

PARIS 



# PLACE DE L'EUROPE

JOUER — VIBRER — PENSER

---

Press hit - June 2016

Press contact, City of Paris : Barbara Atlan | +33 1 42 76 49 61 | [presseeuro2016@paris.fr](mailto:presseeuro2016@paris.fr)



# TABLE OF CONTENTS

---

- ▶ Editorial of Anne Hidalgo, Mayor of Paris
- ▶ Paris hosts UEFA EURO 2016
- ▶ Place de l'Europe : a place to discover the European culture
- ▶ Poster
- ▶ The National Pavilions
- ▶ The Agora
- ▶ Also on the Place de l'Europe...
- ▶ Programming
- ▶ The « 11 des légendes » (The 11 legends)
- ▶ Europe's Fresco
- ▶ Place de l'Europe's partners



# EDITORIAL

---



*All year long, the parvis de l'Hôtel de Ville (City Hall square) offers Parisians and visitors a space of relaxation, exchange and sharing at the heart of Paris. On the occasion of UEFA EURO 2016, the square will be bedecked in the colours of the competing European countries.*

*Each and every one will discover and experiment the richness of such a unifying event that will enable all citizens to “play, thrill and think” together, beyond national, social or generational borders.*



**Anne Hidalgo**

Mayor of Paris,  
First vice-president of the  
Metropolis of the Grand Paris

# Paris hosts UEFA EURO 2016

On May 28<sup>th</sup> 2010, France was designated by the Union of European Football Associations (UEFA) host country of the European Football Championship organised in 2016 (“UEFA EURO 2016”), from June 10<sup>th</sup> to July 10<sup>th</sup>.

Paris was selected amongst 10 host cities and will therefore welcome five matches at the Parc des Princes, with four pool matches and a round of sixteen match. Moreover, seven meetings will be organised at the Stade de France, including the opening and final games. Nearly 3 million spectators are expected in the capital during the competition.

In order to meet the hosting expectations of the supporters from all Europe, the City of Paris wished to organise a support programme of UEFA EURO 2016 both ambitious and new.

Many sports and cultural activities and events will take place in the whole city before and during the competition. It will be the case in the Eiffel Tower Fan Zone where about 90 000 supporters will be able to gather to attend the direct broadcast of the games and enjoy many festivities. It will also be the case on the parvis de l’Hôtel de Ville renamed “Place de l’Europe” (Square of Europe) on the occasion of the competition.



# Place de L'Europe: a place to discover the European culture



UEFA EURO 2016 will be a unique occasion to see the best European football nations competing, but also to honour Europe and its diversity. The City of Paris thus wished to turn the city into a privileged place to discover the European culture.

Initially planned on the river banks, the event had to be relocated due to heavy rain that led to floods in the beginning of June. Thanks to the reactivity and the work of the city agents and delegations of the competing countries. It will finally take place on the square in front of Paris City Hall, renamed "Place de l'Europe" for the occasion, and will be freely accessible every day from June 18<sup>th</sup> to July 10<sup>th</sup>.

It will be a question of offering the audience, passionate about football or not, a programming adapted to this place of rest, relaxation and stroll. Every day, visitors will benefit from an exceptional programme co-edited by the City of Paris and the delegations of the competing countries to **"play"**, **"thrill"** and **"think"** together on themes such as culture, European values and football. They will be granted the access to many concerts, meetings, debates, linguistic workshops and other catering spaces that will familiarise them with the culture of the different competing countries.

Conceived as an authentic village where several countries will be involved, the Place de l'Europe will enable the latter to show the richness of their sportive, musical, artistic or gastronomic culture. The competing countries will thus be daily honoured through several spaces of meeting and exhibition.

Those spaces will be structured especially around two types of installation:

**The National Pavilions** : containers and installations open to all, every day from June 18<sup>th</sup> to July 10<sup>th</sup>. Visitors will get the chance to discover in an original way the competing countries through activities and a cultural, artistic and fun programming offered by the latter.

**The Agora** : true space of sharing and conviviality, this focal point of the Place de l'Europe will offer a vast programme related to sports, culture, art and Europe. The 24 competing countries will be honoured during dedicated days with a programme on transversal topics related to culture and European values. The programme includes concerts, meetings, debates, linguistic workshops, tastings...

## Jean-françois Martins

Deputy Mayor of Paris for Sport and Tourism



*If I had to do it again, I would start with culture". This sentence has long been attributed to Jean Monet, founding father of the European construction, who actually never pronounced it. Nevertheless, it had the courage to underline that the Europe of peoples builds itself through culture.*

*Just like the French cuisine built itself by the aggregation of a multitude of regional dishes, European culture builds itself through the connection of all European cultures. That's why we thought about the Place de l'Europe as a space for cultural meetings, a crossroad where each and every one can dialogue with its European neighbour.*

*Since the Amsterdam Treaty, EU institutions acknowledge that sport is "a link between men". What could more natural than combining sports and culture within the framework of a great European feast? If the UEFA EURO 2016 can contribute to get European peoples closer, it will be its most beautiful heritage.*





# Poster

**PARIS** 



# PLACE DE L'EUROPE

JOUER — VIBRER — PENSER

GRATUIT ET OUVERT À TOUS

Jusqu'au 10 juillet, Les cultures européennes sont à l'honneur sur le parvis de l'Hôtel de Ville.

