



LE GRAND EST,
ENTRE CIEL ET TERRE !

PRESS PACK

RECREATIONAL BASE • HOT AIR BALLONS • FESTIVAL



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EDITORIAL

TOGETHER, LET'S MAKE OUR BEAUTIFUL REGION SHINE

It is with great excitement that I announce the official launch of the Enenvol project, a recreational base in the heart of the Grand Est region on the Chambley Planet'Air aerodrome (Meurthe-et-Moselle, France). Driven by the ambition to preserve the regional heritage and boost tourism in the area, Enenvol aims to create a unique leisure offering for a very wide audience, while continuing to proudly showcase our tourist heritage, particularly through the practice of hot air ballooning.

Every summer, we plan to welcome hundreds of thousands of visitors, offering a variety of activities for all audiences of all ages, providing an unforgettable experience for everyone. A gathering of hundreds of hot air balloons, a symphony fountain, a village of local producers and artisans, an educational farm, a corn maze, a music festival... Enenvol is a celebration of our heritage and an invitation to discover the beauty and richness of our region, both from the ground and the sky.

Let's continue to showcase our region through exceptional events. Visitors, partners, and enthusiasts, the date is set for the summer of 2025!

Stephan Bourguignon
Head of the ABC Group



INTRODUCTION OF THE EVENT

ENENVOL – CHAMBLEY INTERNATIONAL BALLOON FIESTA

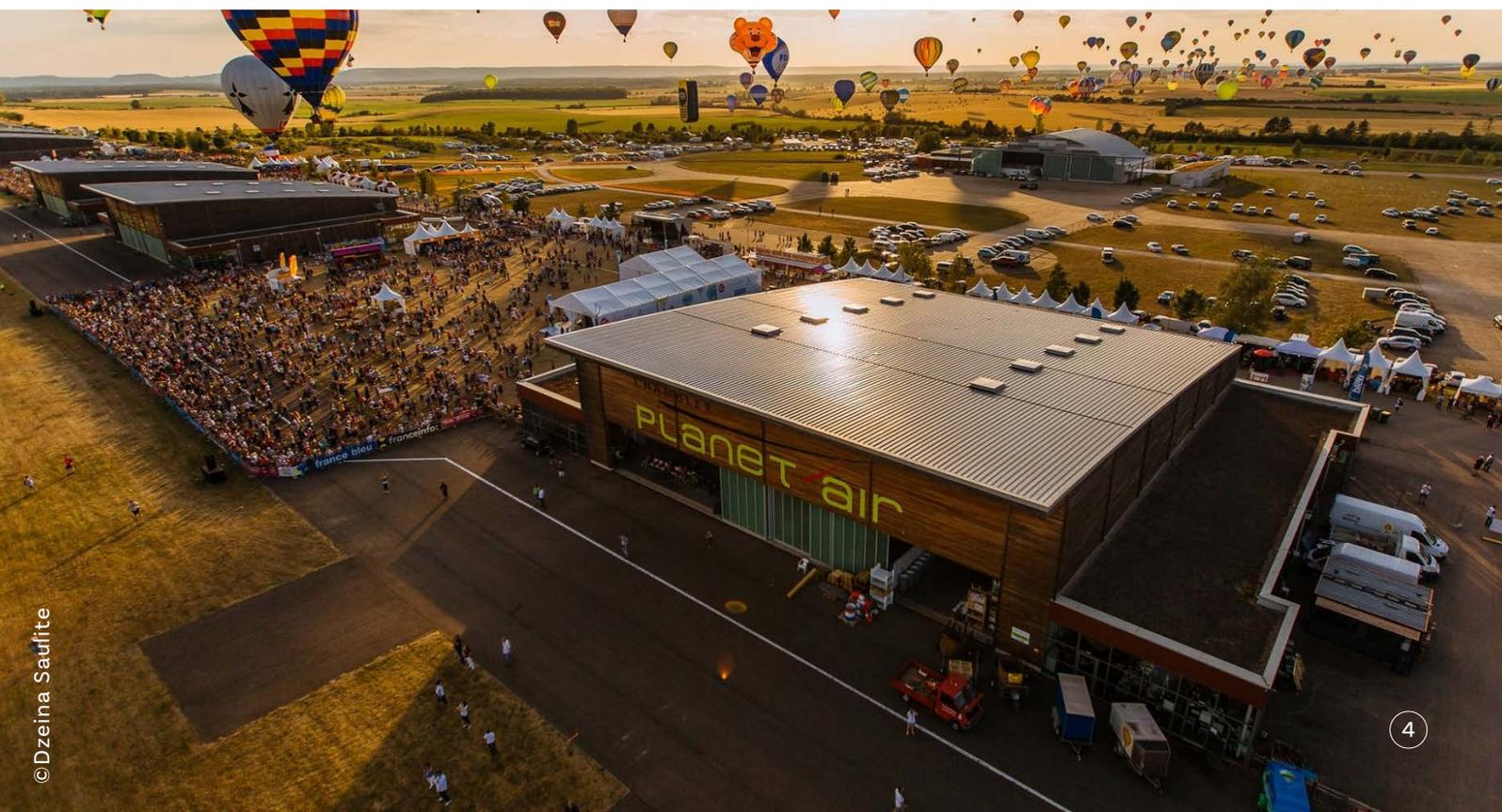
Located on a former American base that became the Chambley aerodrome after the Lorraine region acquired it in 2007 with the aim of developing a true centre of excellence in aeronautics, the Enenvol company is working on the development of a recreational base that is open every year during the summer season. The event is marked by two key highlights: the meeting of hundreds of hot air balloons over ten days and the organisation of a three-day music festival. While the first edition will take place from July 25 to August 3, 2025, Enenvol's ambition is to extend the activity period of the recreational base with each edition, while maintaining the two major events between the last week of July and the first weekend of August.

