



PRESS RELEASE

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12 April 2022



A World First with Gemmar

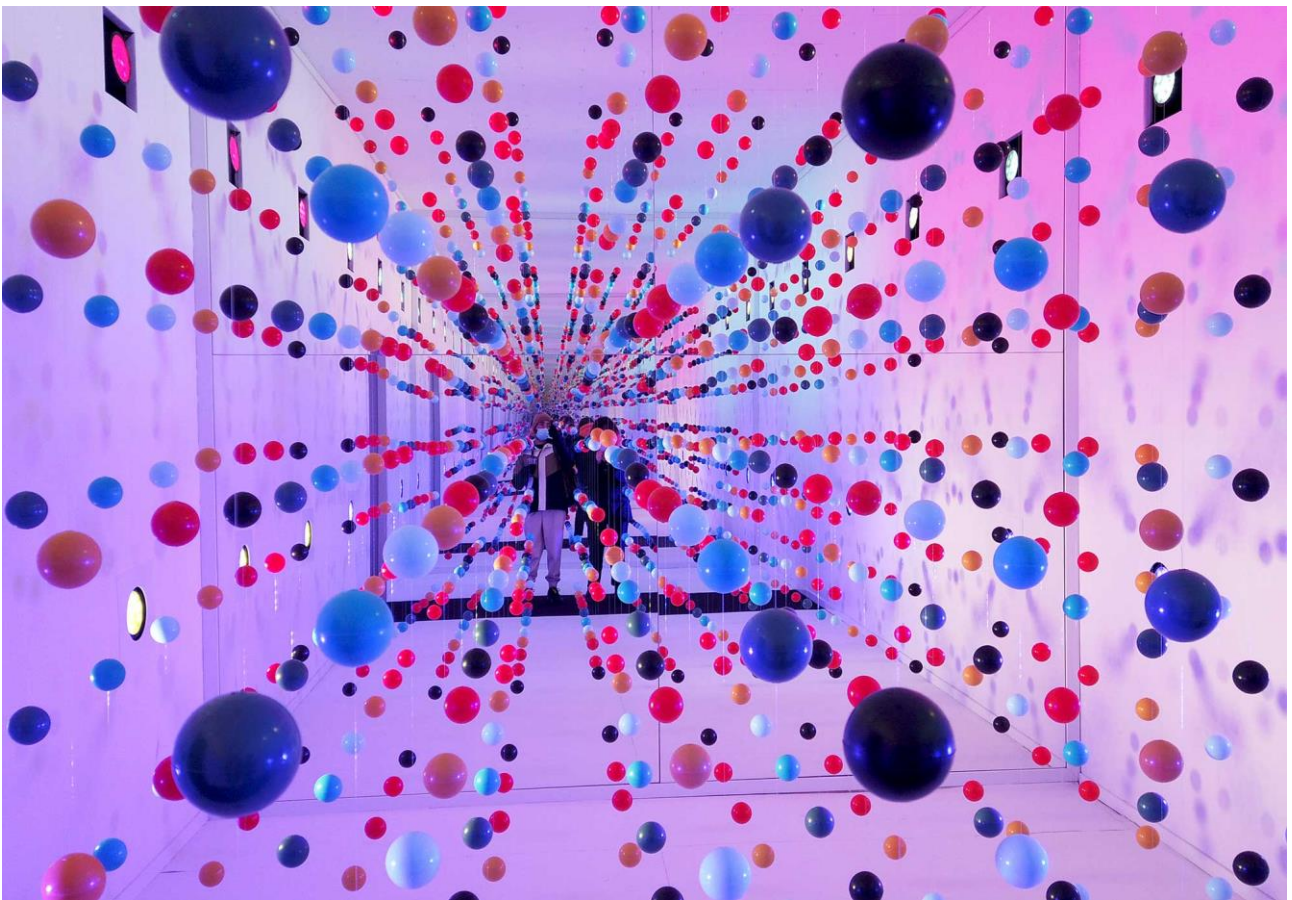
You are invited to make history and fly with us at the Balloon Museum. An incredible experience, the world's first balloon museum has been enjoyed by thousands of visitors in Rome. Now it's opening in the Grande Halle de la Villette, Paris.

At Gemmar we love to champion balloon art and artists, we are passionate about the power balloons have to spread joy and lift the moment. From beautiful decor for special events to stunning sculptures that stop shoppers in their tracks, we are delighted to be a part of it all.



Which is why we simply couldn't resist sponsoring the Balloon Museum.