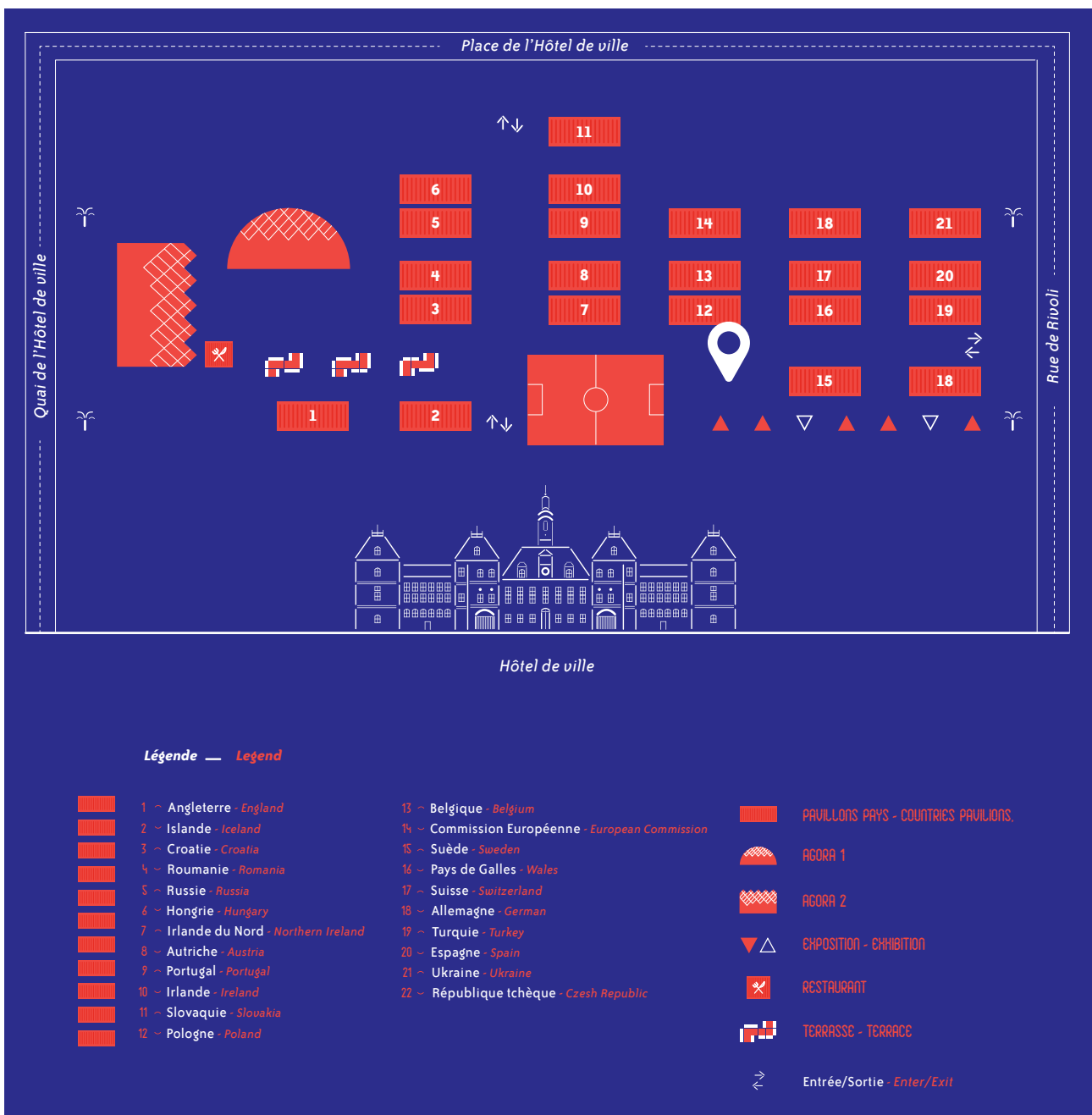
Retrouvez les animations sur [villehote.paris.fr](http://villehote.paris.fr)

# The national pavilions

Competing countries will all be granted a pavilion entirely dedicated to them and in which they will offer their own programming, during the competition. Elaborated with the diplomatic representations, embassies, cultural centres and tourist offices of the related countries, this programming is the opportunity to discover their territory, culture and relationship to football through exhibitions, activities, tastings, etc.

The pavilions and their surroundings consist in converted containers placed on the Place de l'Europe. Visitors will thus be able to stroll around and discover many European cultures.



# A few examples

## Hungary

Three open air exhibitions will take place around the Hungary pavilion:

▶ **The art of football, photographic exhibition by Lajos Kozák**

Exhibition on the legendary Hungarian team: the “Golden Team”.

