CASACOR

Back

Início > Notícias > Art

Art

Monumental work takes the Eiffel Tower split in half to the Nevada desert, in the USA traduzido por: OPENROUTER

Created by the French artist Philippe Maindron, Eiffela Broken Dream traveled 15,000 km to become one of the great works of Burning Man 2026 traduzido por: OPENROUTER

By Milena Garcia
Submitted at Sep 4, 2026, 12:00 PM

08 min de leitura





Eiffela Broken Dream *(Divulgação)*

One of the most surreal scenes at the **Burning Man 2026** festival looks like something out of a post-apocalyptic disaster: a huge section of the Eiffel Tower lying in the middle of the Black Rock Desert, in Nevada, United States. Named **Eiffela Broken Dream**, the installation was created by French artist and event producer **Philippe Maindron** as an approximately 1:10 scale interpretation of one of the most recognized monuments in the world.



Eiffela Broken Dream *(Divulgação)*

Standing about **15 meters tall and 30 meters long**, the steel structure weighs approximately 29 tons and is made up of 5,000 joined pieces, costing around 300,000 euros. Funded through crowdfunding, the project took two years to be developed and required a **complex engineering, transport, and assembly operation** to reach the festival.

An Eiffel Tower "broken on purpose"

The installation aims to imagine what it would be like to find the monument split in two after a **fall in the desert**. In Maindron's concept, the lower portion, formed by the four pillars anchored to the ground, represents **the sinking of a lost civilization**. The upper part, on the other hand, points to the sky and symbolizes the **hope for a better future**.



Eiffela Broken Dream *(Divulgação)*

Between the two halves, a **suspended cable** forms the only physical connection between the structures. It is along this cable that tightrope walkers cross the installation during the time it remains at Burning Man. The human movement adds another dimension to the work: the performers are presented by the organizers as a **representation of optimism and balance** in the face of a deliberately fragmented structure.

A monumental work in motion



Eiffela Broken Dream *(Divulgação)*

The Eiffela Broken Dream began being developed **two years before reaching Burning Man**. During this period, Philippe Maindron designed and manufactured the installation in the workshops of Les Herbiers, in the Vendée region of France. From the beginning, the structure was conceived to be **disassembled and transported to Nevada**, where it would be reassembled. In addition, the rusted appearance was already part of the plans.

On May 5, 2026, the tower was prepared for the long journey. After traveling **more than 15,000 kilometers**, including crossing the Panama Canal and about 600 kilometers by land, the installation arrived at the **Black Rock Desert**. There, volunteers reassembled the 5,000 pieces and more than 10,000 bolts in **just 72 hours**, restoring the structure to its monumental form.

Eiffela's stay in the desert, however, may be only the first chapter of its journey. After the end of Burning Man, the installation is **scheduled to be offered at The Take-Off international auction**, on September 14, 2026, with a starting bid of **435,000 euros**.

Who is Philippe Maindron?

Born into a family of farmers in the Vendée region of France, Philippe Maindron studied agronomy before building a **career linked to construction and major events**.

He worked for more than two decades at **Maison Bleue**, a company specialized in concrete structures, and gained popularity in the country by creating the music event **Festival de Poupet**.



Philippe Maindron *(Remi Jaouen/Divulgação)*

In 2015, he founded **Maindron Production**, a company specialized in the creation and production of events. At 55 years old, the Frenchman works mainly behind the scenes in this sector, with projects ranging from **festivals and concerts to major productions**. Eiffela Broken Dream marks his foray into a different scale – this time as the author of an artistic installation!

Other highlights of Burning Man 2026

Created in 1986, Burning Man is an **annual event** that transforms the Black Rock Desert into "Black Rock City," a temporary city dedicated to **art**, **experimentation**, and **community life**. For one week, participants build installations, structures, and

performances, before the city is completely dismantled. *In addition to Eiffela Broken Dream, other works that deserve highlighting in this edition are:*

Temple of the Moon



Temple of the Moon *(Annie Locke Scherer/Divulgação)*

Designed by **James Gwertzman**, in collaboration with the Moonlight Collective, the Temple of the Moon is approximately 52 meters in diameter and was inspired by the **Queen of the Night**, a cactus flower that blooms after sunset. Built in wood, the structure features eight portals representing the phases of the moon and spaces dedicated to **gatherings**, **reflection** and **memory**. As part of the Burning Man tradition, the temple will be burned at the end of the event.

Cryptomeria: The Man Pavilion 2026



Cryptomeria *(Annie Locke Scherer/Divulgação)*

At the center of Black Rock City, Cryptomeria, by **Alexander Rose**, houses the traditional statue of the Man. Inspired by the roots and branches of an ancient Japanese cedar, the pavilion features winding paths and a spiral that leads from the lower to the upper levels, creating different possibilities for circulation and views of the desert. The project was developed based on the theme **Axis Mundi**, which guides the 2026 edition.

Above & Below



Above & Below *(Divulgação)*

Created by **Sean Orlando**, with Engineered Artworks and the Five Ton Crane Arts Collective, Above & Below is an **interactive metal treehouse** supported by a structure resembling a giant beanstalk. Inspired by parenthood and the imagery of fairy tales, it brings together hidden spaces, objects, and climbable pathways that can be explored by the public. More than 130 artists, designers, engineers, and volunteers took part in its construction, completed in less than four months.

traduzido por: OPENROUTER

Matérias relacionadas: