

# The Lady Liberty Initiative

## Presentation



**GEDEON**  
experiences

In 2026, to celebrate the 140th anniversary of the Statue and mark the 250th anniversary of American independence, GEDEON Experiences presents an ambitious 360° project:

## **The Lady Liberty Initiative,**

- An original large-scale VR experience

### **A STATUE FOR LIBERTY**

- An event documentary film coproduced internationally

### **LADY LIBERTY, SECRETS OF AN ICON**

This project is presented under the High Patronage of **Stanislas de Laboulaye**,  
Former Ambassador of France

U.S. Steering Committee - Chaired by **Richard Salomon**

A virtual reality scene depicting the Statue of Liberty in a city street. The statue is the central focus, surrounded by a complex network of metal scaffolding, suggesting a restoration or construction project. The scene is set in a narrow street lined with multi-story buildings. The lighting is dim, with a strong yellowish-orange glow emanating from the background, possibly representing a sunset or a specific lighting effect in the VR environment. The overall atmosphere is one of historical significance and modern technological intervention.

# The VR experience



# The partners

A coproduction

**GEDEON**  
experiences

**BackLight**

**M/O** Musée d'Orsay

**VIVEARTS**

With the support of

 Musée  
Bartholdi

 FONDATION  
DES  
ÉTATS-UNIS

RICHARD LOUNSBERY FOUNDATION  
EST. 1959

 Région  
Île de France

 PARIS



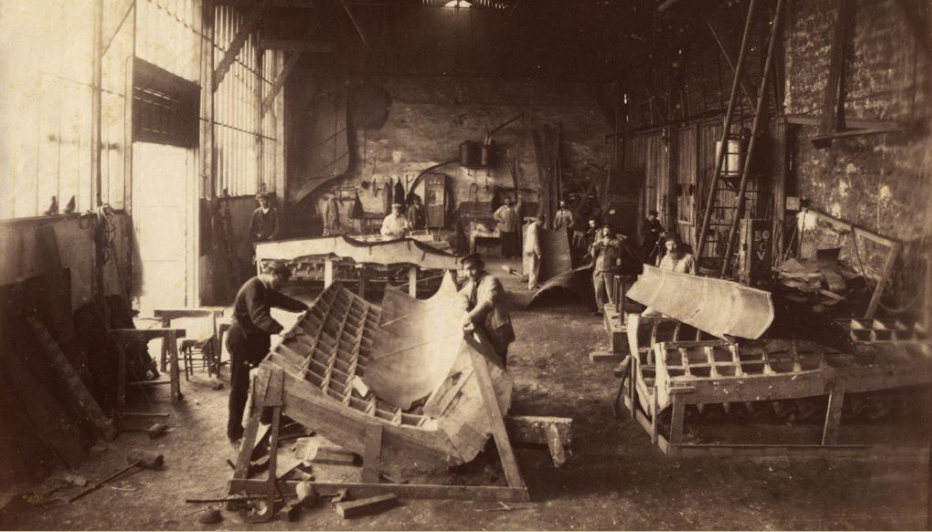
# The concept

Before becoming a universal symbol, the Statue of Liberty was an extraordinary human and artistic adventure. Conceived in France by Frédéric Auguste Bartholdi, it brought together artists, engineers, and thousands of citizens for more than twenty years, culminating in its inauguration in New York Harbor. From Bartholdi's earliest sketches to the Parisian workshops, from feats of engineering to civic mobilizations on both sides of the Atlantic, this VR reveals the behind-the-scenes story, the secrets, and the lesser-known chapters of a monument that has become an icon of the modern world.

**VR experience duration: 35 minutes.**

**Total visit duration: 1 hour**

**(pre-show + VR experience + post-show)**



# An unprecedented reconstruction of the Gaget workshop

The project highlights the little-known birthplace of the Statue of Liberty: the Gaget workshop in Paris. Although the statue is iconic in New York, it was designed and assembled in Paris before being shipped to the United States.

In partnership with Aristeas, a specialist in reconstructing lost heritage and a long-time partner of GEDEON, the team brought this forgotten site back to life. The goal was twofold: to deepen historical understanding of the monument and to offer visitors a vivid, scientifically grounded immersion into its creation. Through extensive archival research, the workshop was faithfully recreated in 3D, forming the foundation of several key scenes in the experience.





