



# *Press kit*

WINTER 2023-2024

#ThatsFlaine

flaine.com





# Architecture

## AN ENCOUNTER TO BREAK FROM TRADITION

Flaine is first and foremost the story of an encounter between **Marcel Breuer**, a leading figure in modernism and the Bauhaus movement, and a French couple, Monsieur and Madame **Boissonnas**. It was an encounter between people with a **passion for the mountains, architecture and design**, whose over-riding ambition was to be actively involved in the development of a mountain region. From this encounter emerged a shared desire to shake things up by imagining a resort that would **combine skiing and nature**, culture and relaxation, an urban planning prototype and **a new model for mountain architecture**. In doing so, they laid the foundations for what would become the resort of Flaine a few years later: a place designed to break from tradition. Since then, Flaine has been the talk of the town. People love it or hate it, they enjoy its facilities or don't like them at all, they appreciate the design of its buildings or prefer to look at the mountains instead... If opinions differ, then Flaine's creators have achieved their aim: **Flaine breaks with mountain traditions**. And if it was not the case in the beginning, today its singular aesthetic is fully accepted. **Flaine's commitment is its strength**.

## A MODEL OF HARMONY

The architecture of Flaine is distinguished by its innovative use of raw concrete, which gives it **an avant-garde, pared down aesthetic**. The buildings seem to blend harmoniously into the mountain landscape, creating a subtle balance between man and nature. It is a place whose concept was carefully considered, as demonstrated by the fact that the resort was listed as a **20<sup>th</sup> Century Architectural Heritage Site** in 2007. The Haute-Savoie resort is in fact an **open-air museum**, with each façade different to the next to avoid monotony. The materials used in its construction were painstakingly selected, with limestone from the valley to match the rock, and wood and concrete façade panels to "blend in" with the surroundings. In the end, Flaine and the mountains are one and the same, blending in perfect harmony. Every day, the sun contributes to the ingenuity of the whole concept, lighting up the buildings from different angles. **Flaine's trademark is its design, its architecture offering a taste of the future...**

## AN AVANT-GARDE RESORT

Flaine's aesthetic choices may not always be to everyone's taste, but no one can disagree with its **ingenious concept**. Its architecture and masterplan are pioneering and avant-garde. Built at a time when ski resorts were all the rage, there was a strong desire to create something new, which is how this **pedestrian resort** came into being; allowing holidaymakers to get around easily, without being disturbed by vehicles, which were left in car parks outside the resort. At the heart of the resort, footbridges and inclined lifts make it easier for pedestrians to get around, and technical areas are hidden from view. You can devour the slopes all the way down to the snow front, and the resort's focal point. All the buildings are arranged so that **the ski runs are accessible from all the accommodation**, making it easy for skiers to hit the slopes, with the mountains within easy reach.

Here, life is lived to the rhythm of light and air, with the resort designed to **adapt to variations in sun and climate**. Unlike other resorts, Flaine was not built to follow a fashion: it was built to meet a need for **durability, quality, and practicality**, while reducing construction costs and timescales.

**A carefully considered place that is culturally rich, naturally surprising and, quite simply, unique!**

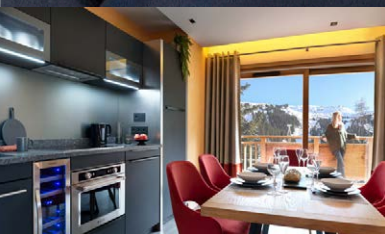
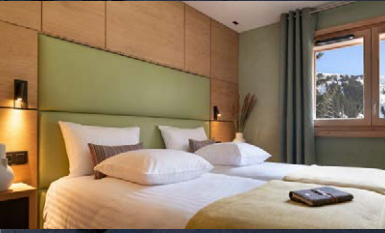