— THE RECREATIONAL BASE

The Enenvol recreational base is spread across a variety of activities and themed villages on and around the Chambley Planet'Air aerodrome, open and accessible from morning to evening. The offer is designed to be sufficiently diversified to attract audiences of all ages, from young children to adults, thereby encouraging a family audience during the week and at weekends.

Among the activities, performances, and themed villages offered, there will be a corn maze, an original escape game, an educational farm, and a local producers village showcasing products from the regional terroir. In addition, a large-scale symphonic fountain will feature musical and light shows, along with many other entertainments for both young and old. Furthermore, year-round activities at the Chambley aerodrome include balloon rides offered by the base's users and pilot training courses on the Chambley Grand Est racetrack.

In addition to dining areas, shaded zones, and other services for the public, temporary parking lots and shuttle services will be set up in the recreational base to facilitate movement and ensure a full and enjoyable stay on site.



— HOT AIR BALLOONS MEETING

For ten days, from July 25 to August 3, 2025, visitors will be able to admire, weather permitting, the launches of hundreds of hot air balloons in the skies of Lorraine every morning and evening, taking off from the launch area at the Chambley aerodrome. This event, with free access and open to all visitors, follows in the tradition of large balloon gatherings held at the site in the past, but is now part of a larger-scale project with activities for all audiences, running continuously from morning to evening.

Pilots, crew members, visitors, and event partners will be able to enjoy activities during the week and on weekends, in addition to the balloon launches. The balloon flea market brings together many pilots, offering curious visitors items related to the world of hot air balloons and a variety of souvenirs. This 2025 edition also marks the introduction of popular activities beloved by all hot air balloon enthusiasts, such as night glows and night flights.



— ENENVOL MUSIC FESTIVAL - FESTIVOL

Taking place at the same time as the hot air balloon event and following a format similar to the region's renowned music events, a music festival will be organised to host artists for three open-air concert nights. A dedicated ticketing system and related offers will be set up specifically for the music festival, separate from the other activities offered at the base. This «event within the event» is expected to welcome several thousand visitors over the three scheduled nights.

CHAMBLEY 
FESTIVOL

ESTABLISHMENT OF THE RECREATIONAL BASE

Spread around a vast aeronautical area, the facilities of the Chambley Planet'Air airfield cover an area of nearly 500 hectares. The Envol recreational base plans to set up its activities, villages, and events on either side of the airfield, promoting, when possible, the permanent installation of networks and infrastructure to welcome the public.

THEMED VILLAGES

— PUBLIC'S VILLAGE

Running along the six main hangars to the north of the airfield, Boulevard Antoine de Saint-Exupéry is lined with numerous stands and activities for the general public to enhance their experience. An official shop, a lively stage, a food place, refreshment stands, and numerous restrooms are part of the Public's Village, welcoming visitors with all the expected services. In addition, three large areas bordering the take-off zone are designed to accommodate large crowds during the hot air balloon launch spectacle.

— PARTNERS' VILLAGE

Located to the north of the base with dedicated access and parking lot, the Partners' Village consists of a massive structure featuring a restaurant, a bar, animations, a conference area, and hospitality spaces to combine business and entertainment during the ten days of the event. This high-end venue is designed to host, welcome, and continue conducting business in the heart of summer. It offers catering services, as well as daily entertainment and conferences.

