



<https://fortune.com/2016/09/14/stephen-ross-eiffel-tower-hudson-yards/>

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*This Monument
Could Be
Manhattan's
Answer to the
Eiffel Tower.*

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Shawn Tully

Sep 14, 2016



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The Thomas Heatherwick – designed structure has been controversial, as some have likened its shape to a doner kebab, while others believe it could be New York's Eiffel Tower.

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Nick Mafi

Then—as word spread on its design and purpose—came the outrage by many New Yorkers (and [New York publications](#)) that the cost—which exceeded \$150 million—did more than raise a few eyebrows. Some have called it a beehive, a rib cage, and (this writer's favorite) a [doner kebab](#). Others, however, believe it could be New York's version of the Eiffel Tower.

Starting today, those debates can actually begin to flush themselves out as the masses collectively come to define what this structure is and whether we truly need it.