

### The Louvre Heist

On the morning of October 19, 2025, the Louvre art museum in Paris, France was robbed of some of the monarchs' crown jewels in broad daylight, while the museum was open. The biggest kicker, the crime was committed in under eight minutes. This phenomenon has since taken the world by storm. People across the globe have taken to the internet saying things like "this is just what the world needed to bring us together" or that there is "nothing people love more than a good heist" and that "this is just like Oceans 11!" The excitement over this occurrence has been astronomical, which makes the event all the more significant. In this story telling project, I want to not only highlight the details of the robbery, but discuss the ways in which this event is actively affecting our culture.

#### Robbery Details

The robbery took place at 9:34 AM, shortly after the museum opened at 9:00 AM. The robbers drove a Böcker construction truck with an attached ladder up to a balcony built off of the Apollo Gallery. They then used angle grinders to cut through the glass window that shielded the wing from the outside, and crawled through their cut hole into the gallery. The same power tools that were used to cut the window were used to cut into the glass cases containing some of France's crown jewels including the following: \_\_\_\_\_. Upon their departure, the robbers left the wing the same way that they came in, and dropped the crown of Napoleon III's wife, Empress Eugénie. AP News reported that one of the thieves even tried to set the basket lift on fire, but was stopped by police. Police found two angle grinders, a blowtorch, gasoline, gloves, a walkie talkie, blanket, and the crown at the scene (ABC News). The robbers had fled the scene on scooters with two other waiting thieves at 9:38 AM.

Since then, videos have been released, information on the museum's alarms have been triggered, and two arrests have been made of potential suspects. It has not been announced that any jewels have been recovered, and at least two other criminals are still at large, if the arrested suspects are guilty.

#### Cultural Impact

One piece of incredibly significant information regarding all of this is that the Louvre is home to the Mona Lisa, which is famous primarily because it was stolen in 1911, and was missing for two years before it was returned to its rightful place. We now get the privilege to watch and see if history will repeat itself. Will these jewels find their way home? Will it be in one piece? How long will it take? How much more significant will the Louvre, an already world-famous museum, become if it houses multiple thieved and returned pieces of invaluable art? We all get to watch as this unfolds.

The world of marketing is now also jumping at the opportunity to highlight this catastrophic event to consumers. Böcker, the company that makes the basket lift, is the most significant of these marketers, as they released a new ad the very next day. Using a photo of their product under the Louvre balcony, the ad reads, "When you're in a hurry, the Böcker Agilo carries your heavy treasures." Chief executive, Alexander Böcker, emphasized this as Germans' chance to prove that they have a sense of humor.

Lionsgate film studio is also notably benefiting from this, as they are releasing a new movie in the "Now You See Me" franchise in early November, which contains the stories of Robin Hood-style thieves who practice magic. They have released short videos on social media connecting the announcement of the Louvre news to the thievery in their upcoming movie.

All over social media, people are enjoying watching this story unfold so much that they are making their own theories, their own news announcements, countless trends, marketing campaigns, and even Halloween costumes surrounding the event. People are comparing the situations to countless movies where you root for a protagonist to “get away with it” and are saying that it is one of the most entertaining things that can happen.

#### For This Project

I view the way that this event is being interpreted by the public as so largely satirical, that I would love to channel that in this project. I almost want the site to feel like it is the plans being drawn up by the robbers, or that the users are involved in the heist. I plan on using a darker background, but maybe making it have a light mode option for adaptability purposes, with a san serif font, and illustrations picturing all of the stolen jewels, a “what’s in my bag” section for the thieves of the equipment they used, and then actual photos of the event taking place, and videos of the crime being committed. I would love to have a slow scroll to build suspense and a navigation much like the one from the “Uncensored Library” example we looked at in class. I would also really like if the cursor can change on hover for certain elements depending on what section the user is looking at. I think this project can fall under the categories of journalism, marketing, and entertainment, and I am very excited to continue exploring and working on this.



French police officers investigate an alleged robbery at the Louvre Museum, on Quai François Mitterrand, in Paris on Oct. 19, 2025.