▶ **Developments of sports infrastructures in Hungary**

Presenting the sports facilities built these last years and awarded by architectural prizes (Groupama Arena, Puskás and Pancho Arenas, etc.)

▶ **FIFA Puskás Award**

Presenting the trophy and the five laureates.

## Sweden

Sweden invites visitors to immerse in an icy experience through blocks of ice in the Parisian summer. These blocks were collected between March and April from the Torne River, one of the world's cleanest rivers, that acts as a natural border between Sweden and Finland. Solar panels set up on the roof of the pavilion will help maintain a temperature below -5° and preserve the ice for a whole month.

The Swedish pavilion will also celebrate the harsh conditions that forged their country through the encounter between different elements where sun turns into ice and the street becomes a gallery. With its ice pavilion, Sweden wants to open to the world through the art of transformation and by sharing its perpetual search for sustainable innovation.

The city of Malmö, hometown of Zlatan Ibrahimovic, will also be honoured by the Swedish pavilion. Located in the very south of the country, it is Sweden's third biggest city. The identity of Malmö is inextricably linked to its cultural diversity, inhabited today by some 177 different nationalities.

This human diversity has inspired The EthniCity Project to collect and photograph the portraits of every present nationality in the city since 2013. The Malmö based street artist Limpo, originally from Salvador de Bahia, Brazil will interpret an eleven metre long fresco of 25 of these portraits.

This original creation for the Place de l'Europe, will enable visitors to discover a virtual photographic exhibition in Augmented Reality through this street art fresco.

## Austria

Austria decided to artistically contribute to UEFA EURO 2016 with the exhibition “Kicking The Horizon” by Michael Goldruber, held in its pavilion. Through his videos and pictures, Michael Goldruber draws the portrait of teenage refugees in Austria.

The exhibition “Kicking The Horizon” is built on the meeting between the artist and the refugees, as on the experiences they gained on the pitch. For a month, visitors will be able to appreciate how Michael Goldruber contemplates the human being, how he sees nature and evolves in the landscape.



Photo Credits : Michael Goldruber

## The European Commission

Three themes will be discussed in the European Commission pavilion:

- ▶ **From June 18<sup>th</sup> to June 26<sup>th</sup>:** Geography
- ▶ **From June 29<sup>th</sup> to July 3<sup>rd</sup>:** Languages
- ▶ **From July 6<sup>th</sup> to July 10<sup>th</sup>:** Symbols and values

Through these three themes, the European Commission pavilion will celebrate diversity. The programme includes face painting and graffiti workshops as well as freestyle football demonstration. The motto “United in diversity” will be painted on the front of the pavilion. Inside, the visitors will discover Europe in a playful way through a sound button, a touch screen and an interactive map.

### Reception desk of Paris Visitors and Convention Bureau

A reception point will be set up near the Place de l'Europe in order to inform visitors on the different meetings, news and events related to UEFA EURO 2016. General information on Paris' tourism facilities will be available in several languages (distribution of brochures, useful information ideas for tours and activities, etc.).

- ▶ **The reception desk will be open everyday from June 18<sup>th</sup> to July 10<sup>th</sup> from 11:00 a.m. to 07:00 p.m.**

## The Agora

The Agora will be the central point of the Place de l'Europe. Built as a true space of exchange and conviviality, it will offer a rich programming on football, culture, art and Europe. The space will be composed of a geodesic dome and a space inside the City Hall Round Pavilion. Both will have different atmospheres, types of activities and programming.

### Agora 1

The Agora 1 will gather most of Agora's activities. It will welcome 100 to 150 people and will be a place reserved for a cross-disciplinary programming on football and European values.

Each 24 nations represented in the tournament will have its own dedicated day in the Agora 1, with different events such as concerts, tasting sessions or meetings with European artists and writers.

During this programming, the editorial board of *SoFoot* (French magazine specialised in football) will organise afternoons of debates and meetings with personalities from the football, arts, research and civil society worlds. They will answer different questions: “Where is heading European football?”, “Is it useful to talk about football?”, “How to live happily when loosing?”... This will be the occasion to discuss in a joyous and relaxed atmosphere and exchange ideas. An avant-garde place that will be open until July 10<sup>th</sup>. Languages: French and English, depending on the guests.

## Agora 2 (Round Pavilion)

The Agora 2, set up inside the City Hall Round Pavilion, will be a place more focused on games and learning, for adults as much as for children. It will be composed of different spaces and events to promote European cultures through football:

A **games library** that will provide 24 traditional games, typical of the 24 competing countries. This will be the occasion for the public to have fun while trying out these unknown games, such as the Italian “Scopa”, the Irish “Camogie” or the Turkish “Tavla”. Demonstrations may also be organised.

A **multimedia library**, a place to read, exchange and share European football history through writing and screening. In particular, the library will provide books and magazines from all around Europe on themes such as football, culture, and lifestyle.

**Linguistic workshops**, suitable for all ages, will offer the visitors to learn in a playful way words and common expressions of the different European countries. Anecdotes on the history of words will also highlight the similarities and differences between languages, in order to explore the common and diversified nature of the European culture.

