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## **EIFFEL TOWER: A BUILDING WONDER**

A 60-minute film by Thibaud Marchand produced by *Tournez S'il Vous Plaît*.



## The Eiffel Tower in numbers:

- In 2019, we will celebrate the 130th anniversary of its construction which took 2 years, 2 months and 5 days.
- *La Dame de Fer*, or "Iron Lady", as the tower is affectionately known in France, weighs 7,000 tonnes and is 300 metres tall.
- Each year, 10 million visitors either take one of the 6 lifts or climb the 1,710 steps to the top.
- The tower was declared a UNESCO World Heritage site in 1991.

*I often wonder if the miners who worked here realised they were a part of the most pharaonic project of their era? I think they did... This tower did not only move Gustave Eiffel and the people of Paris. The erection of this tower enthralled the entire country. The Eiffel Tower became the pride of a nation.*

Odile Lassère, Director of the *Musée de l'Histoire du fer*



## Pitch

Coinciding with the 130th anniversary of the Eiffel Tower, this film recounts the incredible saga of its construction. Rising out of the ground in record time at the end of the 19th century, it became the highest and craziest manmade structure ever erected. Thanks to spectacular photographs and new 3D animation showing every step and phase of the building, the viewer will be totally immersed in the gripping story of the Eiffel Tower, from its construction to the grandiose spectacle it has become... This 52-minute film will allow you to admire the beautiful *dame de fer* as you have never seen her before.

## Synopsis

Four pillars coming together, a slender curve of metal, a needle pointing to the sky and a beacon shining over the City of Light... This was the fantastic dream of Gustave Eiffel, a man of genius who has forever left his mark on the history of architecture.

In 1886, an unusual competition allowed him to accomplish his dream. The Exposition Universelle was to take place three years later and the authorities wanted to build a gigantic tower on the Champs de Mars to uphold France's prestige in the eyes of the world.

Pascal Ory has dedicated his life to the Eiffel Tower. The historian has spent several decades studying the construction of this iconic tower, which was anything but plain sailing. Genius inventor Gustave Eiffel had to face numerous powerful detractors. The holes for the foundations were dug in 1887 and it was inaugurated two years later, as planned, for the Exposition Universelle of 1889.

Gustave Eiffel then had to fight tooth and nail to save his masterpiece, as the tower was meant to be demolished after 20 years! This is the epic story that will be told in the film.

We will also discover the Eiffel Tower of today, this symbol of France which attracts nearly 10 million visitors a year. We will see the outer layers peeled away to reveal the original pigment of the tower which has been repainted every seven years since, just as Gustave Eiffel requested.

We will also have the great privilege of going behind the scenes with all the lovers of the tower who are preparing a fabulous spectacle for its 130th anniversary.

*I honestly believe that Gustave Eiffel would be delighted to know that such splendid fireworks are launched from HIS tower. What we do is a technical and artistic challenge and Gustave Eiffel was a man who loved a challenge.*

Stéphane Roussin, technical director for the tower



## Technical description

Reconstruction in animated 3D: with top specialists in 3D animation, historian Pascal Ory will use animated images to recreate every step of the tower's construction.

Incredible aerial photography: we will also join Olivier Migot as he flies over the Eiffel Tower for the French Air Force's annual aerobatics show over Paris each 14th of July. Cameras will be installed inside the cockpit of his jet but also at other points around Paris to capture some exceptional images. Thanks to these cameras, we will discover a different perspective of this monument that has been the undisputed symbol of France around the world since the 19th century. Spectacular images guaranteed!

A collection of exclusive archive photographs will provide a link between these two filmic elements as we tell the incredible story of the Eiffel Tower and its eponymous creator.



PROVISIONAL DELIVERY DATE: SEPTEMBER 2019

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