

MAIRIE DE PARIS



MEDIA KIT

Official opening of the totally refurbished first floor of the Eiffel Tower



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Key Figures for the Eiffel Tower

Original height: 312 metres (to the tip of the flagpole)

Current height (inc. aerials): 324 metres

Platform heights: 1st platform: 57 metres; 2nd platform (underside): 115 metres; 3rd platform (underside): 276 metres

Total weight: 10,100 tonnes

Weight of the metal framework: 7,300 tonnes

Total number of rivets: 2,500,000

Distance between the pillars: 101 metres (footprint: 125 x 125 metres)

Number of steps: via the East pillar to the top: 1,665

Paint: 60 tonnes used for every 7-year repaint.

Visitor numbers: more than 250 million visitors since opening in 1889.

6,740,000 visitors in 2013





By Jean-François Martins, Deputy Mayor of Paris for Sports and Tourism

The Eiffel Tower! The very mention of its name is an invitation to dream, fantasise and travel; synonymous with grace, excellence and elegance, what other monument could better encapsulate the spirit of Paris?

This beacon, whose beam has swept the roofs of Paris lighthouse-like for more than 120 years, is one of the hundred or more legacies of the Universal Exhibitions of Paris.

Since then, it has never stopped shaping the face of our city, and has ensured our continued international fame and reputation.

It is the landmark monument of the French capital, symbolising the appeal of Paris, especially as a must-visit destination.

As a showcase for French technical expertise, it symbolises the spirit of Paris, a city with great ambitions that is rooted in its past, but always focused on the future and open to the world.

So today, we are delighted to show how this venerable iron lady, who has never been content simply to rest on her four firmly-planted feet, continues to keep up with the times, and offer her multitude of admirers in other cities on other continents a new face, a new way of welcoming them, and new - sometimes extreme - experiences as, from her first floor, she reveals her secrets from a height of 57 metres.

With around 7 million visitors every year, the Eiffel Tower and its teams are constantly developing the features, hospitality facilities and services offered to visitors, and doing so in ways that respect the principles of sustainable development and ensure high levels of safety.

To welcome the public even more warmly and safely, it is essential to upgrade and renovate its facilities, which is exactly what has been achieved with the all-new first floor. Achieving such a feat can sometimes be extremely challenging, given ever-increasing visitor numbers.

With its new glass floor, panoramic pavilions and sensational after-dark light show, the Eiffel Tower continues to move with the times without once closing to the public, as well as illuminating the capital and attracting visitors from all over the world to enjoy the timeless experience that is Paris.

Destination Paris, the world's favourite place

Destination Paris has once again confirmed its status as the world's most visited place. In 2013, visitor numbers to the capital increased to 29.3 million for Central Paris, and 50.3 million for the wider Destination Paris, which includes Disneyland Paris, the Palace of Versailles and the departments of the Paris region.

Very strong growth in international visitor numbers

In 2013, Greater Paris attracted 7% more international visitors than in the previous year. This increase was greater than that for global tourism growth (reported as 5% by the World Tourism Organization), and confirms the powerful appeal of Paris and its status as the world's favourite destination.

So last year, Central Paris attracted a total of 29.3 million visitors (12.1 million international visitors (41%) and 17.2 million from elsewhere in France), reflecting total growth of 2% year-on-year. The wider Destination Paris welcomed 50.3 million visitors.

Paris hosted more conferences than any other world city in 2013

Paris also leads the world as a conference venue. In 2013, the capital hosted a record number of 1,055 conferences attended by 752,300 delegates.

An excellent start to 2014

The first six months of 2014 were marked by the return to Greater Paris of European visitors previously deterred by the economic crisis: visitor numbers from Italy were up by 1.4%, and from Spain by 2.4%. More visitors also arrived from the USA (up 3.8%), the Near and Middle East (up 26.2% for Central Paris) and China (up 8.2% for Central Paris).

The Eiffel Tower: the magnetic jewel in the crown of Paris

Attracting some 7 million visitors every year - 85% of them from other countries - the Eiffel Tower is one of the most popular and symbolic sights of Paris. 6,740,000 people visited it in 2013; 7% more than in 2012.

Visitors from literally all over the world!

The Top 10 nationalities were:

France 13.3%, USA 8.8%, UK 7.4%, Italy 6.6%, Germany 5.6%, Spain 5%, Brazil 4.7%, Russia 3.3%, The Netherlands 3.4% and Australia 2.9%.