Marcel Breuer

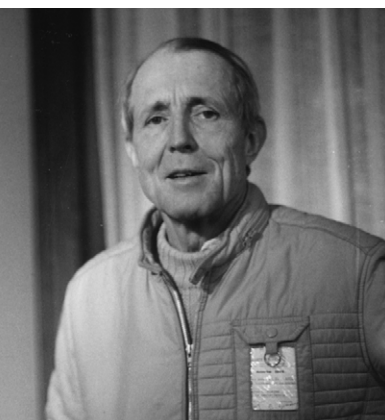


Sylvie et Eric Boissonnas





MGM Hôtel & Résidence Alhena



# Property NEWS

## ALHÉNA, THE LATEST CREATION BY MGM HÔTELS & RÉSIDENCES

This winter, Flaine welcomes the latest additions to the MGM collection - the **Alhena Hotel and Residence**. Ideally located, just a stone's throw from the Forum, the departure station of the Grandes Platières cable car and the ski school meeting point, these two accommodations showcase open spaces and top-of-the-range facilities. Like an invitation to extend your artistic appreciation of the resort, the hotel, with its bold architecture and clean lines, features **37 rooms and suites** ranging in size from 30 to 130 m<sup>2</sup>, using noble, sustainable materials and a harmony of colours. The Superior, Deluxe, Family and Apartment Suites are available for every possible variation of stay, from romantic weekends to family reunions and holidays with friends. Open spaces and get-togethers are also on the menu at the residence, with **40** generously proportioned and functionally laid out **apartments for 4 to 8 people**, bathed in light thanks to their large windows and balconies opening onto the snow front or the resort centre. The Alhena Residence exudes elegance and practicality, combining authentic materials with modern facilities. Its spacious rooms are complemented by ingenious storage facilities and trendy decor is brought to light with large windows. Comfort is optimised at every level, with an individually heated ski locker and a covered parking space allocated to every apartment. **A restaurant, lounge with fireplace and bar, wellness area extending over more than 1,000 m<sup>2</sup>, and a Montagnes du Monde® Spa** with a heated indoor pool, sauna, steam room, whirlpool bath and Nordic hot tub round off the luxury facilities on offer at these two establishments.

**Opening from 16<sup>th</sup> December 2023 to 21<sup>st</sup> April 2024**

- Apartment for 4 pers. from €1516/week
- Double room from €175/night
- [www.mgm-hotels-residences.com/en/destination-flaine-0](http://www.mgm-hotels-residences.com/en/destination-flaine-0)

## BELAMBRA FLAINE "PANORAMA" 4-STAR HOLIDAY VILLAGE

The latest 5B Belambra "Panorama" club will open its doors in December 2023. Located on the heights of Flaine, in Les Gérats, it overlooks the historic resort and enjoys a **180° panoramic view of the ski area**. Guests can choose from **212 rooms** for 2 to 5 people, all with a Premium level of comfort. As for the rest, it's **all inclusive, with kids' clubs for the younger guests aged from 4 months to 17 years, supervision to and from group ski lessons, a wellness area, indoor pool, and two restaurants offering a variety of cuisine and 'show-cooking'**, Savoyard specialities, a friendly and festive après-ski, and an open bar on the sunny terrace during the day or by the fire in the evening... In Come and join us, let yourself go and enjoy!

**Opening from 23<sup>rd</sup> December 2023 to 13<sup>th</sup> April 2024.**

- From €1110/person/week for a 2-person flat.
- [www.belambra.com/locations/auvergne-rhone-alpes/club-flaine-panorama-hiver](http://www.belambra.com/locations/auvergne-rhone-alpes/club-flaine-panorama-hiver)



Belambra Panorama



# The ski AREA

## GRAND MASSIF: 5 RESORTS IN ONE AREA

The Grand Massif comprises 5 resorts which are as varied as they are complementary: Flaine with its daring style, family-friendly Les Carroz, traditional Morillon, Samoëns at the heart of nature, and the hidden gem of Sixt-Fer-à-Cheval. **Thanks to its 62 ski lifts**, there are no fewer than **265km of runs** to devour for all levels and all disciplines, from narrow forest trails to beginners' areas, not forgetting fun and freeride zones! In a nutshell, the ski area has something for everyone, just a stone's throw from Annecy and Geneva, with exceptional views of the Mont Blanc massif in the background.

