



LONGINES  
PARIS EIFFEL  
JUMPING



Press release

## LONGINES PARIS EIFFEL JUMPING

3rd edition

Plaine de Bagatelle - 1st, 2nd and 3rd of July 2016

THE COUNTDOWN HAS STARTED!

“Visit our website [www.pariseiffeljumping.com](http://www.pariseiffeljumping.com)” to book your seats.



**The 3rd edition of the Longines Paris Eiffel Jumping, leg of the Longines Global Champions Tour, will take place the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> of July 2016 on the Plaine de Bagatelle in the 16<sup>th</sup> arrondissement, an area of more than 3 hectares of greenery in Paris. Once again this year, the Longines Paris Eiffel Jumping will certainly be devoted to nature, on the theme of sports, nature, art and celebration.**

With the Longines Paris Eiffel Jumping, Paris takes part in the prestigious Longines Global Champions Tour, one of the biggest international 5 stars jumping circuit. This is where the thirty best riders in the world, of whom the French Team will be a part of, and 250 horses will

face their audience for one of the last competitions before the take-off for Rio's Olympic Games. The dimensions of the arena will be enlarged for the occasion – 90x50 meters – to assure the best training for the riders.

Virginie Coupérie-Eiffel, President and founder of the Longines Paris Eiffel Jumping, is delighted about the presence of Longines, historical support of the event, as the main partner of this third edition.

The Longines Paris Eiffel Jumping is about three days of intense competition, of which the « Eiffel Sunday », a new day dedicated to “horses for all”, allying horse riding and entertainment, with the Paris Urban Derby, the Kid Cup, the High Jump Record and the Champion's prize.

The audience will be able to come in great number and assist to the classes and sportive and artistic animations, opened freely to all, in partnership with the Marie de Paris.

New animations have been set up to make this event a real festival around horses: a band, shows, with the horsemen in particular, art exposition stands, a new « food village » with a selection of food trucks and bars, as well as a merry-go-round and a pony paddock for kids will be waiting for you in the village to make it a place of sharing and celebration for all.

The French « Art de vivre » will be put in honor by Coco Coupérie-Eiffel and Christophe Bonnat, owners of the Café de l'Homme, located on the Esplanade du Trocadéro. Two ephemeral restaurants will be created alongside the arena to celebrate French gastronomy. It will be the famous chefs Alain Ducasse and Frédéric Vardon with the Lenôtre teams who will sublimate the delicacies served to the guests.

The official poster of this third edition is an original work of art, painted on canvas by the artists Ida Tursic and Wilfried Mille. The two artists, known for their landscapes, portraits and other abstract compositions, paint their contemporary reality. As Manet, Ida Tursic and Wilfried Mille consider nude as maybe the very essence of painting. Each year, the Longines Paris Eiffel Jumping collaborates with a contemporary artist, recognized for the elaboration of its official poster.

The Longines Paris Eiffel Jumping will be this year the first « connected » equestrian event in the world, by proposing the incrustation of sportive performances in real time.

### **About the Longines Paris Eiffel Jumping**

*Virginie Coupérie-Eiffel is the President and founder of the Longines Paris Eiffel Jumping, a 5\* international jumping competition, who will host the 30 best riders and horses in the world, and three days of « horses for all » placed under the signs of sport, art, sharing and celebration. Longines is the historical support of this essential rendezvous around horses and 10<sup>th</sup> leg of the prestigious Longines Global Champions Tour, one of the biggest 5\* international jumping circuits. The Longines Paris Eiffel Jumping is about three days of intense competition, of which the “Eiffel Sunday”, a new day dedicated to “horses for all”, allying horse riding and entertainment, with sportive but also artistic animations, opened freely to all, in partnership with the Mairie de Paris.*

Visit our website today "[www.pariseiffeljumping.com](http://www.pariseiffeljumping.com)" to book your seats. Different fares are available:  
FLORA: prestige for 75€ ; RYAN for 45€ ; ORIENT : Free ; REVEUR: free standing zone

## **PRESS CONTACTS**

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