— PILOTS' VILLAGE

Located near the take-off area, continuing from the six hangars that accommodate part of the airfield's users, the Pilots' Village is the essential meeting point for the thousands of pilots and crew members who will contribute to the hot air balloon launch spectacle every morning and evening. It offers all the usual amenities: pilot reception, dining, refreshment stands, relaxation areas, and restrooms. All of this complements a covered stage used by the organisation for pilot briefings.



ANIMATIONS

CORN MAZE

The recreational base hosts a corn maze with a different layout each year, accessible to everyone, regardless of age. A fun summer activity for the whole family, available throughout the operating season of the recreational base.

ESCAPE GAME

A unique escape game will be held at the Chambley aerodrome during the Enenvol event. Visitors will immerse themselves in an enigmatic story and must find the answers to solve the mystery.

VILLAGE OF LOCAL PRODUCERS AND THE EDUCATIONAL FARM

Visitors will have the pleasure of discovering a village of local producers and an educational farm, showcasing regional know-how and local heritage. There will be an opportunity to interact with producers and purchase their local products.

THE BALLOON FLEA MARKET

A true flea market centred around the world of hot air balloons, where you can find and collect unique souvenirs and items.



HIGHLIGHTS

HOT AIR BALLOON MASS ASCENTS

Morning and evening, when the weather permits, hundreds of pilots and their crews set up their balloons and take flight, offering a vibrant aerial spectacle for all to enjoy.

NIGHT GLOW

In the evening, once night falls, pilots line up on the launch field, set up their balloons, and illuminate them with the flames of their burners. A truly emotional experience for visitors witnessing this extraordinary show.

AQUATIC SHOW

After the balloon ascents and as night falls, the public is invited to turn towards the Symphonic Fountain, a large basin several dozen meters long, where a stunning display of fountains and lights is synchronised with music.

FREE CONCERTS ON THE PUBLIC'S VILLAGE STAGE

For 10 days during the balloon meeting, the Public's Village stage hosts several free concerts throughout the week. This entertainment is separate from the musical festival Festival, which takes place in a venue with restricted access for festivalgoers only.

DAWN PATROL

Every morning, just before the sun rises, a few balloons take off to catch the first rays of sunlight before they touch the earth below.

NIGHT FLIGHTS

Two night flights are scheduled during the ten-day event. Open to all pilots wishing to participate, these night flights are timed so that the balloons take off at the end of the night and land at dawn. A chance to admire our towns and villages as a new day begins.

THE PILOTS' PARADE

The pilots and their crew parade in front of the public, making their way to the launch field, enlivening the moment with dances and various entertainment.



SERVICES

CAMPSITE AND CAMPER VAN

For visitors, festivalgoers, and hot air balloon pilots and crews, the organising team has arranged numerous campsites and camper van spots, with permanent installations for water supply, electricity, restrooms, showers, and waste disposal. The goal is to provide a high-quality welcome, matching the grandeur of the show and the activities offered to both visitors and pilots.

PARKING AND ON-SITE SHUTTLES

Around the recreational base, several large parking areas are available for visitors, allowing them to easily access the various activity points on the site. A free shuttle system transports visitors from the parking areas to the different villages.

FOOD AND BEVERAGE STALLS

A food place gathers several fast-food vendors at the centre of the Public's Village, allowing visitors to eat while seated and in the shade. Beverage stalls are placed on either side of the public village as well as in the Food Place.

ACCESSIBILITY

A designated parking area for people with reduced mobility (PRM) is located near the public village to ease site access. PRM accessible restrooms are also available on the site.





CHAMBLEY AERODROME

Currently owned by the Grand Est Region and managed by a Local Public Company (SPL Chambley Madine), the Chambley Planet'Air aerodrome, located in Meurthe-et-Moselle between the commune of Chambley and three surrounding municipalities, was once known as Chambley Air Base; an airbase built in the early 1950s as part of NATO and occupied by the US Air Force.

Transferred to the French Air Force in 1967 and later becoming the property of the Lorraine region in 2007, the 500-hectare site has been redesigned with infrastructure adapted for the development of a major aeronautical hub in the region. Already home to one of the five largest ultralight aviation (ULM) clubs in France (ULM Chambley) before its acquisition by the region, the site has since welcomed various companies and organisations in the aviation sector.

The Envol recreational base project is part of this development, opening the door to a broader audience while maintaining the goal of introducing the world of aviation and hot air ballooning to as many people as possible.



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ENENVOL COMPANY

The Enenvol company, organiser of the eponymous event taking place at the Chambley airfield, specialises in organising professional and public events. It is part of the ABC Group, a French leader in the rental/sale of event furniture and equipment, as well as in event venue decoration.