

## PRESS RELEASE

FOR IMMEDIATE RELEASE

28 April 2020



### One Million Bubbles

[Gemar Ambassador Veronika Golubeva](#) recently took part in an international balloon flash mob titled "One Million Bubbles", which involved 1800 artists from 81 countries. The event was so successful that Veronika was asked to talk about the experience on television, an interview that has been played 24 times on two different channels.

Here, to explain what the project was all about, is our own interview with Veronika.

### What made you want to take part?

*From the very beginning of this pandemic, doctors have been encouraging people to take the risk seriously and to stay at home. Infact, in most countries there is now a lockdown or quarantine in place. The aim of the One Million Bubbles project was to bring hope and joy to those who might be struggling during isolation and to encourage everyone to do the right thing by staying at home.*

*This is such an important message and I was thrilled to represent balloon artists everywhere in helping to keep everyone safe at home.*

## How were the sculptures displayed?

*In the past, balloon art installations were often displayed in public places like shopping malls but of course that's not currently an option. Instead, each artist placed their work in their garden, window or balcony where it could be enjoyed by neighbours enjoying a walk or going about essential business. Some artists in rural locations even filmed large sculptures using drones and shared the videos on social media. There were many creative ways to share the artwork with local communities, even without leaving home.*



## What sorts of sculptures did the artists create?

*The aim of the project was to share bubbles of joy and hope, a theme which everyone took to heart. Creations included rainbows, cartoon characters, Easter themed displays and*

*many hearts. All of the sculptures were full of positivity and love - for our families, hard-working medical staff and for life itself.*

## Tell us about your own contribution

*I am lucky enough to have a balcony on a busy street, just above a post office, so it was the perfect place to display balloon art. I was inspired by a colleague from Hungary and used his idea to create a red balloon heart. My version was wearing a mask and gloves to encourage people to protect themselves and stay at home.*

*It was wonderful to see that people passing by smiled when they saw the balloons and often took photographs, which they shared on social media. It was as if the sculpture created a wave of smiles and positivity that spread out from my balcony and reached so many people. Just as the organisers intended!*

## What will you do now?

*I plan to continue using balloons to lift people's mood, spreading joy and hope in this difficult time. Of course I will also be staying safely at home!*

*If you would like to try balloon art for yourself, Gemar has created a wonderful library of free video tutorials that would be the perfect place to start. You can find out more **here**: <https://www.youtube.com/watch?v=q-WC7pAbSRE&feature=youtu.be>*



More information on <https://onemillionbubbles.org>

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### About Gemar® Partners

The exclusive relationship between Gemar and its partners allows for high value business growth to be pursued by all parties. With priority access to superior products and designs as well as branded marketing materials, balloon art training and promotional events, Gemar's partners are able to lift the moment for themselves and their customers. Gemar works closely with its partners and together they pursue valuable business growth by providing high quality, on trend products that stand out in a competitive market, lifting the moment for everyone.

### About Gemar® Balloons

Gemar Balloons is the largest manufacturer of natural rubber latex balloons in Europe. Located in Casalvieri, a small town the heart of Italy, we continue to lead the way in balloon development, inspiring the people who buy our products with new ways to add a touch of magic to every occasion. We're dedicated to tradition, innovation and creativity, and are committed to making sure that our products are as sustainable as possible throughout their lifecycle. Today, we produce millions of balloons every day in more than 100 different shapes, sizes and colours... all made in Italy with passion and pride.

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