A **workshop** “Become a journalist with So Foot\_Club” will enable visitors to participate to quiz games on football in different languages. For the youth, this workshop will be organised by neighbourhood associations.

**Meetings**, autographs, readings and other demonstrations of European artists and writers will be organised to think, play... and reflect differently and together.

Cardboard **totems** representing football players will be set up on the Place de l’Europe. These totems will offer quizzes and challenges to take up...

# More on the Place de L'Europe...

## A football pitch

On the Place de l'Europe, visitors will have the opportunity to play football on the City Hall square. The access will be free in the afternoon, with the assistance of the Tatane movement and the Street de Beauchamps (from the Val d'Oise department) teams. The idea is to test new football rules such as the "Brandaõ", the "Rabbi Jacob" or the "Lionel Jospin"! And a lot more surprises to come!

## The Dhorasoo set

On two occasions on the Place of Europe, Vikash Dhorasoo, ex French international player of the Paris-Saint-Germain (PSG) and A.C. Milan, will come to share its passion for gastronomy. With his artist friend Fred Poulet, they will meet the visitors and take interactive photo booth pictures. For those who wish, they will have the opportunity to answer the question: *"What is the best recipe to watch a football match?"*

## "Interesting Corner" exhibition

Through 27 amateur photographs, So Foot, in partnership with wipplay.com, offers to rename the captions of the photographs to give them a new football meaning. In black and white, outside the big festivities, the exhibition gives a touch a life-saving poetry to retransform football.



DÉGAGER TOUS LES BALLONS

© Guillaume Lejeas / Wipplay.com avec So Foot

# Programming

	Agora	Football Pitch
Saturday June 18th Hungary	<b>02:00 p.m. – 09:30 p.m.:</b> Experidance (dance show) Fricska (dance show) Kitty Szasz, freestyle football champion Creatures (dance show) Besh o Drom (Balkan music concert) Duo cimbalom and saxophone – Agora 1 <b>01:30 p.m. – 08:00 p.m.:</b> Traditional Hungarian origami workshop – Agora 2	Le Street 2 p.m. – 5 p.m. Tatane 2 p.m. – 5 p.m.
Sunday June 19th United Kingdom	<b>02:00 p.m. – 07:00 p.m.:</b> Show about a robot (Titan the Robot) Concert of plastic trombone and trumpets (pbone) and easily to handle for children Distribution of British culinary products samples Conversations in English – Agora 2	Le Street 2 p.m. – 5 p.m. Tatane 2 p.m. – 5 p.m.
Monday June 20th Iceland	<b>02:15 p.m.:</b> Official opening of the Place de l'Europe <b>01:00 p.m. – 03:00 p.m.:</b> Discovering the Czech language and food tasting <b>06:00 p.m. – 08:00 p.m.:</b> Food tasting of Iceland products, Islandic music concert with children in traditional costumes – Agora 1	Le Street 2 p.m. – 5 p.m.
Tuesday June 21st	<b>4:15 p.m. - 04:45 p.m.:</b> Romanian concert (Romanitza Fricoscu) <b>05:00 p.m. - 07:00 p.m.:</b> SoFoot debate: <i>Does football still move to the beat? It's the French summer music festival: a good reason to think about football musicality on the pitch and in the terraces. Discussion full of anecdotes and surprises</i> – Agora 1	Le Street 2 p.m. – 5 p.m.
Wednesday June 22nd	Agora closed	Tatane 14h-17h
Thursday June 23rd	Agora closed	Tatane 14h-17h
Friday June 24th Croatia / Romania	<b>Croatia 03:00 p.m. – 05:00 p.m.:</b> Musical presentation of Zagreb Kraljevi Ulice/Kings of the streets (several times during the day) – Agora 1 Language activities in Croatian – Agora 2 Distribution of 200 green Michelin guide books about Zagreb <b>Romania 06:00 p.m. – 09:30 p.m.:</b> The traditional Romanian blouse celebration: music, gastronomy, contest, blouse exhibition, etc. – Agora 1	Le Street 2 p.m. – 5 p.m.