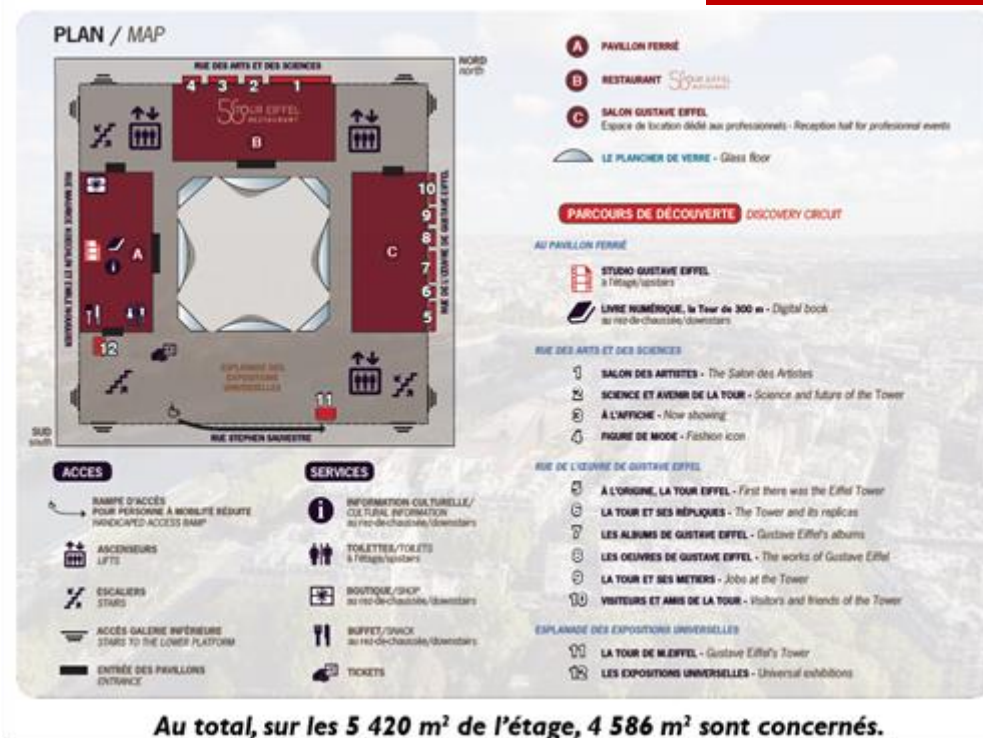
The Eiffel Tower first floor refurbishment

The most ambitious Eiffel Tower refurbishment project for nearly 30 years. The total refurbishment of the first floor to create a rest and relaxation space for visitors was therefore a long-awaited pleasure.

In addition to upgrades for all its facilities, the first floor is now one of the most spectacular and attractive places in Paris, with an inclined and transparent architectural design, a spectacular spatial experience, and an informative interactive pathway charting the history of the Tower.

Eric Spitz, General Manager of Société d'Exploitation de la Tour Eiffel

"Totally new facilities to root the Eiffel Tower in its history and take it forward into the vertiginous intangibility of today"



The first floor of the Eiffel Tower has never closed to the public

The Eiffel Tower has remained open to the public throughout the refurbishment project. All the work involved was structured into two phases: in 2012/2013, the Gustave Eiffel Room was demolished and rebuilt, and the facades and roof of the 58 Tour Eiffel restaurant were completely refurbished. In 2013/2014, the second pavilion - the Ferrié Pavilion - was rebuilt and the rest of the refurbishment works completed, including reconstruction of the north and west pagodas, renovation of the floors and replacement of the central balustrade.

Every cent of the €30 million bill for the first floor refurbishment has been funded by SETE.

A fully accessible level

The Eiffel Tower first floor refurbishment project **sets a new standard when it comes to public accessibility**: all obstacles were either removed or clearly signed, lighting was changed, and floors were given anti-slip surfaces. The pavilions now have lifts, and a ramp connects the outer gallery with the Champ-de-Mars terrace. The museography has also been adapted to allow sight-impaired visitors to enjoy the experience.



An exemplary sustainable development project

Although there is no 'High Quality Environmental' benchmark for the Eiffel Tower, one of the major goals of the project to refurbish its first floor was to achieve a significant reduction in its ecological footprint as part of the City of Paris Climate Plan.