- Grand Massif ski area opening
- from 23<sup>rd</sup> December 2023 to 14<sup>th</sup> April 2024.

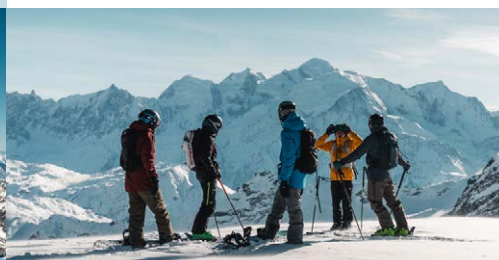
	Adult (15-74 yrs)	Child (8-14 yrs)
4 consecutive hours	€51,80	€41,40
1-day	€57,50	€46,00

## FLAINE SKI AREA: A HIGH-ALTITUDE GEM

The **24 lifts** in Flaine's ski area take skiers up to the summits to admire breath-taking views, such as Grandes Platières, where you could easily spend hours gazing at Mont Blanc. Its **64 runs** mean skiers can explore the large vertical and plenty of variety with gentle or steep runs, freeride, forest trails, all at an altitude of **between 1,600 and 2,500 metres**. And because in Flaine every detail is important, the runs all bear rather original names... with **greens** referring to **Alpine trees and plants**, **blues** named after **semi-precious stones**, reds evoking the **devil**, and **blacks**, the surrounding **mountain ranges**, and **precious stones**! And getting to the slopes couldn't be easier: there are **4 access routes**, depending on your mood, your accommodation and how busy it is! From Flaine Front de neige, Flaine Forum, Flaine Forêt, or Flaine les Gérats just step into your skis and away you go!

- Flaine ski area opening
- from 16<sup>th</sup> December 2023 to 21<sup>st</sup> April 2024.

	Adult (15-74 yrs)	Child (8-14 yrs)
4 consecutive hours	€47,70	€38,20
1-day	€53,00	€42,40



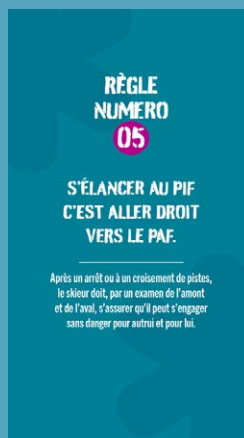
# Safety is EVERYONE'S BUSINESS

Safety concerns everyone. At the end of January 2023, the Grand Massif ski area launched a large-scale **safety awareness campaign** in all 5 resorts: Flaine - Les Carroz - Morillon - Samoëns - Sixt, with the aim of **raising awareness and changing behaviours**, so that skiing together can remain a safe and enjoyable activity for everyone.

**Skiing has a lot in common with driving** (speed, wearing a helmet, main roads, crossroads, parking, public transport (on cables), etc.), and just like a highway code, a **skiing code** has been drawn up in collaboration with a PR agency specialising in road safety. The campaign is based on **10 safety rules**. And to appeal to users, rather than shock images, repetition is the chosen way to pass the message. The campaign begins on websites and social networks before skiers even arrive in the resort, and continues throughout the skier's journey, with the rules displayed in car parks, at skipass sales outlets, in front of ski schools, in ski lift stations, on pylons, on the edge of ski runs and where two or more runs come together at the same time... as well as in tourism residences and with resort socio-professionals.