	Agora	Terrain de foot
Saturday June 25th Croatia	<p><b>Croatia 02:00 p.m. – 06:00 p.m.:</b> Musical presentation of Zagreb Kraljevi Ulice/Kings of the streets (several times during the day) – Agora 1</p> <p>Language activities in Croatian – Agora 2</p> <p>Musical presentation of the singing band Klapa Grdelin (a capella) – Agora 1</p>	Le Street 2 p.m. – 5 p.m.
Sunday June 26th	<p><b>03:00 p.m. – 04:00 p.m.:</b> Belgium concert (Stephanie Mercier: duet saxophone / keyboard) - Agora 1</p> <p><b>03:00 p.m. – 05:00 p.m.:</b> Discovery of the Czech language and food tasting – Agora</p> <p><b>2 05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>Where is heading European football? Programme: a reflection about the idea of a game's national and European "identity" as well as an exceptional meeting with Jean-Marc Bosman, Belgian player who changed the face of European football and professional sport practice through the Bosman ruling in 1995.</i> – Agora 1</p> <p><b>08:30 p.m. – 09:30 p.m.:</b> Jazz concert (Turkey) – Agora 1</p>	Le Street 2 p.m. – 5 p.m.  Tatane 2 p.m. – 5 p.m.
Monday June 27th	Agora closed	Tatane 2 p.m. – 5 p.m.
Tuesday June 28th	Agora closed	Tatane 2 p.m. – 5 p.m.
Wednesday June 29th	<p><b>02:00 p.m.:</b> Workshop So Foot Discovery on journalism – Agora 1</p> <p><b>02:00 p.m. – 05:00 p.m.:</b> Quizzes organised by CIDJ (Centre d'information et de documentation jeunesse) and the Erasmus programme – Agora 2</p> <p><b>04:00 p.m. – 05:00 p.m.:</b> Belgium concert (Gwenn Nicolai) – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>What is the intelligent way to manage football money? Where is going the money issued by football? How to regulate the flow, including the management of the money related to transfers? And above all, how to use these silver mountains in the general interest?</i> – Agora 1</p>	Tatane 2 p.m. – 5 p.m.
Thursday June 30th Sweden	<p>Agora 1</p> <p><b>01:30 p.m.:</b> Broadcasting of "Becoming Zlatan"</p> <p><b>03:00 p.m.:</b> Performance young public with Tarabband</p> <p><b>04:30 p.m.:</b> Broadcasting of "Becoming Zlatan"</p> <p><b>06:30 p.m.:</b> Concert Alma Yebio Quartet</p> <p><b>08:00 p.m.:</b> Concert Tarabband</p>	Tatane 2 p.m. – 5 p.m.

	Agora	Terrain de foot
Friday July 1st	<p><b>02:00 p.m. – 03:00 p.m.:</b> Concert Belgium / Collin de Bruyne – Agora 1</p> <p><b>02:00 p.m. – 05:00 p.m.:</b> Quizz animated by the “Maison de l’Europe” (Europe’s House”) – Agora 2</p> <p><b>04:00 p.m. – 04:45 p.m.:</b> Croatia: Presentation of the city of Rijeka (European Capital of Culture) – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>Is it useful to talk about football? Football often monopolises conversations whether they are personal or public. But to what extend? Troubled meetings with journalists masters in the art of playing with the good words...but also the bad ones.</i> – Agora 1</p> <p><b>08:30 p.m. – 09:30 p.m.:</b> Broadcasting of short films on the topic of sports, in partnership with Eurochannel – Agora 1</p>	Tatane 2 p.m. – 5 p.m.
Saturday July 2nd	<p><b>01:00 p.m. – 04:00 p.m.:</b> Spanish workshops and food tasting – Agora 1</p> <p><b>03:00 p.m. – 05:00 p.m.:</b> Linguistic workshop organised by Kidilangues and the Ficep – Agora 2</p> <p><b>04:00 p.m. – 04:45 p.m.:</b> Croatia: Presentation of the city of Rijeka (European Capital of Culture) – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>Is football funny? Many humourists tried to laugh about football but in spite of these beautiful attempts, is football really funny? Has is even ever been funny? Laughing out Loud in perspective with guests in this spirit.</i> – Agora 1</p> <p><b>08:30 p.m. – 09:30 p.m.:</b> Broacasting of short films on the topic of sports, in partnership with Eurochannel – Agora 1</p>	Le Street 2 p.m. – 5 p.m.
Sunday July 3rd	<p><b>02:30 p.m. – 03:30 p.m.:</b> Concert of the band Izvor (Balkan folklore) organised by the Ficep – Agora 1</p> <p><b>04:00 p.m. – 04:45 p.m.:</b> Croatia: Presentation of the city of Rijeka (European Capital of Culture) – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: All Hooligans: Really? Reflections, exchanges and meetings on what a supporter is supposed to be nowadays, inside and outside the stadium. Another football is possible – Agora 1</p>	Le Street 2 p.m. – 5 p.m.
Monday July 4th	Agora closed	Tatane 2 p.m. – 5 p.m.
Tuesday July 5th	Agora closed	Tatane 2 p.m. – 5 p.m.

