

GRAND EST  
HIGHER TOGETHER!  
MONDIAL

AIR

BALLONS

2023

PRESS  
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illet  
Aérodrome de Chambley / France



GRAND EST  
MONDIAL

AIR

BALLONS

2023



*"A pilot never dies. He just flies away  
and never comes back"*

Antoine de Saint-Exupéry



from 21 to 30 july  
Aérodrome de Chambley / France



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#GEMAB23 | Higher together!

## A word from Philippe Buron Pilâtre

1989 - 2023. The years go by and they don't look alike. Will the 18th edition be different from the others? That's the ambition we have.

To surprise the public, the partners, the media and of course the pilots and crews. To prepare in the greatest secrecy an event that will make history.

And on the day "D" to present it to all our friends gathered from all over the world. To admire and participate in this incredible event that is the takeoff of hundreds of hot air balloons, morning and evening, during ten days. To bring a little happiness to these thousands of spectators who came in great numbers.

For nearly 35 years, this is the challenge that has been constantly renewed, with a 2023 unifying slogan: "what brings us together".

Philippe Buron Pilâtre

Founding President of the event






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## A word from Franck Leroy

*Higher together!*

*This new edition of the «Grand Est Mondial Air Ballons», will allow us once again to reach for the sky!*

*This largest gathering of hot-air balloons in the world, brings together high-level pilots and crews from all over the world to offer us a magical show, filling the sky of Lorraine with a fascinating palette of shapes and colors.*

*Much more than just an air show, the #GEMAB is a real invitation to open up to the world and to nature, as well as a tribute to the journey that offers us a breath of fresh air.*

*This event is a great way to promote the territory, which allows us to share our cultural, historical and natural wealth with the whole world. It attracts hundreds of thousands of visitors who are eager to discover these spectacular landscapes!*

*I am proud to see our region hosting this exceptional event and to be able to offer a moment of dream and wonder to all visitors.*

*I wish you to relish this precious moment of escape!*

**Franck Leroy**

President of the Grand Est Region



Photo Michel Jolyot







## #GEMAB23 | Higher together! What is the #GEMAB?

*Is it a show, a competition, a cultural and tourist event, an economic convention? Maybe a little bit of all this at the same time, but above all a great festival of fraternity that allows each edition to gather more than 50 nations that practice hot air ballooning. In the heart of the Regional Natural Park of Lorraine, between Metz, Nancy and Verdun, a link between the 3 major components of the Grand Est Region which are Alsace, Champagne-Ardenne and Lorraine, on a former American base rehabilitated into an airfield. To organize two daily mass flights, to offer a range of activities related to aeronautics, to propose a panel of activities related to aeronautics, to erect 3 villages (pilot, partner and public) along the flight area in order to welcome thousands of spectators from all over the world.*

*It's a celebration of the big multicolored bubbles invented 240 years ago, which continue to light up the sky and to fascinate the humans.*







## #GEMAB23 | Higher together! 240 years of the first human flight

*In 1983, for the bicentenary of the first human flight, we created the Pilâtre de Rozier Challenge in Metz (Moselle). What could be more normal than to recall that the birth of Pilâtre de Rozier in Metz led to the creation of a perennial activity which continues nearly 40 years later.*

*Today, Pilâtre de Rozier Organisation has an AeroMuseum on the history of hot-air ballooning and the Chambley base in the American era, a pilot training center, manages a fleet of hot-air balloons with a maintenance workshop. And every year, the company participates in the teaching of the Brevet d'Initiation Aéronautique and welcomes nearly a thousand children for educational workshops.*

*Conferences will be proposed in the AeroMuseum to recall the birth of hot-air balloons and gas balloons.*







## #GEMAB23 | Higher together! The Chambley airfield

Among all the aeronautical platforms on the territory, many were created by the French, but also by the Americans and the Canadians, during the Cold War era. Some of them are only memories in the history books, others like Chambley have survived and have become places where aviation is practiced in the 21<sup>st</sup> century.

The Chambley airfield was created during World War II and developed by the Americans from 1954 to 1967. Michael Collins (Apollo XI) commanded a fighter squadron there and married. Owned by the Grand Est region of France, Chambley airfield is today a very high-level platform in aeronautics which welcomes 25,000 movements per year. It is also an important place for aeronautical training.







