

Les Frères Michelin une aventure industrielle

By Mayen & Nappey

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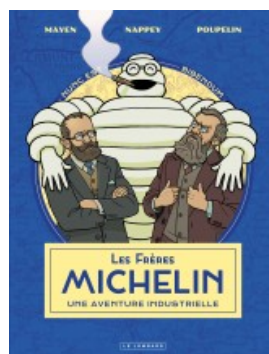


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Michelin is one of France's industrial flagships that still shines throughout the world today. At its origin, two visionary brothers: André and Édouard Michelin. If Michelin's rise is very much down to the automobile, the latter's tremendous expansion owes much to the tire. But it is not their only invention. Road maps, milestones, gastronomic guides... their lives have been punctuated by small revolutions.

The story begins in June 1940. The Germans have arrived in Clermont-Ferrand, the Michelin family's hometown. In the cemetery where his brother André is buried, Édouard is afraid and confides in them. The Germans might take everything or destroy it all. Their whole life, everything they created together. This is an opportunity to retrace their memories and a life of creation that revolutionized their era.

In this series



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Mediaton Foreign rights,

57 rue Gaston Tessier

75019 Paris, FRANCE.

 contact.mfr@mediatoon.com