	Agora	Terrain de foot
Wednesday July 6th	<p><b>02:00 p.m. – 04:00 p.m.:</b> Discovery workshop on journalism – Agora 1</p> <p><b>02:00 p.m. – 05:00 p.m.:</b> Quizzes organised by CIDJ (Centre d'information et de documentation jeunesse) and the Erasmus programme – Agora 2</p> <p><b>04:00 p.m. – 05:00 p.m.:</b> Concert Belgium Alexandre Debrus – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>Is football's development sustainable? How can we make football cleaner by leaning on Science and Research? Football's sustainable development is going to be the centre of the debate.</i> – Agora 1</p>	Tatane 2 p.m. – 5 p.m.
Thursday July 7th	<p><b>05:30 p.m. – 07:30 p.m.:</b> Citizen dialogues “Europe and sports: what link is there? European Commission – Agora 1</p>	Le Street 2 p.m. – 5 p.m.
Friday July 8th	<p><b>02:00 p.m. – 05:00 p.m.:</b> Quizz animated by the “Maison de l'Europe” (Europe's House”) – Agora 2</p> <p><b>04:00 p.m. – 05:00 p.m.:</b> Concert Belgique Stoomboot (duet guitar – voice) – Agora 1</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>How to live happily when losing? Is losing that important? How can we learn to accept it, laugh about it, rebound and they rebuild? Heated exchanges with the guide line of the surprising finale France-Germany 1982. A myth, really?</i></p>	Tatane 2 p.m. – 5 p.m.
Saturday July 9th Germany	<p><b>02:00 p.m. – 07:00 p.m.:</b> Workshops and animated games organised by Europride House + exhibition – Agora 2</p> <p><b>02:30 p.m. – 05:00 p.m.:</b> Europride House: Discrimination in sports: how can we overcome prejudices? – Agora 1</p> <p><b>05:30 p.m. – 06:00 p.m.:</b> Short Film: “Run faster than life” in partnership with Altermedia agency – Agora 1</p> <p><b>07:00 p.m. – 09:00 p.m.:</b> Concert Belgique Stoomboot (traditional repertoire of a brass orchestra) – Agora 1</p>	Le Street 2 p.m. – 5 p.m.  Tatane 2 p.m. – 5 p.m.
Sunday July 10th Iceland	<p><b>03:30 p.m.:</b> Concert of Snorri Helgason (Irish musician)</p> <p><b>05:00 p.m. – 07:00 p.m.:</b> SoFoot Debate: <i>Is another football possible? What can we retain from this international event in Paris? Have the social and intergenerational ties come out of it grown or has this Euro only been smoke and mirrors in this point of view? How can we go forward and debate about the society's evolution, football included whilst looking toward 2050?</i></p>	

## Keep up with the programming:

The events planned on the Place de l'Europe will be daily updated on all the City of Paris' websites and social networks.

> [Paris.fr](http://Paris.fr)

> [quefaire.paris.fr](http://quefaire.paris.fr)

> [villehote.paris.fr](http://villehote.paris.fr)

 [Twitter/parispresse](https://twitter.com/parispresse)

 [Instagram/Paris\\_maville](https://www.instagram.com/Paris_maville)

 [facebook/Paris](https://www.facebook.com/Paris)

### Patrick Klugman,

Deputy Mayor of Paris for international relations and French-speaking countries



*Just like Europe, football is a great tool for social diversity, brotherhood and respect.*

*Just like Europe, football promotes the same unity in diversity, the same ambition to gather respecting everyone's differences? One will to share.*

*Let's rejoice for the Place de l'Europe, which will be from June 8<sup>th</sup> to July 10<sup>th</sup> a space of sharing and conviviality, offering to Parisians, visitors and supporters a large/rich programme around culture, Europe and football. These themes contribute thus to bring Europe closer to its citizens and strengthen the connexion between its people, far from the attempts of withdrawal and rejection of the other.*



# The « 11 des Légendes » exhibition

The “11 des légendes” exhibition has the place of honour on the Place de l’Europe, in partnership with the City of Paris. The Hip Hop cultural centre La Place and UEFA. On the occasion of the UEFA EURO 2016, each internet user could form its ideal football team on the UEFA website by indicating the names of the eleven European players who marked the history of the football European Championship from the beginning of the 60’s to the last UEFA EURO 2012.

Within this framework, eleven internationally renowned graffiti artists selected by the cultural centre La Place will give us their interpretation of the eleven players chosen by the users. For each player, the artists will enhance a specific movement, attitude or physical characteristic of their own and making them recognizable by everyone. The art works were made “live” on June 4<sup>th</sup> on ephemeral structures in front of the public garden of Dalle Fougère, rue Léon Frapié (20<sup>th</sup> arrondissement). They will be exposed in front of the City Hall until July 19<sup>th</sup>.

The « 11 des légendes » :

ANDREA PIRLO by DOUDOU STYLE (Paris)

CRISTIANO RONALDO by BELIN (Madrid)

GIANLUIGI BUFFON by KRISTX (Paris)

ANDREA INIESTA by HMI (Bruxelles)

PHILLIPP LAHM by BONZAÏ (Angleterre)

PAOLO MALDINI by MACS (Rome)

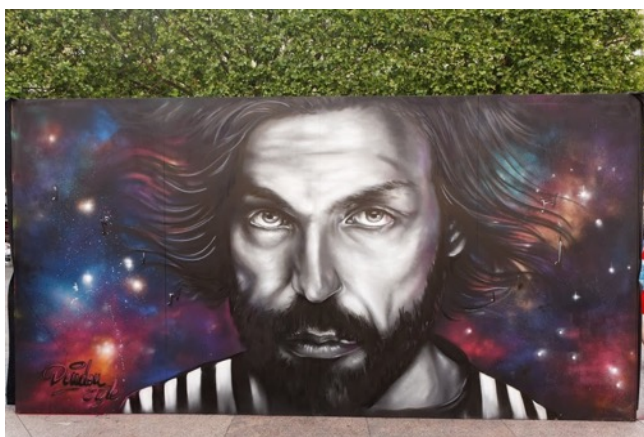
FRANZ BECKENBAUER by KWIM (Paris)