Forget images of dusty exhibits, this is a museum like no other. An immersive experience where visitors become part of modern art as they wade through a sea of balloons or explore towering inflatables. How could it possibly fail to lift the moment? The success in Rome certainly shows that every exhibit raised a smile and filled those who experienced it with joy and wonder.



As the only balloon manufacturer sponsoring the museum, we have provided over 700,000 balloons, all of which are 100% natural and bio based. That means visitors will find rooms filled with our glorious colours, as well as sculptures, a flower bar and many other exhibits. Each area has something new, from the quirky to the awe inspiring, so you never know what you'll find around the next corner.

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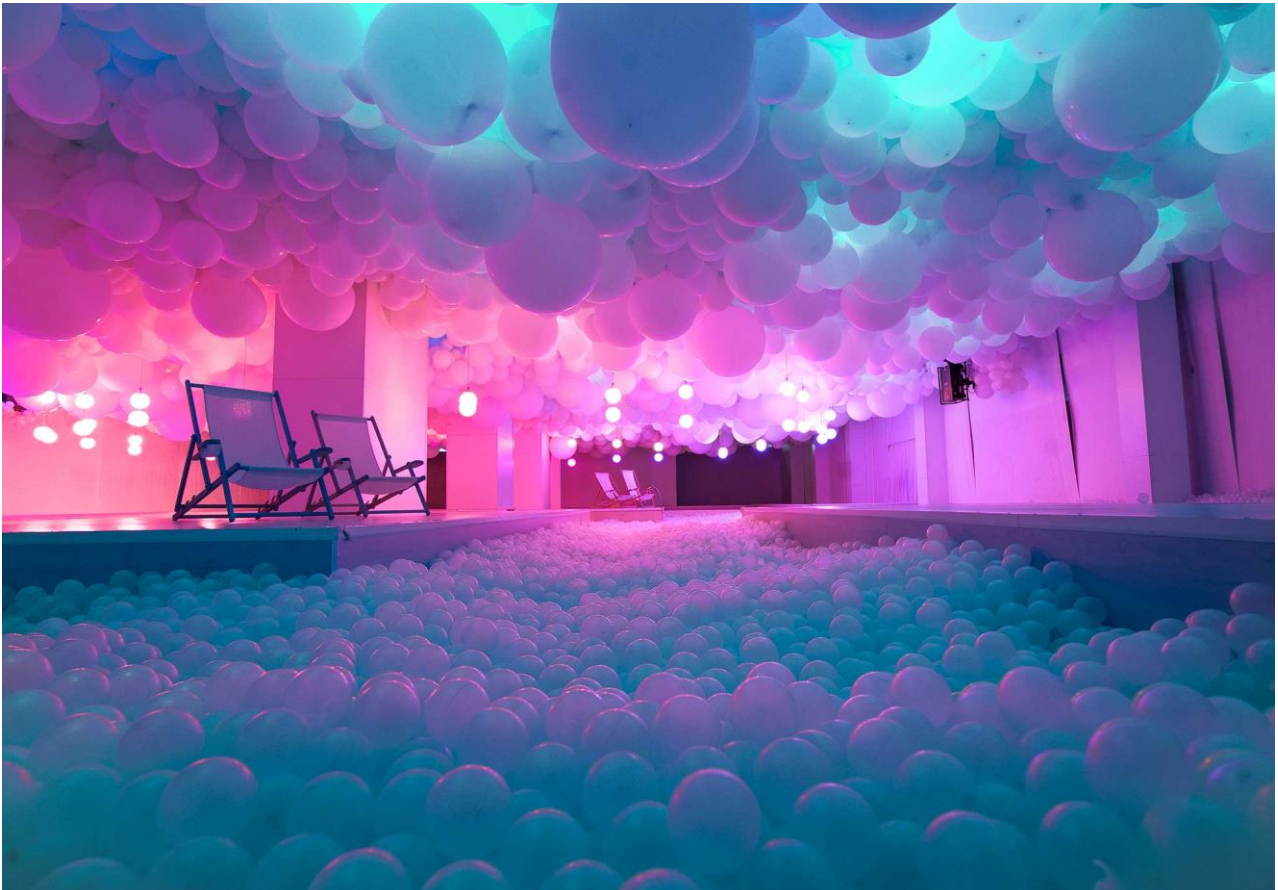
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More than 15 international artists have brought their talents together to create this astounding event. The exhibition opens on April 14th and runs for five months, closing on August 21st 2022. If you would like to be a part of it you can find out more and book your tickets at balloonmuseum.fr.

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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

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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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