclusive archival images of the Tower and panoramic Street Views of the monument. Together they serve as a playful, modern bridge between 1889 and today.

Dive into history by way of these fun and immersive heritage exhibits.

Developed in full screen mode with an emphasis on high definition images, these exhibits were created jointly by the teams at Google and the Société d'Exploitation de la Tour Eiffel and provide web visitors with an overarching view of the context leading to the birth and construction of the Tower as well as its inauguration and first visitors.

Nearly fifty images, maps, prints and photos from the Eiffel Tower Heritage Fund are waiting to be discovered in addition to a never-before-heard audio recording of the voice of Gustave Eiffel, allowing visitors to completely immerse themselves in the world of the Tower!

- [Birth of the Eiffel Tower](https://www.google.com/culturalinstitute/preview/exhibit/AQIVzvFH)
- [Construction of the Eiffel Tower](https://www.google.com/culturalinstitute/preview/exhibit/AQLt9GV7)
- [Inauguration and first visitors](#)

In order to be accessible to a wider number of people around the world, these exhibits are available in four languages: French, English, Spanish and Portuguese. And each visitor can recommend the exhibits and share his or her experience on social networks such as Facebook, Twitter and Google+.<https://www.google.com/culturalinstitute/preview/exhibit/AQLvweYJ>

A bridge between history and modernity through panoramic Google Street Views

For the first time, the teams at the Google Cultural Institute have incorporated panoramic Street Views into the exhibits, allowing visitors to alternate between the historical archives and present-day images. These 360° views offer a unique look at the top and second floors of the monument.

These images were created using [the Street View trolley](#). With its small size and ease of use in tight or fragile spaces, this technology was designed specifically by Google for landmarks and museums.

Through this partnership, the Eiffel Tower continues to develop its digital strategy, which was initiated in 2007 with the creation of a website providing real-time information about the Tower, two mobile apps, social media presence (Facebook page) and an online ticketing service since 2009. As for the engineers at the Google Cultural Institute, this collaboration is an opportunity for them to use technology for the benefit of history and culture, providing access to content and experiences that, until now, were reserved for a limited number of people.

About the Google Cultural Institute

Created in May 2011, **the Google Cultural Institute** is a platform that provides access to works of art, landmarks and archive exhibits with just a few clicks of the mouse. All the content is chosen by Google's 260 partners, which include museums as well as cultural institutions and associations. The purpose of the Cultural Institute is to preserve and highlight a variety of cultural heritages by providing free and simple access to all visitors through the use of web technology.