CARLES PUYOL by PYRATE (Nimes)

MARCO VANBASTEN by THIA (Paris)

THIERRY HENRY by TORE (Paris)

ZINEDINE ZIDANE by ALEX & BROK (Paris)



# The European fresco

The European Fresco, located on the river banks and that resisted to last month's floods consists in a monumental collective work extending on more than a kilometre and telling a European story. The European Fresco offers graphic games based on the book "Exercises in Style" written by Raymond Queneau and using the colours of the competing countries. When strolling on the Place de l'Europe, you will be walking along an unprecedented and lasting work where colours merge, meet and combine.

24 graphic designers from the countries represented in the Place de l'Europe and competing in UEFA EURO 2016 have been appointed by their countries to be part of this great collective work. The artists were invited to apprehend the geometry of sports and their country's identity in order to understand their stakes in abstract applications.

Each artist had to compose with a "shape library" (squares, circles, lines, etc.) that they could assemble using the flag colours of the competing countries.





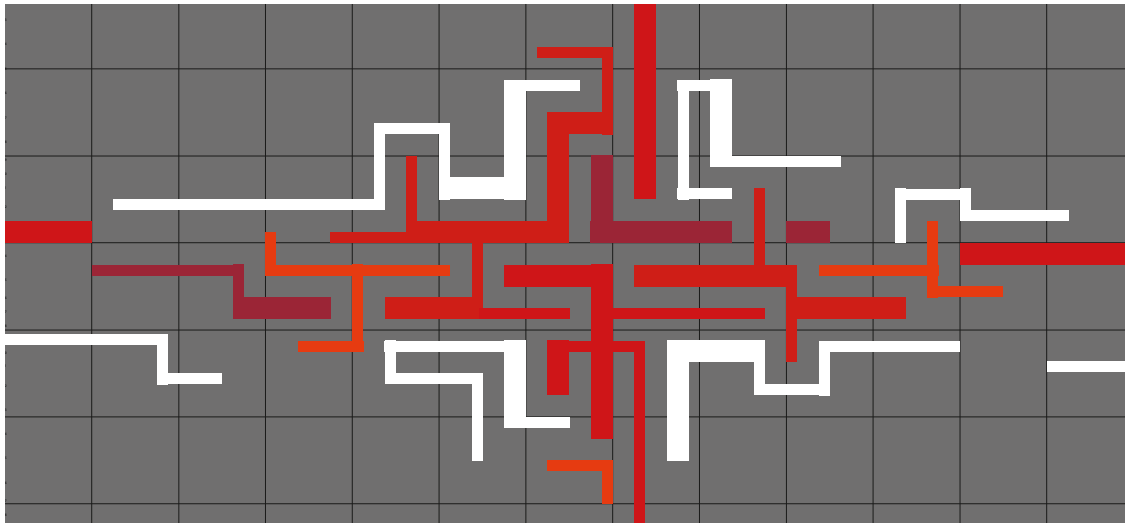
Photo Credits : Elise Morin

The work recalls child building games: it offers designers to understand, use and transform great families of shapes used in football pitch markings and in the 24 flags.

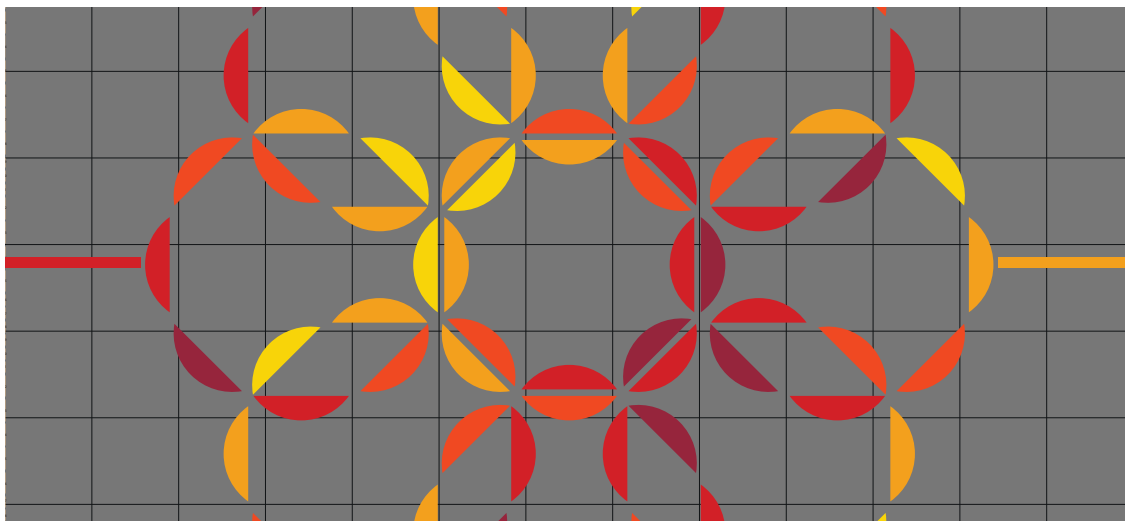
Being constrained by graphic rules drives creation. It underlines the prominence given to the game and the delight taken in creating shapes, surfaces and colours variations while ensuring harmony between the different designs. A team of professionals then painted these designs on-site next to one another.

