



# PRESS CONFERENCE

# EIFFEL TOWER FAN ZONE



PACIFA decision  
80 INNOVATIVE TECHNOLOGIES

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Press kit

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## **EDITORIAL**

### **BY ANNE HIDALGO,**

### **MAYOR OF PARIS**

Paris is ready to welcome Europe and the world of sports. Euro 2016, in preparation for a long time in order to satisfy the expectations of all football lovers, is going to be a tremendous popular celebration. From June 10 to July 10, Paris will host fans who come from around the world to share their passion for sports. 3 million supporters from France and abroad are expected and 800.000 spectators are going to watch the matches. A Fan Zone located on the Champ de Mars will broadcast the matches and will offer a wide range of activities for everyone.

As we are getting close to this event, I am delighted to see the excitement it generates in Paris and beyond our borders. Sport is one of the pillars of the Parisian identity. Our capital and our country are proud of the talent and the sporting achievements of the Parisians and the Ile de France inhabitants. The success of sporting events organized on our territory strengthen the central role of Paris as well as its international exposure.

In Paris, we want to encourage and facilitate the practice of sports in all its forms. We want it to be accessible to everybody and we multiply the creation of facilities to give all Parisians the possibility to live their passion. Sport creates links, builds bridges, opens new paths. It brings people together and makes them feel closer. This conviction is at the core of our bid for the 2024 Olympic Games. And it is our deep belief at the moment when we are eagerly awaiting this magnificent event : Euro 2016.

# THE EIFFEL TOWER FAN ZONE ON THE CHAMP-DE-MARS

**Paris is preparing one of the most beautiful sites of the city, the Champ-de-Mars,** to welcome its Eiffel Tower Fan Zone and give all Parisians and visitors, regardless of their age, the possibility to **enjoy an exceptional, convivial and friendly experience around football.**

After several months of concertation, this site on the list of UNESCO world heritage, that covers a surface of 130,000 m<sup>2</sup> (the equivalent of 30 football fields), at the foot of the Eiffel Tower between Place Joffre and Place Jacques Rueff, will become the focal point where people will get together and enjoy the entertainments proposed during the competition from June 9 to July 10.

The City of Paris has launched a call for tenders for the concept of the Eiffel Tower Fan Zone and a public procurement that involves both the design and the operation of the Fan Zone. Lagardère Sports will respect the City of Paris sustainable development policy in fulfilling this mission. They will also facilitate the relationship with the UEFA official partners and their integration in the spaces of the Eiffel Tower Fan Zone that have been allocated to them.

About a hundred volunteers of the « Team Paris » will be present at all times in the Fan Zone to welcome, guide and inform visitors.

18 City of Paris volunteers will be deployed at each entrance and on the Fan Zone platform intended for people with disabilities in order to make it easier for them to access the various sectors.

## A connected and interactive Fan Zone

For the first time ever, Paris creates a connected Fan Zone, with a high quality Wifi access for all.

The Eiffel Tower Fan Zone will have the capacity to welcome up to 92,000 people free of charge at the same time (65.000 for the concerts), in its various sectors, villages and pavillions, designed to enjoy at best the matches and the activities proposed by the City, its partners and those of UEFA.

The creation of a connected Fan Zone will offer supporters a rich and interactive experience thanks to the digital contents available, the activities and the dematerialized cultural program.

A « Twitter Wall », in the catering village will offer an opportunity to interact through the specific hashtag #fanzonetoureiffel.

## The largest giant screen ever installed

Paris will give every supporter the possibility to watch the matches in total immersion from the Eiffel Tower Fan Zone on a giant screen of unprecedented size : 420 m<sup>2</sup>. It will be set up in the axis of the Eiffel Tower and 8 additional screen will also be installed on the site.

The central screen and the secondary screens will enable spectators to watch the matches with their family and friends and to participate in the activities organized everywhere in the Fan Zone.