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## The meeting place of nations

*Since 1989, the will of the organizers has always been to gather the planet. Of course, it is difficult to gather all the countries which practice aerostation, but the objective to exceed fifty nations at each edition is the leitmotif. Not to be famous for any record, but to give the possibility to all the pilots to meet each other and to make the visitors live an exceptional show of mass take-offs.*

*If the Europeans are present in mass, the more distant countries like the United States, Brazil, Taiwan, South Africa and Canada are represented. After the period of the pandemic, the #GEMAB23 will be the opportunity to find the crowd of the great days.*







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## Connected to the whole world

*The event has a daily bilingual newspaper (AéroFil), a short-lived radio (Good Morning Chambley) on FM and the web, a website and a permanent presence on social networks such as YouTube, Facebook, Instagram, LinkedIn and Twitter.*

*Thanks to regular communication throughout the world, the event welcomes several hundred media at each edition, regularly supplied with press kits and information. The press service has a database of texts, photos and videos that it makes available to the media. Thanks to a WIFI connected to the optical fiber and a 4G network, all can publish the events they attend.*





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## The animations

Between the morning and evening flights, what can we do on the Chambley site?

There are many animations, stands and presentations related to the world of aeronautics.

*In the air:*

- First flights in a hot air balloon, plane, Ulm, glider, para-ascensional

*On the ground:*

- Visit of the AeroMuseum + aerial photography museum
- Virtual flight in a hot air balloon
- Conferences on hot air balloons and gas balloons
- Flight of mini-hot air balloons
- Entry into the belly of the balloon
- The flights of cuddly toys for children
- History of the Mondial
- Army stand (Air, Navy and Land)
- Maintenance workshops (plane, glider)
- Jean Zay de Jarny high school stand (aeronautical field)
- Craft and catering stands
- Tourism pavilion
- Ground sports village
- Games area (rides)
- Animation podium
- Empty pods pilots





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# Four villages around the airfield

Around the take-off area (about 250 ha), there are three main villages of canvas and hangars. These villages are called the pilot, public and partner BalloonCity. The 4th village is the one of the organization.

It takes a month to set up these villages which will welcome thousands of people. Everything is planned 24 hours a day for these BalloonCities.



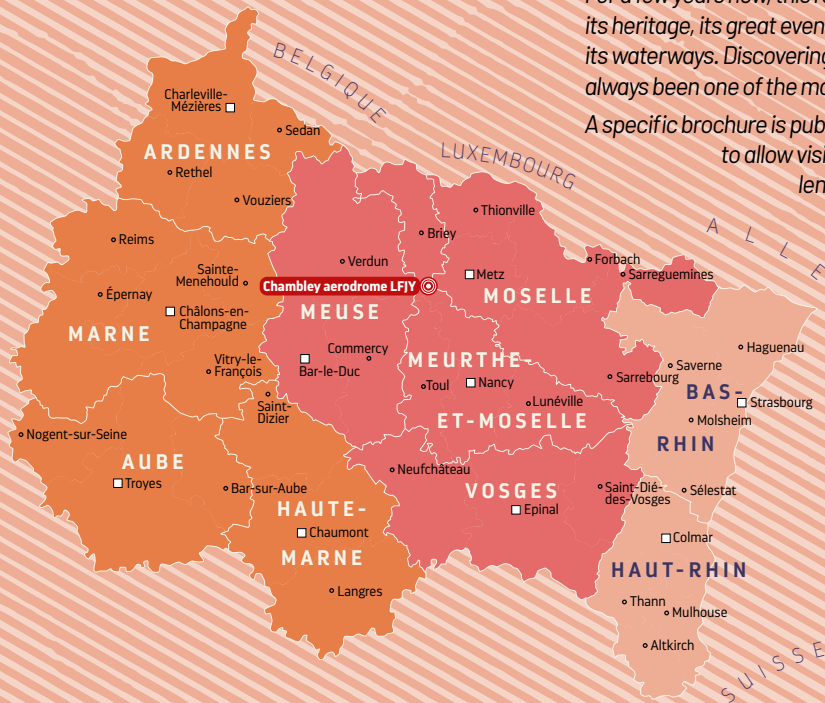


## #GEMAB23 | Ce qui nous rassemble

# The Grand Est Region

For a few years now, this region has been rediscovering itself with its history, its heritage, its great events, its gastronomy, but also its wooded areas and its waterways. Discovering these riches from the ground and the air has always been one of the main objectives of #GEMAB since its creation.