## 10 RULES

- 1 Make sure people see you, not just look at you
- 2 The only limit to your speed is you
- 3 Don't look down on those below you: they have priority
- 4 You can overtake on either side, but never too closely
- 5 Setting off without looking could be a recipe for disaster
- 6 On the ski runs, paying attention starts with paying attention to others
- 7 There is no pavement on the slopes, so walk on the edge
- 8 Read the signs, not your phone
- 9 On the slopes, first aid starts with you
- 10 In the event of an accident, show your ID to the ski patrollers





# GREAT *deals*

## A WIDE RANGE OF ACCOMMODATION

Flaine's wide choice of accommodation means you'll have a great holiday in the mountains whether on your own, as a couple, with your family, or in a group: there are two **holiday centres**, two 3- and 4-star **holiday villages**, three 3- and 4-star **hotels**, seven 3- to 5-star **tourism residences**, a **mountain refuge**, **apartments and chalets**... with ski-in/ski-out access, there's something to suit every taste and budget for one night or more!

• [en.flaine.com/accommodations](https://en.flaine.com/accommodations)

## FREE SKIPASS FOR THE UNDER 8s!

With free skipasses for the under 8s, and to the delight of parents, little ones can enjoy unlimited skiing in all the Grand Massif resorts!

All you need to do is show proof of age when you book your skipass online or at the skipass sales outlet.

## BEGINNER'S LUCK

Beginners of all ages will find the perfect place to start on dedicated areas right in the heart of the resort. **4 ski lifts**, including 3 magic carpets (Pré, Michalet and Bissac), and **1 gondola lift are available FREE OF CHARGE** for beginners to get started. **3 beginner's sectors** have also been set up in the protected areas of Pré and Bissac, where everyone can find their own gentle rhythm before gradually moving on to other green runs via the Balacha drag lift.



## A LA CARTE SKI LIFT SYSTEM

In Flaine, once beginners have learned the basics of skiing in the dedicated free zones, they can continue improving via the ski lifts serving the blue runs thanks to a **points-based card system**! The principle is simple: each lift is allocated a certain number of points (from 2 to 16), which are deducted from the user's card each time they use it. It means you can do just a few runs without having to buy a more expensive skipass!

- Rechargeable card valid all
- winter - 40-point top-up rate:
- €53.50
- [en.flaine.com/ski-pass](https://en.flaine.com/ski-pass)





## STEP THIS WAY, IT'S FREE!



### CHILDHOOD IS ALL ABOUT TOBOGGANING!

Tobogganing is an essential part of any winter sports holiday, and it never fails to appeal to young and old alike. Flaine has **3 dedicated runs spread over 2 sites**. For an arty session, head to Flaine Forum, at the foot of Dubuffet's "Le Boqueteau" sculpture, or beneath the gaze of Picasso's "Tête de Femme".

For tobogganing out-and-about in nature, the Col de Pierre Carrée is home to two separate areas where a helmet and adult supervision are required: a red run for children aged 6 and over and a black run for those aged 12 and over.

... [en.flaine.com/directory/post/sledging-areas](https://en.flaine.com/directory/post/sledging-areas)

### ONE STEP AT A TIME - TRAIL RUNNING ON SNOW

Flaine boasts 5 routes for trail runners in winter with magnificent viewpoints over the Arve valley and the Combe de Vernant forests - perfect for sheltering from the snow. There are **3 entry level trails and 2 timed challenges** which are more physically challenging. The free «Flaine Les Carroz Espace Outdoor» app is great to help you find your bearings.

... [en.flaine.com/trail-on-snow](https://en.flaine.com/trail-on-snow)

### IN TOTAL HARMONY

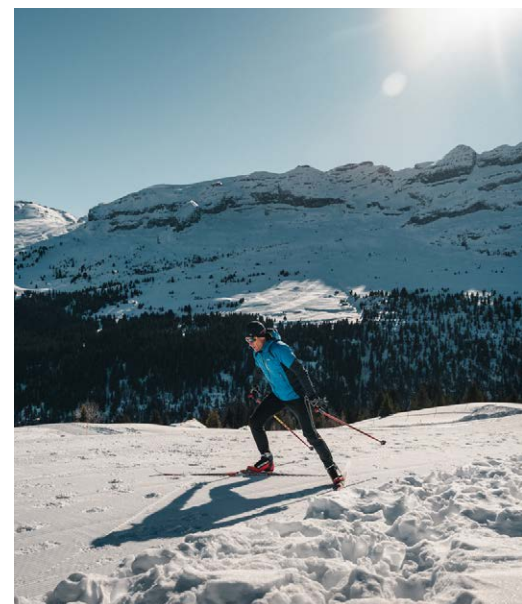
Easy and accessible to all, this 3 km route includes **10 mindful yoga postures** to carry out along the way, at one with Mother Nature. Keen yogis may want to round this wonderful well-being experience off with a moment of energising meditation overlooking the Aravis mountains.