## A Fan Zone entirely closed and secured round the clock

The Eiffel Tower Fan Zone was designed so as to respect the highest security standards for public events. The system has been assessed and sized to cope with a massive influx of people.

The whole perimeter of the Fan Zone will be cordoned off by an important system of fences and coordinated by an enhanced security system:

- **The Police Authority** will deploy forces near the Fan Zone to secure nearby sectors, streets and neighborhoods. The police forces will direct the public prior to the arrival in the Fan Zone.

- **Lagardère Sports** has contracted private security companies that will provide specialized agents. They will use pat-down technics, video protection, metal detection systems, and will propose guarding services and safe lockers in the Fan Zone. The site will be video-protected by 40 cameras and 400 private security agents will be mobilized every day inside the site. A security control centre will be directly integrated in the Fan Zone.

The Eiffel Tower Fan Zone also includes :

- 7 medical emergency spaces,
- an advance medical centre at Ecole Militaire,
- 100 emergency workers, several first aid vehicles.

## A Fan Zone that respects the environment

Through this large scale project, the City of Paris pledges to maintain intact and to leave an environmental heritage to this exceptional site.

The City of Paris has just obtained the **ISO 2012.1 certification**, a standard that acknowledges the work accomplished and the sustainable development approach adopted by the City (daily waste collection, enhanced public transport system, waste treatment, etc.). A few examples of actions in the Fan Zone :

- Installation of special litter baskets adapted for sorting waste

- Sorting awareness campaigns targetted to visitors,

- Recovery of food oils and bio waste and distribution of food surpluses,

- Use of ecocups,

- Recovery of mounting/dissassembly materials to offer them a second life,

- Recycling of flags and tarpaulins,

Protection of the site and of biodiversity.

### **A responsible ticket system**

In order to give everyone the possibility to enjoy at best UEFA EURO 2016, the City of Paris is going to distribute almost 6.000 tickets to the Parisians : children in difficulty; neighbourhood social associations and organizations ; sports associations from sectors that benefit from the City Policy program ; actors and volunteers from the Paris sports movement and the support program; etc.

### **Schedule of installations in the Eiffel Tower Fan Zone**

- **Monday May 2 :**
  - Setting up of the first fences
  - Setting up of ground protections
  - Setting up of high voltage A electricity stations

- **Tuesday May 3 :**
  - Setting up of camera poles

- **Monday May 9 :**
  - Plazamedia crane
  - Beginning of Mc Donald mounting

- **Tuesday May 10 :**
  - Removal of Plazamedia

containers

- Delivery of catering chalets

- **Wednesday May 18 :**
  - Crane and trucks for the Coca-Cola structure

- **Monday May 30 :**
  - Installation of the 2 stages

- **Thursday June 2 :**
  - Installation of the giant screen.

### **Opening hours of the Fan Zone (open only on match days except for the media centre, open every day)**

- On June 10, from 4 PM to midnight

- On June 11, 12, 13, 15, 16, 17, 18, 19, 21, 25, 26 , from noon to midnight

- On June 14, 22, 27 , from 3 PM to midnight

- On June 20 , from 6 PM to midnight

- On June 30, July 1,2, 3, 6, 7, 10, from 4 PM to midnight

- The Fan Zone will be closed on the days when no match will be broadcast (except on concert days).

# MAP OF TRANSPORT AROUND THE EIFFEL TOWER FAN ZONE



- M** Métro :  
Ligne 6 : Bir-Hakeim, Duplex  
Ligne 6 et 9 : Trocadero  
Ligne 8 : Ecole Militaire

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- R** RER:  
Ligne C - Station Champ de Mars  
Tour Eiffel

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- B** Bus :  
42, 69, 72, 82, 87

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- P** Parkings

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- B** Batobus

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- V** Location de Vélos

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- T** Taxi :  
Station Quai Branly, Piller Ouest

# THE MAIN AREAS OF THE EIFFEL TOWER FAN ZONE





## A sector dedicated to broadcasting matches and concerts

The 20.000 m<sup>2</sup> central space will enable all French and foreign supporters to watch together the 51 matches of the competition.