The position of its glazing has been redesigned without in any way compromising the comfort of visitors as they take in the stunning panoramic views from the first floor of the Tower: this new level of **sun protection** reduces summer solar heat gain by more than 25%, thereby reducing the energy bill for air conditioning. The fact that almost all the lighting on the first floor of the Eiffel Tower has been converted to **LED** will boost power savings even further.

The Ferrié Pavilion now has 10 m² of roof-mounted **solar panels**, whose output will meet approximately 50% of the water heating needs of the two pavilions. The Pavilion has also gained a **rainwater recovery system** that provides flushing water to the toilet facilities. This system also reduces the amount of energy needed to power the booster pumps used to pump water to the higher levels of the tower.

High-performance heat pumps have also been installed in the pavilions to ensure a constantly balanced temperature.

Lastly, two **wind generators** with an annual generating capacity of 10,000 kWh are also in the process of being installed on the second floor.



A spectacular spatial experience

The second and third floors of the Eiffel Tower may belong to the sky, but the first floor belongs to the city. Its transparent floor and new glass balustrading offer visitors a totally unique and spectacular spatial experience. The new anti-slip finish incorporates a progressive grading of transparency from the interior to the central void, which is 1.85 metres at its widest.



The **after-dark lighting scheme** is consistent with the traditional image of the Eiffel Tower. The majority of this lighting uses warm colours and is focused discretely downwards towards the ground. In the central square, the light comes from the pavilions themselves and the balustrading.



Alain Moatti, the architect who designed the first floor refurbishment project

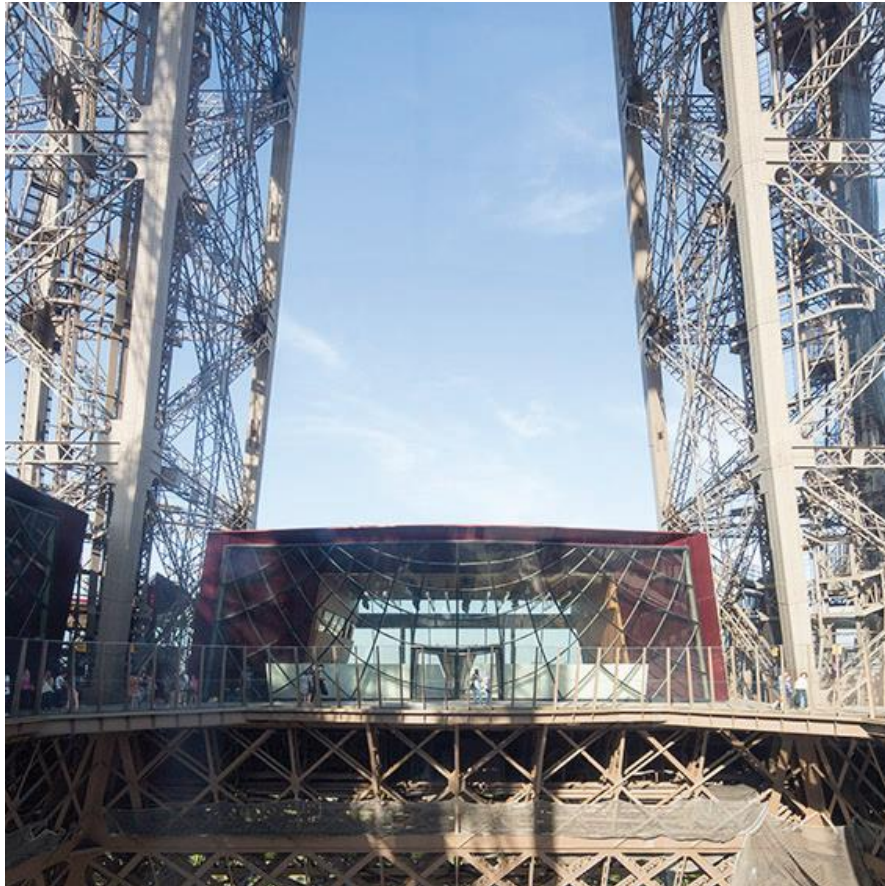
"The first floor now offers an enhanced experience of the Tower and of Paris itself; it's a sensory and hugely enjoyable experience that takes visitors on a voyage of the senses and that leads to new knowledge. The pavilions we have designed are influenced by the pillars of the Tower: they lean in submission to the strength of those pillars and are therefore inclined inwards.

The opaque floor has been partially replaced by a glass floor that picks up on the design of the balustrading: walking above a 57-metre drop suddenly becomes a unique experience that reveals the architectural marvels of the Tower".

