

PRESS RELEASE



July 2019

Exhibition of the 130th anniversary of the Eiffel tower: save the date!
Right from the beginning of autumn, the Eiffel Tower will offer a unique exhibition on its esplanade, retracing the saga of its construction

The 130th anniversary of the Eiffel Tower continues to set the tempo throughout the year! A highlight for autumn will be a **free and immersive exhibition** for visitors from the **end of September** to the **end of November 2019**. The saga of its construction will be revisited in a fun and educational way.

This exhibition will be installed on the esplanade, under a dome covering about 300 m². This exhibition, which is **open to everyone** will offer **fun and educational experiences**. Rich content will be broadcast on the latest generation of screens. For example, visitors carefully walk over the screens on the ground that reproduce the image of the girders ... which feels like walking over nothing. Visitors will put themselves in the shoes of the construction workers of this spectacular structure! They will also be able to experience the monument's wind resistance by blowing on the monitors, and become painters of the Eiffel Tower, using the "virtual graffiti" technique. On work tables that will be installed, visitors will be invited to play with the form of the structure...

Innovative and incredible stagecraft will showcase innovation and scientific research. Lastly, the immersion will be total, with the soundscapes that will also be recreated, transporting visitors back to the Universal Exposition of 1889.

An exposition offered in partnership with  **LG** a  **ILE DE FRANCE**

Key information:

Exhibition from the end of September to the end of November 2019

Location: Esplanade of the Eiffel Tower

Hours: from 10 AM to 10 PM

Free - Open to the general public.

About the Société d'Exploitation de la Tour Eiffel (SETE) (Eiffel Tower Operating Company)

On November 1, 2017, the City of Paris entrusted the operation and management of the Eiffel Tower to SETE for the next 15 years, as part of a delegation of public service for a period of 13 years. SETE is a local public company, of which 99% of the capital is held by the City of Paris and 1% by the Métropole du Grand Paris. Its Board of Directors is chaired by Bernard Gaudillère, Paris Counsellor. SETE, which has around 340 employees and achieved a turnover of 99.8 million euros in 2018, is directed by Patrick Branco Ruivo.

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