

Beat: Travel

## **EIFFEL TOWER - Complete Refurbishment & New Offers From The Restaurants**

**With FREDERIC ANTON & THIERRY MARX**

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**USPA NEWS** - It was at the 1889 Exposition Universelle, the Date that marked the 100th Anniversary of the French Revolution, that a Great Competition was launched in the Journal Officiel. The First Digging Work started on the 28th January 1887. On the 31st March 1889, the Tower had been finished in Record Time – 2 years, 2 months and 5 days – and was established as a Veritable Technical Feat. The Plan to build a Tower 300 metres high was conceived as Part of Preparations for the World's Fair of 1889.

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The Wager was to "study the Possibility of erecting an Iron Tower on the Champ-de-Mars with a Square Base, 125 metres across and 300 metres tall". Selected from among 107 Projects, it was that of Gustave Eiffel, an Entrepreneur, Maurice Koechlin and Emile Nouguier, both Engineers, and Stephen Sauvestre, an Architect, that was accepted. Emile Nouguier and Maurice Koechlin, the two Chief Engineers in Eiffel's Company, had the Idea for a Very Tall Tower in June 1884. It was to be designed like a Large Pylon with four Columns of Lattice Work Girders, separated at the Base and coming together at the Top, and joined to each other by more Metal Girders at Regular Intervals.... Even before the End of its Construction, the Tower was already at the Heart of much Debate. Enveloped in Criticism from the Biggest Names in the World of Art and Literature, the Tower managed to stand its ground and achieve the Success it deserved.

By 1983, the Construction of the "Jules Verne Restaurant" on the Second Floor was finished, an Homage to the Famous Novelist and Spokesperson for Literary, Scientific, and Industrial Progress. Customers enjoy Privileged Access via the South Pillar Elevator, reserved exclusively for use by the Restaurant. The Restaurant earned a Michelin-Star with its Successive Chefs, Alain Reix, and Alain Ducasse. In Autumn 2018, it is time for the Mythical Spot to get a Facelift and reopens to the Public in Spring 2019 once Renovation Work is completed. For 1st October 2018, Triple Michelin-starred chef Frédéric Anton is taking the Helm of this Legendary Restaurant where the View is always Unique, both Day and Night.

After starting his Career with some of the Greatest Masters of French Cuisine, such as Robert Bardot and Joël Robuchon, Frédéric Anton took up the Reins of Le "Pré Catelan" in 1997. Devoting all of his Heart and Passion, he earned Two Michelin Stars in 1999, with a Third in 2007. Selected "Meilleur Ouvrier de France" in 2000, Frédéric Anton is one of the most Brilliant Figures in the New Generation of French Chefs. To offer Exceptional Cuisine, Frédéric Anton has chosen to rely on the Best Talents. From the Pastry Chef to the Head Sommelier... At 410 Feet, Jules Verne unveils its Grandeur and offers a Stunning View over the City of Paris... For its Reopening in May 2019, Jules Verne is facing some Significant Challenges. Architect Aline Asmar d'Amman, esteemed among others for her Renovation of the "Hôtel de Crillon", has surrounded herself with the Best Artisans and Designers in order to enhance the Eiffel Tower's Industrial Aesthetic while bringing the Restaurant the Timeless Elegance of French Style.

The "58 Tour Eiffel" welcomes you in a Unique Setting : Ultra-Contemporary Décor designed by Patrick Jouin, an Open Kitchen to admire the Chefs at work and Large Windows to offer the Best Views of Paris. The Eiffel Tower's Iconic Metal is everywhere to be seen. With its Wall-To-Wall Glass, the Restaurant offers a Breathtaking View over the Trocadéro, Palais de Chaillot and the Beauty of the Eiffel Tower's Structure... Why the Name 58 Tour Eiffel ? Count 57 metres up from the Ground, add a metre, for the Height of the Kitchen Range and there you have it... Thierry Marx (Two Michelin Stars) has created the Menu for Restaurant 58. A Man committed to his Craft and passing on his Knowledge, Thierry Marx is an Explorer of Gastronomy.

His Cuisine is inspired by the History of French Gastronomy, his Own Scientific Research and a Passion for Asia. Trained as a Compagnon du Devoir Pastry chef, Thierry Marx was a Member of the 'Casques Bleus' Blue Helmet-Wearing UN Peacekeeping Force during the Lebanese Civil War, before making a Definitive Turn towards Gastronomy and exploring Food and all its Aspects. In 2012, his Restaurant "Sur Mesure" by Thierry Marx was awarded Two Stars by the Michelin Guide. Today, he combines his Role as a Two-Michelin Star chef with his Commitment to Society and his Entrepreneurial Activity. Thierry Marx heads up 'Cuisine Mode d'Emploi(s)', a French Network of Centres for Social Reintegration and Training in Catering Professions which he founded in Paris, in 2012. In 2017, Thierry Marx worked on creating Waste-Free Recipes for Space for French Astronaut Thomas Pesquet.

"58 Tour Eiffel" extends an Incredible View over the Trocadéro, Palais de Chaillot and the Eiffel Tower's Metal Structure. In its Contemporary décor, the restaurant offers a Family Atmosphere for a Refined Picnic Lunch and transforms into a Chic Bistro in the Evening. From January 2019, one of the Evening Menus will be a Signature Creation by chef Thierry Marx who will also be working on the 58 Tour Eiffel's New Concept for 2020.

Led by Ramy Fischler, 2018 Designer of the Year, founder of RF Studio and Nicola Delon, Co-Founder of the Encore Heureux Collective, the Two-Level Architectural Project of the Future Brasserie will restore Value to the Spaces, divided into Islands, offering more Views to Guests and highlighting the Tower's Original Structure. In the Brasserie's Dishes, Thierry Marx wants to make the Place "Universal." He will offer a Parisian Bistro Cuisine, whose Ambition is "to accentuate Simple Products." The Brasserie will also be "a Restaurant that is Deeply Respectful of the Environment and with a Social Responsibility", using Products mainly from a Radius of less than 200 km from Paris and generating Very Little Waste.

At the Top of the Eiffel Tower, the "Champagne Bar" gives you the Chance to enjoy a Glass of Champagne while taking in Incredible Views of Paris, seen from an Altitude of 276m... Open Daily Without Interruption from 10.15am to 10.15pm.... The Eiffel Tower Buffets offer Light Meals that you can enjoy on the Spot or take away at any time of Day... A "Macaroon Bar has opened its Doors on the Second Floor of the Eiffel Tower.

Source : Press Conference given on March 12, 2019 at "Salon Gustave eiffel", First Floor Eiffel Tower.

Presence of :

- Frédéric Anton, Three-Star Chef\*
- Thierry Marx, Two-Star Chef\*
- Aline Asmar d'Amman, Architect
- Nicola Delon & Ramy Fischler, Architects
- Bernard Gaudillère, President SETE
- Patrick Bruno Ruivo, CEO SETE
- Nathalie Bellon-Szabo, President SODEXO Sports & Leisure Worldwide, President of Umanis
- Franck Chavenas, CEO SODEXO Sports & Leisure France & Spain, CEO Umanis

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)