

# NEWS RELEASE



Établissement public  
chargé de la conservation  
et de la restauration  
de la cathédrale  
Notre-Dame de Paris

# L'ORÉAL HISTOVERY

## L'ORÉAL AND HISTOVERY PUT NOTRE-DAME DE PARIS IN THE SPOTLIGHT IN THE FRANCE PAVILION AT DUBAI WORLD EXPO IN 2021

**Clichy, 26 April 2021** - At the upcoming World Expo in Dubai, L'Oréal will present "Notre-Dame de Paris, the Experience", a virtual immersion in the history of the cathedral produced by French start-up Histovery, from October 1<sup>st</sup> to November 1<sup>st</sup> 2021. The presentation prefigures the augmented exhibition "Notre-Dame de Paris" scheduled to take place in Paris in spring 2022.

As a donor for the rebuilding of the cathedral and an Expo 2020 Dubai partner, L'Oréal was keen to share the exhibition in the France Pavilion to plunge visitors from all over the world into the history of Notre-Dame de Paris, part of a UNESCO World Heritage Site.

Using the HistoPad augmented reality technology developed by Histovery, which creates immersive, interactive reconstructions, visitors equipped with tablets will be able to go back in time and see the cathedral being built in the Middle Ages. They will also be able to witness the coronation of Emperor Napoleon I, see the Viollet-le-Duc spire being erected and take a look at the operation designed to safeguard the structure since the fire, prior to the start of the reconstruction.

"Notre-Dame de Paris, the Experience", sponsored exclusively by L'Oréal, will take place throughout October 2021 in the France Pavilion.

It will prefigure the augmented exhibition "Notre-Dame de Paris" which will take place at the Collège des Bernardins in Paris in spring 2022. This larger exhibition will take visitors on a journey back through the cathedral's 850-year history. It is expected to tour Europe, the Americas and Asia while the reconstruction continues.

« Notre-Dame de Paris the Experience » as well as the exhibition « Notre-Dame de Paris » will be realised in collaboration with l'Établissement public chargé de la conservation et de la restauration de la cathédrale Notre-Dame de Paris (Public Institution responsible for the conservation and restoration of Notre-Dame de Paris).

**Jean-Paul Agon, Chairman and Chief Executive Officer of L'Oréal**, said: "L'Oréal is proud to support this project dedicated to Notre-Dame and created by Histovery. The terrible fire that struck the cathedral shocked and saddened people all over the world. This exhibition will be an opportunity to tell the story of this World Heritage treasure through an innovative and engaging interpretive experience."

**Army General, Jean-Louis Georgelin, President of the Public Institution responsible for the conservation and restoration of Notre-Dame de Paris**, said: "I would like to warmly thank L'Oréal for having made this immersive and innovative experience possible. Thanks to Histovery's expertise, visitors will now be able to experience the cathedral's restoration site from the inside and discover the expertise and skills of the different trades that have come together."

L'Oréal will also contribute to the French Pavilion in February 2022 by hosting the media and VIP area for the UNESCO-L'Oréal Foundation For Women in Science awards honouring women scientists in the Middle East, and by coordinating one of the Pavilion's themes: "Women: achieving gender equality" between 4 and 17 March 2022.

### About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 27.99 billion euros in 2020 and employs 85,400 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

More information on <https://www.loreal.com/en/mediaroom>

### **About Histovery**

Histovery invents Augmented Visit and revolutionises cultural visit experiences with the HistoPad. The touchscreen tablet uses augmented reality to travel through time and offer immersive experiences reconstructing the history of places and collections in museums, historic monuments and exhibitions.

The company provides a full Augmented Tour service, including content creation, scientific validation, IT development, equipment installation and maintenance, statistical analysis of behavioural data, and regular updates. HistoPad enables sites to grow visitor numbers by attracting new audiences and winning their loyalty.

Created in 2013, the multi international award winning HistoPad is currently deployed in fifteen museums and monuments in France, including the Château de Chambord, the Palais des Papes in Avignon and the Conciergerie in Paris, as well as two sites in Germany, and used by more than two million visitors a year.

More information on <https://histovery.com>

### **About the France Pavilion**

The France Pavilion at the World Expo will serve as a stunning showcase of French excellence and savoir-faire and will highlight France by promoting its innovations, talents and assets. The French participation will be placed under the sign of progress, innovation and art, and all the artistic and innovative proposals will revolve around the prism of light. This unifying theme is present since the genesis of the project: in the architecture of the Pavilion itself, in the permanent exhibition with light as a source of progress and inspiration to rethink our place in the world as the Enlightenment did more than 200 years ago, and in the temporary exhibitions - including "Notre-Dame de Paris, the Experience".

The ambition of the Pavilion during the Dubai World Expo is to highlight France's commitment to building our shared future via political, economic, cultural, and social initiatives and actions. Throughout the six months of the Dubai World Expo (1 October 2021-31 March 2022), this commitment will be clearly expressed through the events programming taking place at the France Pavilion, which is centered around the Sustainable Development Goals (SDG) as defined by the United Nations.

More information on [www.francedubai2020.com/en](http://www.francedubai2020.com/en)

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### **About the Public Institution responsible for the conservation and restoration of Notre-Dame de Paris**

Established on 1 December 2019 and placed under the direct supervision of the French Ministry of Culture, the Public Institution is responsible for conducting, coordinating and implementing studies and operations instrumental in the conservation and restoration of Notre Dame Cathedral. Furthermore, it is tasked with promoting and highlighting the re-construction project, as well as those trades and professional know-hows that have contributed to restoration work, notably through the implementation of cultural programs both in France and abroad.

More information on: [www.rebatirnotredamedeparis.fr](http://www.rebatirnotredamedeparis.fr)

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