New pavilions

Two pavilions have been entirely rebuilt. Technical analyses established that it would be better to rebuild the pavilions entirely than simply to refurbish them. The **58 Tour Eiffel restaurant gains entirely new facades** to maintain consistency with the refurbished first floor.

The **Eiffel Pavilion** contains a meeting and conference room entirely redesigned and rebuilt to provide one of the most attractive events spaces in Paris.



A number of pavilion configurations are possible: 200 guests seated or 300 standing, making the space perfect for conferences, receptions and cocktail parties in a unique setting.



The **Ferrié Pavilion** features a shop and restaurant on its lower level, and relaxation and viewing areas on its upper level.

Inside the Ferrié Pavilion, the restaurant and shop spaces have been entirely redesigned and refitted for greater visitor comfort and convenience. Rest and relaxation spaces have been created, and the views over Paris have been maximised by the introduction of more extensive glazing and the connection of spaces.



On the upper level of the Ferrié Pavilion, an **immersive multimedia show using 7 projectors and 3 screens** takes visitors deep into the three worlds of the Eiffel Tower: extraordinary contemporary architecture at the heart of the City of Light.



A museography pathway through the history of the Eiffel Tower

The cultural pathway takes visitors around the first floor in the open air via a series of kiosks, showcases, information screens, touch screens, digital albums and bookstalls structured around two key themes: the work of Gustave Eiffel and the Tower as a symbol of a modernising world.

It presents the Eiffel Tower to visitors as an art icon. Information on the life and work of Gustave Eiffel is presented in French and English, accompanied by his family album, the history of the Tower's construction and subsequent evolution, and photographs of those who work every day to keep the legend alive.

The Ferrié Pavilion features **reproductions of items from the Eiffel Tower collection** presented in updated surroundings.



Bernard Gaudillère, Chairman of Société d'Exploitation de la Tour Eiffel

"SETE was contracted by the City of Paris to manage one of the world's most famous monuments, and one that has undoubtedly come to symbolise France.

That management mission is not confined simply to maintaining the Tower, extending a warm welcome to more than 6 million visitors every year and ensuring that everyone remains safe. It also includes to constantly refurbishing and upgrading the public parts of the Tower in ways that respect its history, and I am in no doubt that the superb refurbishment of the first floor demonstrates precisely that.

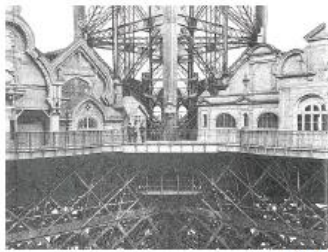
Maintaining this permanent link between tradition, the world of today and efficient operation is our challenge for the future".

Constant evolution since 1889

The new look for the first floor of the Eiffel Tower marks a new stage in the history of the capital's most famous monument. The public areas and buildings have been totally transformed to meet operational needs, visitor expectations and the changing nature of global tourism. 1937 and the early 1980s saw perhaps the most far-reaching transformational changes of all.

Changes to the pavilions

In 1889, the excessive ornamentation of the first floor tended to make it blend into the overall decorative style of the Tower. The work done by André Granet in 1937 sought to reduce the impact of the gallery and pavilions on the overall perception of the Tower and to maximise the panoramic view. In 1981, François Dhôtel used mirrored facades and matching paint shades to continue the process of rooting the first floor in the landscape of the construction.



1900



1937



1981

Changes to the sheltered waiting areas

As visitor numbers continue to increase year on year, the lift boarding points have been redesigned and redeveloped many times. Originally, they were open to the skies, offering no protection from the weather. The number and direction of ascent have varied from pillar to pillar over the years. Various forms came and went: straight stairs, curved stairs and even horseshoe-shaped stairs. In 1982, François Dhôtel introduced glass and metal 'pagodas' to provide protection for visitors and better working conditions for staff.



Changes to the external gallery

Over the years, the external gallery has maintained its 'street in the air' identity, providing panoramic views over the rooftops of Paris. The upper passageway between the pavilion facade and the outer gallery disappeared when the pavilions were built in 1981.



1900



1937



1981

Société d'Exploitation de la Tour Eiffel (SETE)



The Eiffel Tower is owned by the City of Paris, and at the end of 2005, the city authority appointed the newly created public service authority SETE (Société d'Exploitation de la Tour Eiffel) to maintain and run the tower under a 10-year public service outsourcing contract.

