



**HIGHER** 52' HD  
**& HIGHER**

**MASTERS OF ENGINEERING**

A FILM BY  
EMMANUELLE SUDRE  
& ALEX BADIN

PRODUCED BY  
2P2L

CREATED BY  
ROBERT SALVESTRIN

**LUCKY YOU**




*GENRE*  
**SCIENCE & TECHNOLOGY**

*YEAR OF PRODUCTION*  
**2016**

*DIRECTED BY*  
**ALEX BADIN  
& EMMANUELLE SUDRE**

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*AVAILABLE LANGUAGES*  
**FRENCH, ENGLISH, POLISH,  
RUSSIAN, ARABIC, BURMESE,  
CZECH, GERMAN, SPANISH,  
PORTUGUESE, ITALIAN,  
VIETNAMESE, SWEDISH,  
CHINESE, THAI**



*WHICH WAS THE INVENTION THAT PROPELLED  
THE CONSTRUCTION OF HIGHER AND HIGHER BUILDINGS?  
CONCRETE? NOT REALLY... IRON? NOT REALLY... IT'S THE ELEVATOR:  
WHO WOULD HAVE ACCEPTED TO LIVE ON THE 40<sup>TH</sup> FLOOR WITHOUT IT?*

From the Tower of Babel to the Kingdom Tower in Saudi Arabia, humanity has always searched to build bigger and higher. What are the scientific advances and technologies that have made it possible to « touch » the sky. Will there be any limits? From the field of physics, to chemistry, maths and all other hard sciences, scientists share the thirst of knowledge and curiosity. Combining dramatic specialist photography with innovative CGI, all set in spectacular locations across the world, this documentary is the pilot of a future series that will highlight the history of human ingenuity.



## FEATURED EXPERTS

**BILL BAKER** (USA)  
Structural Engineer, Skidmore Owings and Merrill

**EVELYNE BARBIN** (FRANCE)  
Science Historian, University of Nantes

**DAVID BRADFORD** (UAE)  
Construction Manager, Turner International

**MOSETTE BRODERICK** (USA)  
Professor of Art History, New York University

**JEAN-LUCIEN GUENOUN** (FRANCE)  
Architect of the Bâtiments de France, curator of cathedral

**BASHAR KASSAB** (UAE)  
Director of Technical Services

**BERTRAND LEMOINE** (FRANCE)  
Architect D.P.L.G., engineer X-Bridges. Honorary Research Director CNRS.  
President of the Academy of Architecture.

**STEPHEN MURRAY** (USA)  
Professor of Medieval Art History, Columbia University

**MAGED NAGIB** (UAE)  
Director, Otis Middle East

**RORY O'NEILL** (USA)  
Engineer and Historian, University of Pennsylvania (USA)

**RICK PULLING** (USA)  
Director, Major International Projects, Otis

**PIERRE TALLET** (FRANCE)  
Egyptologist, University of Paris-Sorbone IV

**ANTONY WOOD** (USA)  
Executive Director, CTBUH, High-rise and Urban Habitat Council

**ARNAUD YBERT** (FRANCE)  
Engineer and historian, University of Brittany

# *MARKETING STRATEGY*

*WEBPAGE* on Lucky You website.

*VARIOUS VERSIONS AVAILABLE* : English, German, Portuguese and Spanish versions are available for the international market as well as other languages

*VIDEOS AVAILABLE* for screening on LuckyYouVimeo page.

*A DEDICATED FLYER APART*, the program is also highlighted in LuckyYou catalogues and lines up.

*TRAILER* in English and French.

*SOCIAL MEDIA REGULAR NEWS AND UPDATES* about the advances in related fields (Facebook, Instagram, Twitter).

*NEWSLETTERS* and *E-MAILING* to clients.

*ONLINE BANNERS*

*MARKET ATTENDANCE*

*PUBLIC RELATIONS*

*NON-COMMERCIAL SCREENINGS AND PARTNERSHIPS*



*HIGHER & HIGHER is a TV one-hour documentary. It can be broadcasted as a one-off, but also as part of a 10x52' HD series called MASTERS OF ENGINEERING, which is about technological advances in several engineering fields.*

**ROBERT SALVESTRIN:**  
*«We are glad to be distributing a program that celebrates human ingenuity. We find it very rewarding to see how audiences around the world seem to appreciate it.»*

**SOLD TO 23 CHANNELS  
AND BROADCASTED  
IN MORE THAN 100 COUNTRIES**



- |                  |                   |                              |                   |                       |                        |
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| KAZAKHSTAN       | LITHUANIA         | GUINEA                       | NIGERIA           | ZIMBABWE              |                        |
| KYRGYZSTAN       | ESTONIA           | ERITREA                      | REPUBLIC OF CONGO | SWEDEN                |                        |
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# LUCKY YOU<sup>®</sup>

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*LUCKY YOU WAS CREATED IN 2014 BY ROBERT SALVESTRIN AND NOW ITS CATALOGUE INCLUDES AROUND 600 HOURS OF BLUE-CHIP DOCUMENTARIES COVERING A WIDE RANGE OF GENRES, FROM SCIENCE AND HISTORY TO TRAVEL AND ART. IT'S A LINE-UP OF QUALITY AND SCALE, INCLUDING VIBRANT, WELL-MADE, RELEVANT SERIES AND EXCEPTIONAL ONE-OFFS, COMING FROM FRENCH AND INTERNATIONAL PRODUCTION COMPANIES. OUR COMMITMENT IS TO HELP PRODUCERS TO SET UP AMBITIOUS INTERNATIONAL PROJECTS, AS WELL AS TO DELIVER LINEAR AND NON-LINEAR PLATFORMS WITH THE BEST FRENCH AND INTERNATIONAL CONTENT.*