### **All matches will be broadcast on a 420 m2 spectacular giant screen and on 8 additional screens.**



This space will also be the venue for **exceptional concerts**. **David Guetta free concert for the opening of the Eiffel Tower Fan Zone, on Thursday June 9** : the musical ambassador of UEFA EURO 2016 and the composer of the official anthem «This one's for you», David Guetta will inaugurate the competition on June 9 with a great concert on the Champ-de-Mars. 80.000 free tickets are available at the FNAC.



### **MUSE paying concert, on June 28**

BOX OFFICE OPENING ON MAY 10 AT 10 AM ON THE FNAC AND FRANCEBILLET NETWORKS

After bringing AccorHotels Arena down in February and March, the band led by Matthew Bellamy, gets back to the French audience for an exceptional concert in the most beautiful setting of the capital : the Eiffel Tower. The trio is going to sing the most famous titles from their last album « Drones », as well as a few major pieces from their discography.

The space will be reorganized on June 28 to welcome MUSE and make sure the numerous fans of the British band can attend the concert. The gates and the small catering spaces will open as soon as 5 PM. The American group X Ambassadors will open the show .

Matthew Bellamy, Christopher Wolstenholme and Dominic Howard promise their Parisian, French and international fans present in the capital an unforgettable show.

## The Paris Pavillion



This space intended to be the « **House of the Parisians** » in the Fan Zone, is a key area to highlight the know how and identity of Paris and its partners. A real connected place to showcase Paris innovation, the Paris Pavillion of the Eiffel Tower Fan Zone will feature several spaces to spotlight the many facets of the city.

It will include several areas :

- « Paris Rendez-vous », the official shop of the City of Paris,
- Areas for the partners of the host city,
- A catering area,
- A space dedicated to cultural and sports expressions,
- A coworking space focused on innovation and experimentation,
- A 400m<sup>2</sup> shaded terrace
- A welcome desk for the Paris Tourist and Convention Bureau.

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The space is made available free of charge and the lay out is flexible. The privileged partners of the City of Paris will be able to organize their recurring and exceptional events in the Paris Pavillion and offer their teams the opportunity to enjoy the UEFA EURO 2016 and the Eiffel Tower FanZone experience.

## The partners' village



In this space, UEFA partners can propose activities for all so that visitors of all ages can experience a unique moment of fun activities: street-soccer ground; basketball court; freestyle shows; soccer tennis ; etc.

UEFA partners that have a specific pavillion : ABRITEL HOMEAWAY; ADIDAS ; CARLSBERG ; COCA-COLA; CREDIT AGRICOLE; FDJ; HISENSE; HYUNDAI; LA POSTE; MC DONALD'S; ORANGE; SNCF; SOCAR TURKISH AIRLINES.

## The relaxation area for all

This convivial area in the Champ-de-Mars gardens will allow those who wish to, to enjoy with their family or friends facilities and activities designed to entertain a young audience through sports and to promote the practice of sports.

Hammocks, sunshades, face painting for children, activities for the youngest... for a whole month all the visitors of the Fan Zone will be able to participate in the rich and eclectic program of activities and cultural support: Just Dance animations; «canapés» evening; OpéraOké (a giant lyrical karaoke on June 18 at noon to make all Parisians and visitors sing the most famous arias of the Opéra Comique) ; «e-sport PES» days; etc.

## A sports ground for the fans of football in its various forms

The sports ground, the nerve center of the place Joffre, is a city stadium with a stage and galleries where various activities will be on offer: Coca-Cola Stadium; finals of the U16 women's international tournament; demonstration and initiation to cecifoot and wheel chair football; awareness raising to waste sorting, the «Sorting Tour» tournament for children; initiation to freestyle, etc.

Around this sportsground, several 225m<sup>2</sup> thematic tents will be set up to reach every audience :

- A table foot tent,
- A tent for video games and «e-sport» tournaments.



## The catering village

A diverse range of catering and entertainment will be the key words of this village.

Sodexo will propose classical snacking and other types of cuisine aimed at promoting the European gastronomical cultures. The Paris gastronomy will be particularly in the limelight with exceptional events with starred chefs of the capital.

Mc Donald's and Carlsberg will also propose a restaurant and a refreshment bar.

A kiosk, in the heart of the village, will host concerts everyday and the public will be able to interact on a « Twitter Wall » through the specific hashtag #fanzonetoureiffel.

# THE MEDIA STRUCTURE

## The media center

The media centre set up in the heart of the Eiffel Tower Fan Zone, at the level of Avenue de la Motte-Picquet, will put at the disposal of accredited journalists working and relaxation areas with high quality services.

**Every journalist must apply for a «Fan Zone» accreditation before May 27** on the following link : <http://presse.paris.fr/euro-2016/demandes-euro-2016/>

A working room, a press conference room, a space for interviews, an internet connection, an information desk and a relaxation space will be available to all accredited journalists to work in the best conditions, right in the heart of Paris, from noon to midnight and in one of the most important competition sites, on every competition day (only on days with matches when the Fan Zone is open).

**The «Fan Zone» press badge gives journalists access to customized services :**

- A special activity program
- Thematic « press tours» to discover

all the facets of Paris

- A concierge service at the Paris Pavillion, proposed by Taxis G7, a local partner of Paris Host City of UEFA EURO 2016
- A free access to the City of Paris museums on presentation of the accreditation badge
- A free access to one of the 1200 sports halls partners of the Gymlib.com site
- An exclusive service of analysis and modelisation of the matches thanks to FootoVision
- A specific Twitter account « Paris Presse » @parispresse
- A personal account on [www.presse.paris.fr/euro-2016/](http://www.presse.paris.fr/euro-2016/) to be informed about the program and the events before and during the competition. All requests can be made directly via this platform: accreditations, shootings, iconographies, documentation, agenda...

## A multi-tiered standups platform

Standups are allowed in the entire Fan Zone, provided that they do not disrupt the movement of people and that they are limited to a light equipment (camera on a stand). No prior autorisation is required apart from the accreditation badge.

Two paying locations are also at your disposal :

- An elevated standup platform, rearward facing the audience in the axis of the Eiffel Tower and the giant screen

(**contact : Eurovision Special Events** / [newsoperations@eurovision.net](mailto:newsoperations@eurovision.net)).

- An entirely equipped elevated space also rearward facing the audience, in the axis of the Eiffel Tower and the giant screen

(**contact : Eurovision Bookings** – [newsoperations@eurovision.net](mailto:newsoperations@eurovision.net) / +41 22 717 2840).

## A SNG parking space

A paying carpark is available for SNG trucks, in the immediate vicinity of the Fan Zone and its media centre. It is secured 24h/24 and is equipped with power supply. To book your place, per week or for the whole competition.

Contact now :

**Eurovision Special Events**  
[newsoperations@eurovision.net](mailto:newsoperations@eurovision.net) /  
+41 22 717 2840.

## Plazamedia

Plazamedia, with the support of UEFA and the City of Paris will build

a site designed for the radio transmission of Euro 2016 programs from the Fan Zone. This site will include offices, technical areas and living spaces as well as a structure on which 4 TV studios will be installed with a direct view on the Eiffel Tower, the Champ-de-Mars and, of course, the Fan Zone.

This is the largest media zone ever set up on a Fan Zone. The site is equipped with a direct fiber connectivity with the Paris Versailles Radio and TV International Centre. More than 1.400 hours of radio-transmission will be produced by and for the medias. Broadcasters from around the world will be present and will broadcast live from June 6.

For further information, you can contact : **Eurovision Bookings**  
[newsoperations@eurovision.net](mailto:newsoperations@eurovision.net) /  
+41 22 717 2840.