Chaired by Paris Councillor Bernard Gaudillère and run by General Manager Eric Spitz, the SETE shareholding structure is as follows:

- City of Paris: 60%
- DEXIA Crédit Local, Eiffage, Safidi SA (EDF Group), UFIPAR (LVMH Group), UNIBAIL and ODAMCO: 8% each
- Paris Tourism and Congress Office: 0.01% (1 share)

In 2013, the company reported annual revenue of €73 million.

Moatti-Rivière architects and the companies of the winning consortium



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The Moatti-Rivière architectural practice was formed by architect Alain Moatti (also a designer from 1985 onwards) and architect and designer Henri Rivière (1965-2010).

With complementary backgrounds and similar artistic temperaments, Alain Moatti and Henri Rivière shared the same appetite for the 'apparent'. In 2001, having followed parallel career paths, they decided to work together as associates: imagination, emotion, scheme intensification and history of place provided the cornerstones for the reality-grounded projects they subsequently brought to life.

Also in 2001, Jean-Paul Gaultier appointed them to transform a Parisian mansion into an *haute couture* fashion house. Since then, the practice has been invited to take part in many prestigious public and private competitions (the French Pavilion at the Milano Expo 2015, La Poste du Louvre, Hotel Crillon, Musée des Beaux-Arts de Colmar, Frac Marseille, Maison de la Radio, Grand Théâtre Hotel in Beirut, Hotel Baccarat in Dubai, etc.).

Between 2007 and 2009, it completed many cultural projects, including the International City of Lace and Fashion in Calais (2009), the Champollion Museum - Scripts of the World in Figeac (2007), the Charles-de-Gaulle History Museum in the Hôtel National des Invalides in

Paris (2008), and the refurbishment and conversion of the Main Hall of the former SNCF workshops in Arles (2007).

The world of luxury goods and fashion has also called on the expertise of its architects to develop the new design concept for Yves Saint-Laurent shops worldwide (2008) and Akris stores in the USA (2009), to design the 65 Croisette upmarket shopping mall in Cannes (2008) and to design an exhibition stand for Baccarat (2008).

Today, the practice works in France and abroad (including Oman, Bahrain, China and Lebanon) on a growing and increasingly diverse number of projects in hotels, hospitality and design. It is currently working on two shopping centres for Galeries Lafayette: the Centre Bourse in Marseille (2014) and Lyon Bron (2018). Other projects include a 5-star hotel in Courchevel (2016) and a 4-star hotel in Lens (2016), whilst a residential hotel in Bagnolet is approaching completion (2014) and work is just starting on a large-scale shopping centre in Champigny sur Marne. In 2011, it designed a new restaurant and tea house in Beirut for Michelin-starred chef Yannik Alléno.

In design, it is responsible for the New Eiffel Tower Chair for the Eiffel Room on the first floor of the Eiffel Tower (produced by Coéditoin in 2014) and an innovative crystal and carbon fibre chandelier for Baccarat (2011).

It won the competition for the Ministry of Culture in Bahrain and the competition to design an energy-positive office building for Icade in Saint-Denis. Both projects embody its interest in environmental issues and its practical approach to this fundamental challenge of our times.

In the world of cultural centres, the practice is involved in a series of recent and future projects, including the Museum of Decorative Arts and Fashion in Marseilles (2013), the Gendarmerie Museum in Melun (2015), the creation of the International Graphic Design Centre in Chaumont (2015) and the cultural centre for St Vaast Abbey in Arras (2018)..

In its constant quest for innovative, original and reimagined materials with the ability to create magical effects, the practice champions forgotten skills and the technologies of the future through its support for craftsmanship, industry and the digital world. The creative journey of the practice has been recognised and rewarded with many prizes and awards: Alain Moatti was inducted into the French Academy of Architecture in 2012, and the practice was nominated for the Mies van der Rohe Prize in 2009 and the national Silver T-Square award in 2007 for its work on the Champollion Museum. Also in 2008, it was nominated for the Mopic Awards and World Architecture Festival Award for 65 Croisette and the Designer's Days Trophy Award for the Baccarat exhibition stand.



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Formed in 1979 as OGER, BATEG is now a subsidiary company of Vinci Construction and played a leading role in the development of the La Défense business district of Paris. Having joined the CBC Group in 1982, the company worked on this enormous project for more than 10 years, building some of its most iconic structures: the IBM, UAP, Manhattan and Neptune towers and the first CNIT building restructuring project.