A specific brochure is published by the Meurthe-et-Moselle department to allow visitors to discover the sites nearby. Whatever the length of stay of GEMAB visitors (an afternoon, a day, a weekend or more), they will also be able to discover numerous tourist nuggets on Explore Grand Est (<https://www.explore-grandest.com>) and on the tourism stand set up at the heart of the event, through themes as rich as they are varied, sure to satisfy all your desires: Wellness, gastronomy, wineries and vineyards, wildlife and leisure parks, arts and crafts, culture and heritage, nature, sport, etc. For foreigners, the possibility to travel between flights to discover Strasbourg, Nancy, Metz, Thionville, Reims, Châlons-en-Champagne, Troyes and other places, is a real asset.





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## Services for the press

The Press Service offers various services such as hot air balloon and Ulm flights.

But also :

- Press room
- WIFI THD access
- 4G Orange and SFR
- Photos and videos on request
- Reserved parking and access
- Access to flight area (accredited professional photographers)





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## Economic benefits

*With its budget of 3 million euros, the #GEMAB generates more than 30 million in direct, indirect and induced economic benefits.*

*A real economic player in the field of tourism that benefits the entire region.*





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## Living in the heart of the region

*Year after year, pilots are looking for the possibility of staying with local people to avoid long journeys and discover the warmth of the Lorraine welcome.*

*Whether it's in a camping site or a bed and breakfast, in a gîte, AirBnB, or sometimes in a hotel. It is also an opportunity to establish links with families and to practice cultural exchanges.*







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## A school of life

Among the assets of the #GEMAB, it should be noted that the organization welcomes nearly 200 volunteers from 11 nations.

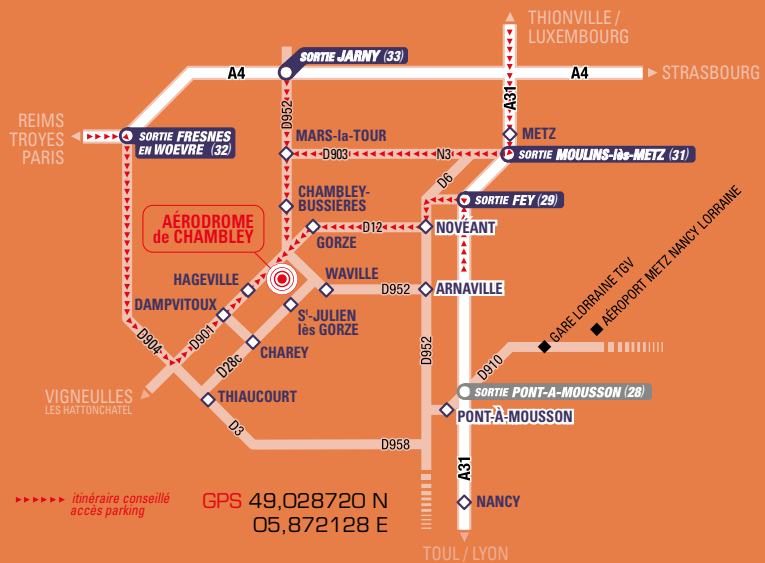
These volunteers, most of whom are under 21 years of age, have the opportunity to participate in an international event by working as greeters, information officers, organizers and supervisors. Among them, about thirty high school students from the Grand Est Region are invited to join the team at each edition.





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*If public transport is not available for direct access to the event, carpooling is highly developed. The airfield has a gas station.*



## Plane

The nearest airports are Metz-Nancy-Lorraine and Luxembourg. But you can also land at the Chambley airfield (LFJY)

## Road

The site can be reached by the CD 901.  
GPS position:  
49.028720 N - 05.872128 E

## Train

*The nearest train stations are in Pagny-sur-Moselle and Novéant. It will then take half an hour to drive.*

## Address

11 boulevard Antoine de Saint-Exupéry  
- Bât G6  
Chambley airfield  
54470 Hagéville









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## The #GEMAB in numbers





# Ballonville Public

ENTRÉE EST ENTRÉE OUEST

1 Village des Exposants

ZONE DU PASSAGE DES PILOTES

2 Billetterie baptêmes de l'air

3 AéroMusée

4 Animations « au ballon »

ZONE DE L'ESPLANADE

5 Podium radio

6 Espace tourisme région Grand Est

ZONE DU BALCON

7 Village des Sports

8 Espace des armées

1 Point info

11 Espace restauration

WC Toilettes

+ Poste de secours et de sécurité

C Chapelle

BALLONVILLE PARTENAIRE

BALLONVILLE PILOTE

P visiteurs EST

P BUS

P visiteurs OUEST

P PMR

ENTRÉE OUEST

ENTRÉE EST

P PILOTES

illustration Jean-Marie Bonnard



## LE CERCLE DES PARTENAIRES

