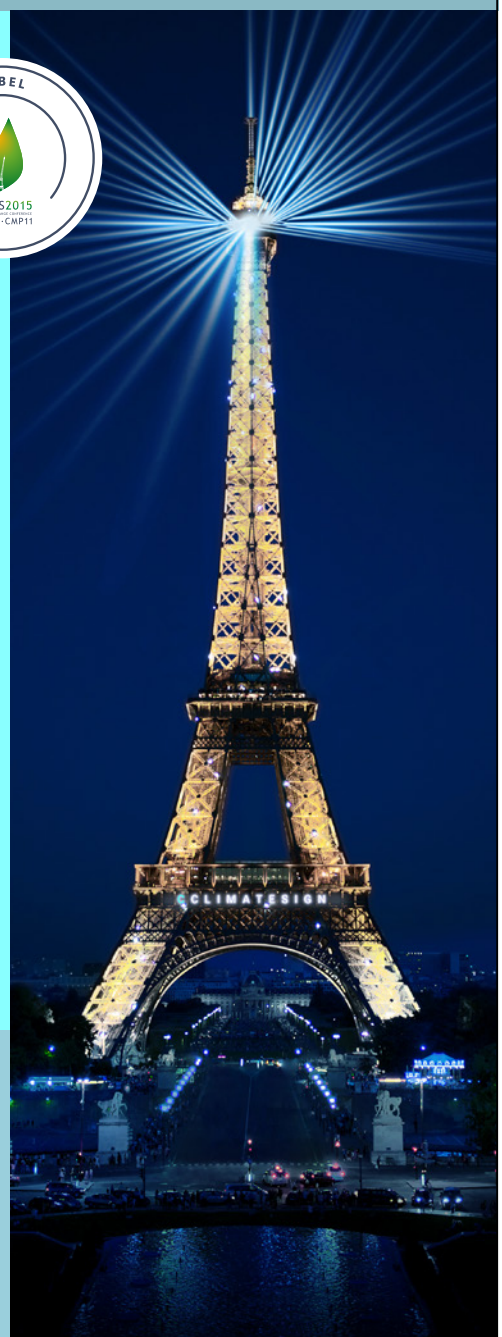


HUMAN ENERGY



**THE BIGGEST GENERATOR OF HUMAN ENERGY IN THE WORLD WILL ILLUMINATE THE EIFFEL TOWER DURING COP 21.**

French artist Yann Toma, in association with the ARTEL design studio, will transform the Eiffel Tower into an immense energy antenna, each night from December 6-12. Using virtual energy generated by the actions of hundreds of millions people worldwide, it will be a powerful artistic statement that we can unite to deal with the climate crisis.

At the heart of the installation is the largest ever virtual energy generator, involving hundreds of millions of people worldwide, everyday. A counter will display the physical calorie count of 75 million daily users of RUNTASTIC. It will also measure the volume of tweets generated live during COP21.

**HUMAN ENERGY during 7 days**

- **75 millions sportmen** registered on all RUNTASTIC applications
- **284 millions** calories burnt every day
- **350 millions** tweets generated during COP 21



« I wish to show how much the strengths of the body and the spirit can be used for a citizen involvement for the climate. The Eiffel Tower is a symbol which possesses an immense attraction power all over the world. I wish to make it shine more by illuminating it thanks to the physical and intellectual energy developed during COP21. The Eiffel Tower is transformed into a monumental energy antenna which becomes the sign of our commitment for the climate.

*Yann Toma, artist-observer at UN*

**The Eiffel Tower, the world symbol for climatic commitment**

This energy displayed in the counter will be released into the art installation, lighting 24 moving beams at the top of the Tower, transforming it into a living symbol.

- HUMAN ENERGY will also project a new Climate Sign onto the skirt of the Tower.
- Raising the Climate Sign is a way for people anywhere in the world to signal that our energy is untied for climate action now.

**GIVE YOUR ENERGY TO ILLUMINATE THE EIFFEL TOWER**

From 6th till 12th December 2015, every one can help light the Eiffel Tower:

- With physical energy by tracking your calories consumed by running, biking, or other exercise through the RUNTASTIC app
- With mental energy by tweeting with any of the these Hashtags: #COP21 #HumanEnergy #Climatesign #ClimateAction #Climate #ParisClimat2015 #ClimateChange #ClimateRevolution.

The results of both actions will be recorded as "Units of Artistic Energy" and will be displayed on a counter projected on the Eiffel tower.

EA

**UNIT OF ARTISTIC ENERGY:**

symbolic representation of the effort supplied by the physical and intellectual activity of the participants.

**Yann Toma**

Artist and researcher, professor in Paris I-Panthéon Sorbonne, Yann Toma is President for life of Ouest-Lumière, the former western Parisian electric company, which became its research territory and a fictional work. Only artist-observer at the UN, Yann Toma realizes monumental light works, such as "Dynamo-Fukushima" in 2011.

**Human Energy is a core project of the initiative Artists4ParisClimate2015.**

<http://www.humanenergy.fr>

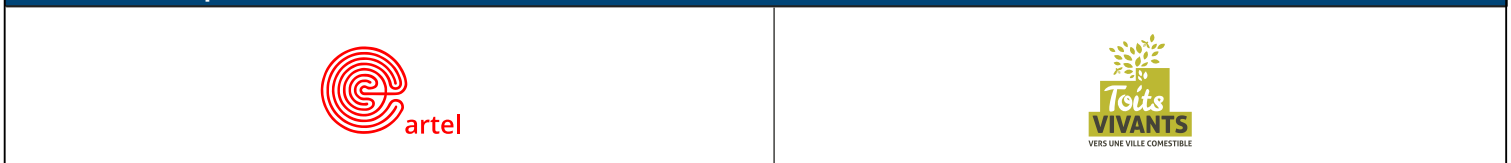
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Thank you to our partners for their bright collaboration. We wish to thank particularly Mr Jacob Scherr and Mrs Kate Greswold.

**Major partners**



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