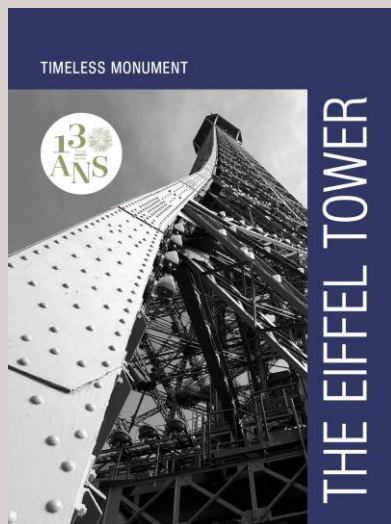


PRESS RELEASE

Publishing date: September 12, 2019



Provisional cover visual

210 x 280 mm – 192 pages – €29.00

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Benjamin Peyrel is a journalist and writer. He mainly works for *L'Express* magazine, reporting on French regional news and writing feature articles on the major French cities, heritage, and town and spatial planning, among other things.

He is also the author of *Altarea-Cogedim, Regards de créateurs* (Altarea-Cogedim: Designers' Perspectives), *Coca Cola en France, une aventure industrielle* (Coca-Cola in France: An Industrial Adventure) and *Le livre des timbres* (The postage stamps of France, year book 2018) for Éditions de La Martinière.

THE EIFFEL TOWER MONUMENT / ICON

Texts: Benjamin Peyrel

"I'm going to be jealous of this Tower. It's more famous than me!"
Gustave Eiffel

To mark the 130th anniversary of the Eiffel Tower, a resolutely modern and widely illustrated book compares images of the past and present to celebrate the technical feats and international influence of the famous French monument.

A retrospective exhibition, organized on the esplanade until the end of November 2019, will bring this anniversary year to a close.

At 324 meters high, the Eiffel Tower is a feat of architecture and engineering. Built in 1889 for the World Exhibition and listed as a UNESCO World Heritage Site since 1991, it has managed to adapt to the various technological, cultural and social revolutions it has witnessed to stay relevant to the times.

A technical challenge launched on a global stage, the Eiffel Tower is an expression of French industrial genius. With its 20,000 twinkling lights, the monument attracts over 6 million visitors every year and is one of the most visited monuments in the world.

A true Parisian and international icon, the Eiffel Tower has a global influence and embodies the values of freedom and peace. It attracts and inspires artists, designers and entrepreneurs.

It is these two aspects—the technical and the universal—that characterize this 'reversible' book, with its two possible readings, two covers, and two different perspectives on the Eiffel Tower.



Société d'Exploitation de la Tour Eiffel

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