Thanks to its colours and compositions, each of the 24 designs forming the collective fresco will be both distinctive and harmonious within a playful and cultural gathering.

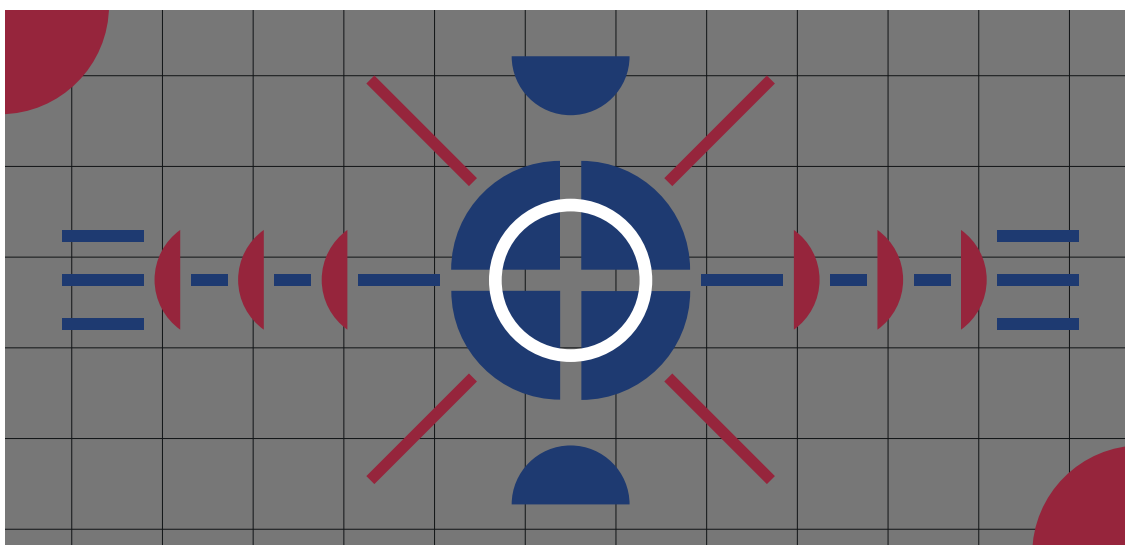
# A few examples of designs :



England design



Spain design



Iceland design



## Hermano Sanchez Ruivo

European executive adviser



*Acknowledging football's ability to fill women and men with enthusiasm, emotion, solidarity, freedom and turning them alternately calm or frenzied depending on the game, the score and the result. Driving them active, fully living a family and friendly sporting adventure in a championship of nations.*

*Acknowledging the teamwork, on the pitch, in terraces and in our cities too, is one of the strong moments during which living together – in Europe and in the world – takes its true meaning.*

*The main goals of UEFA EURO 2016 in France are well summarised by this ability to experience all together – respectfully of our differences – intense emotions. To share them, to support or to comfort and finally to discover through national teams, a country, a culture and a language.*

*With the Place de l'Europe, and thanks to its magical location, its most diverse programming and its monumental fresco wearing the colours of the qualified nations, Paris defines perfectly the profound interest and respect that our City has towards the European project, European citizens and all our guests, citizens of the World.*



# The Place de L'Europe's partners

---

## ARTEVIA

Artevia has been the line producer of the organisation and activities of the Berges de Seine from 2012 to 2016 on behalf of the City of Paris. The agency develops cultural and societal projects and supports the City of Paris in the conception, the coordination and the production of the event "Place de l'Europe".

## SO FOOT

So Foot is a magazine of the group So Press and support the conception and production of the programming of the Place de l'Europe.

## ELISE MORIN

Elise Morin is a plastic artist and a set designer. She designed and organised the Place de l'Europe as well as its specification note.

## L'ASSOCIÉ

L'associé, founded by Gilles Rivollier, is a young graphic design agency. It supports the conception of Europe's fresco and develops the signage system of the Place de l'Europe.

## Practical Information:

- Open everyday from June 18<sup>th</sup> to July 10<sup>th</sup> 2016
- Location: Parvis de l'Hôtel de Ville (Paris City Hall front square – 4<sup>th</sup> arrondissement)
- Free access to all, within the limits of capacities of the installations and workshops
- All information on [www.quefaire.paris/euro2016](http://www.quefaire.paris/euro2016) and [www.villehote.paris.fr](http://www.villehote.paris.fr)