

PRESS RELEASE

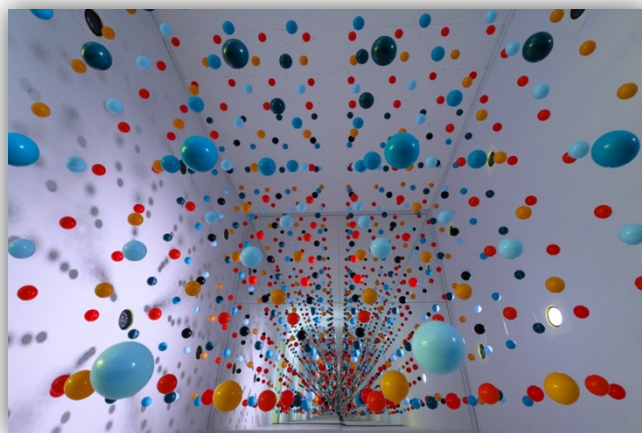
FOR IMMEDIATE RELEASE

05 February 2021



The Place Where Balloons Meet Modern Art

We are no strangers to the idea of balloons as art here at Gemar. We love to champion balloon artists of all sorts and get involved with everything from teaching balloon art skills to sponsoring huge installations. Usually these involve balloon sculpture - twisting, shaping and connecting balloons to create images of anything from a strawberry to a flying dragon.



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.



The Balloon Museum is something completely different, and a project we simply couldn't resist being involved with. This is modern art at its finest, not a sculpture to be admired from a distance but an immersive experience to be felt and enjoyed. Who can fail to smile as they wade through a sea of balloons, pushing their way through thousands of perfect bubbles?

Let's Fly is the world's first museum consisting of nothing but balloons and inflatable art. It is simply astonishing, as 75,000 visitors have discovered. Housed in the PRATI BUS DISTRICT (former Atac depot) in Viale Angelico in Rome, and more art installation than traditional museum, the exhibition consists of 15 different rooms and zones.

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Each exhibit presents something different, from quirky to awe inspiring, and the feedback has simply blown us all away. Not only that, every balloon used in the museum is a Gemar balloon. That's 503 571 balloons so far, so the whole exhibition is packed full of glorious Gemar colour and style.

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We would like to send a huge congratulations to the artists and organisers, who have created something truly unique and utterly spectacular, lifting the moment in every way.

The exhibition runs until March 7th so if you are near Rome you still have time to see it. Find out more [here](#).

→ Article [here](#)

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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.

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