# A prestigious Franco-American launch

Musée d'Orsay  
Paris

September 15, 2026 to January 31, 2027  
Amount Gallery - 700 sqm  
**80,000 visitors expected**



Museum of Jewish Heritage  
New York City  
(TBC)  
and other American cities

Expected: Late September 2026 – February 2027  
500-600 sqm  
**120,000 visitors expected**

With the media partnership of



A surreal image showing the Statue of Liberty in the center of a city street, surrounded by scaffolding, with buildings on either side. The scene is dimly lit, suggesting dusk or dawn.

# The documentary



# LADY LIBERTY

SECRETS OF AN ICON

A film by Julien JOHAN

DELIVERY JULY 2026

ULTRA HD 4K 52' 90"

GEDEON programmes

WNET THIRTEEN

arte

## The partners



## Overview

An event documentary produced by GEDEON Programmes and commissioned by European Cultural Channel ARTE in coproduction with PBS/WNET will be released in July 2026, with its premiere broadcast on both sides of the Atlantic in the fall. Additional partner channels include SBS Australia, RTS Switzerland, Télé Québec and Ceska Television.



# The pitch

The narrative unfolds across twenty years, tracing the major stages in the construction of the Statue of Liberty from the 1860s to its inauguration on Bedloe's Island in 1886. At the center of the story stands Frédéric Auguste Bartholdi, his artistic vision, his uncompromising determination, and his ability to overcome financial hardship and political turmoil to complete an unprecedented engineering achievement.

The film portrays a vast collective adventure driven by innovation and entrepreneurship, the very forces at the heart of this colossal undertaking. For the first time, audiences are transported inside the bustling Gaget workshops in Paris through detailed original 3D recreations that reveal the groundbreaking processes of design, fabrication, and assembly on a monumental scale. World-renowned engineer Gustave Eiffel brought his pioneering expertise to the project, applying cutting-edge techniques in metal construction and structural design. His innovative internal framework, an early form of curtain-wall engineering, ensured the statue's strength and long-term resistance to wind and corrosion, redefining the possibilities of monumental sculpture.



# The pitch

Visionary artist and skilled self-promoter, Bartholdi pioneered inventive fundraising campaigns in France and the United States, an early form of crowdfunding, to finance the Statue of Liberty. The film traces his transatlantic journeys, the statue's gradual creation, and the powerful symbolism it carried at its inauguration in October 1886. Alongside Bartholdi, it highlights key figures such as Édouard de Laboulaye, who conceived the idea of the gift, and Joseph Pulitzer, whose press campaign mobilized public support to complete the funding.

Blending cinematic drama with original footage filmed in historic locations across France and the United States, the film grounds its storytelling in rigorous scholarship, drawing on archival and previously unseen documents to illuminate the political turmoil shaping both nations during the statue's long creation. Featured contributors include François Blanchetière, Chief Curator of Sculpture and Architecture at Musée d'Orsay, Juliette Chevée, Heritage Curator and Director of the Bartholdi Museum in Colmar; Edward Berenson, historian and author of *The Statue of Liberty: A Transatlantic Story*; Robert Snyder, historian of New York City; and Professor Sharon Ann Holt of the University of Pennsylvania, among other leading American historians.

# Contacts



155 rue de Charonne 75011 Paris - France

STEPHANE MILLIERE

/ CEO

+33 (0)6 20 60 66 02

[smilliere@gedeonmediagroup.com](mailto:smilliere@gedeonmediagroup.com)

**GEDEON**  
experiences

AGNÈS GARAUDEL

/ GENERAL MANAGER - PRODUCER

+33 (0)6 14 60 14 81

[agarauDEL@gedeonexperiences.com](mailto:agarauDEL@gedeonexperiences.com)

ALIZÉ LECUIVRE

/ PRODUCER

+33 (0)6 50 57 14 38

[alecuivre@gedeonexperiences.com](mailto:alecuivre@gedeonexperiences.com)

## U.S. Steering Committee

RICHARD SALOMON

/ CHAIR

+1 (847) 910 - 7858

[rsalomon@vantagepointconsultants.com](mailto:rsalomon@vantagepointconsultants.com)