In the 1990s, BATEG put its experience of major projects to work constructing the Cité de la Musique in La Villette, and the Carousel du Louvre and Paris Matignon shopping centres. The company then diversified into every sector of new-build construction and refurbishment. It remained a major contributor to La Défense during this period, building the Kupka towers, one of the Société Générale twin towers, and the Colline de l'Automobile.

In 1997, BATEG joined the SGE Group, which later became VINCI in 2000. The first decade of the 21st century confirmed the strong presence of BATEG in the Paris Region, with around thirty new construction sites opened every year. These included major developments at La Défense: the Sofitel hotel, the Granite Tower, the second CNIT building restructuring project, the renovation of the Descartes Tower and the Société Générale Dealing Room, as well as the new head office for Groupama in Paris, refurbishment of the OECD headquarters in the Château de la Muette, and the Cité du Cinéma in Saint Denis.



Given its commitment to customers, employees and the environment, it was only logical that BATEG should become one of the very first companies to introduce an Integrated Management System for Accident Prevention, Quality and Environmental issues, and receive certification for its system.

Revenue for 2013: €430 million - Workforce: 690

VINCI Construction France (a VINCI Group subsidiary) leads the French construction and civil engineering industry, operates around 9,500 project sites per year, and reports annual revenue of approximately €7 billion. Operating throughout France via a network of 450 locations, it employs 23,500 people.

It offers public authorities and private-sector clients a comprehensive spectrum of expertise in construction, civil engineering and hydraulic engineering, supported by specialist skills to deliver the most ambitious projects, from shell-only contracts to turnkey design-and-build packages, property development and public-private partnerships. BATEG is a powerful partner contributing expertise and experience in every area of construction, from public amenities to homes, offices, schools and healthcare facilities.

Its membership of the GINGER Group

Grontmij is one of Europe's leading engineering consultancies, employing some 8,000 engineering professionals. Serving a broad range of sectors, from construction and urban development to public transit and mobility systems, water and energy, the Grontmij Group is deeply committed to the principles of sustainable development. This commitment is implemented in everything the company does and in all its projects.

The core values of the Grontmij Group

- **Commitment:** in delivering the projects of its clients, Grontmij is committed to making a sustainable contribution to improving the world in which we live
- **Cooperation:** The teams of Grontmij pool their knowledge, skills and expertise and adopt the goals of their clients in order to work hand-in-hand for successful project delivery
- **Reliability:** when it comes to budgets and lead times, Grontmij always targets performance and optimum outcomes

www.grontmij.fr

A specialist in every aspect of construction engineering

Grontmij Sechaud Bossuyt is an engineering consultancy covering every aspect of construction. All the skills and experience gained since its formation in 1956 have resulted in its recognition as a leading force in construction engineering.

The teams of Grontmij Sechaud Bossuyt are involved in every construction engineering discipline:

- Structures
- High-voltage and low-voltage electrical systems
- HVAC and plumbing
- Roads and utilities
- Acoustics
- Construction economics
- HQE
- etc.

Grontmij Sechaud Bossuyt is part of the Construction Engineering core business of the Grontmij Group, which employs some **450 staff** throughout France:

- In the **5 Regional Divisions** of Grontmij Sechaud Bossuyt: Paris Region (Rosny-sous-Bois), Normandy (Rouen), Nord (Lille), Rhône Alpes (Lyon) and Centre (Clermont Ferrand)
- And **sister companies:** Grontmij Sudequip (Nice and Aix-en-Provence), Grontmij Befs (Toulouse), Grontmij Etco (Le Mans and Nantes), Grontmij Istaeg (Nantes and Brest) and Grontmij Becet

Grontmij, leader européen d'ingénierie



Grontmij en Europe et dans le Monde Grontmij opère également à la Réunion, à Mayotte, en Arabie Saoudite, en Chine et au Vietnam

Grontmij Sechaud Bossuyt is therefore able to draw on all the skills of the core business (including SCMC), as well as its logistics and IT resources, and can offer the local accessibility and presence essential for regional projects.

Its mission is to support construction industry professionals by delivering services tailored to the needs of projects in the following sectors:

- Major public- and private-sector projects of all types, from hospitals and care homes to housing, hotels, prisons, offices and schools
- HRB, PAB, etc.
- New-build and renovation
- Total package or single trades
- Occupied and unoccupied buildings
- Special concepts: smart buildings and high-technology buildings