Dimitar Dilkoff/AFP via Getty Images

Foto: Dimitar Dilkoff / AFP

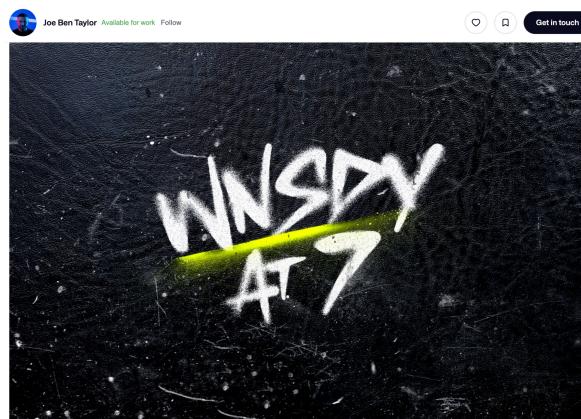
Böcker  
MEIN WEG NACH OBEN

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IN A HURRY.

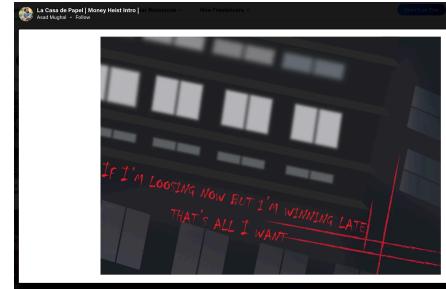
The Böcker Agilo carries your heavy treasures up to 400 kg at 42 m/min – quiet as a whisper thanks to its 230 V electric motor.

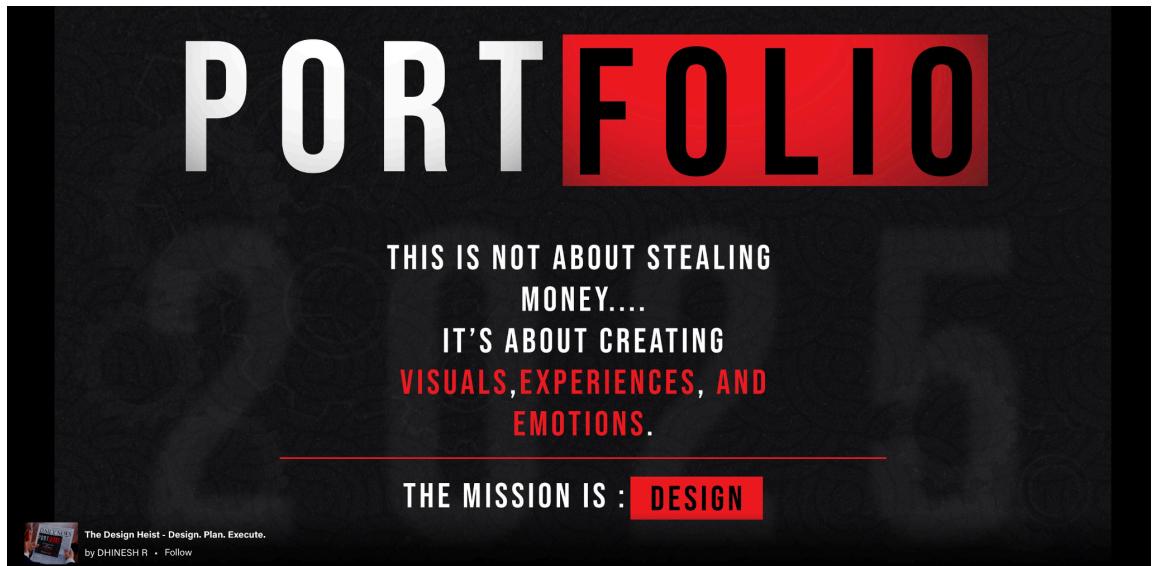


A crown of Empress Eugenie was found damaged outside the Louvre in Paris following a heist at the museum, Oct. 19, 2025.  
Musée du Louvre / Stéphane Marchal



Money Heist (La Casa De Papel) Presentation Template





## Sources

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