... [en.flaine.com/directory/post/yoga-relaxation-trail](https://en.flaine.com/directory/post/yoga-relaxation-trail)

### ON FINE NORDIC FORM

With its Nordic area overlooking the Hameau de Flaine and its 80 Scandinavian chalets, **Nordic skiing** takes on a whole new meaning here. Inviting you on a journey to new lands, discover **2.5 km of blue trails using** skating or classic technique.

... [en.flaine.com/cross-country-skiing](https://en.flaine.com/cross-country-skiing)



### FLAINE TOURIST OFFICE ENTERTAINMENT

Every week from the 16<sup>th</sup> of December to the 21<sup>st</sup> of April, themed weeks give you the chance to try out a **whole host of activities without having to pay a thing** - a rare privilege these days!

Biathlon, bumperball, outdoor laser game, foot darts, skating disco (skate hire not included), waterslide, snowman building / tobogganing contest, snowskate, balance bike race on snow, axe throwing... have a go, and add a little extra excitement to your holiday!

... [en.flaine.com/events](https://en.flaine.com/events)



# ZEN is your aim

## AT ONE WITH THE ANIMAL KINGDOM

**Discovering huskies and sled dogs** also means letting yourself be carried away by the pure magic of sharing a moment with these animals, while appreciating the beauty of nature. Supervised by professionals, you will learn about the daily life of mushers. It is a unique and thrilling experience, and one you can savour from the comfort of your own sled as you make your way along the snowy trails.

**For children aged 3 and over.**

• From 3 to 11 yrs: €50- Adult: €75  
• [en.flaine.com/directory/  
post/les-granges-de-heidi](https://en.flaine.com/directory/post/les-granges-de-heidi)

## SKI TOURING IN THE GREAT OUTDOORS

Ideal for getting out into nature, admiring stunning landscapes, finding tranquillity, and enjoying a fun descent, ski touring is a **whole different way of skiing**. In Flaine, there are several signposted itineraries where you can practice or try out this sport in complete safety and in a suitable environment. The "au fil de l'Aup" route,

offers a lovely tour around Flaine's ski area. With skins on their skis, skiers make their way to the top of the Aup gondola lift, enjoying an experience far from the madding crowd. This is followed by a well-earned descent down the ski runs back to the resort. And for an unusual ski touring session, the Aujon night-time ascent, from when the runs close until 9pm, is the perfect opportunity to enjoy a magical moment on skis beneath the stars!

**3 routes of varying levels of difficulty.**

• Itineraries and information  
• available at  
• [en.flaine.com/ski-touring](https://en.flaine.com/ski-touring)

## A MOMENT TO YOURSELF AT THE SPA

After a great day's skiing or snowshoeing, or simply to relax, head to one of the **resort's 5 spas** for a moment of wellbeing. Saunas, steam rooms, whirlpool baths, sensory showers, beauty treatments, cosmetics: just the thing for a little relaxation and pampering! The Deep Nature Spa at Les Terrasses d'Hélios, the Spa at Le Totem, the Spa Nuxe at RockyPop Flaine, and the new Spa Montagnes du Monde® at Alhéra are open to everyone; pre-booking is required.

• [en.flaine.com/wellness](https://en.flaine.com/wellness)





# Immerse YOURSELF IN NATURE

## SKI TO THE RHYTHM OF NATURE

The Cascades blue run is a skier's dream... Accessible from the top of the Grandes Platières cable car, this **14km run** into the middle of the Sixt-Fer-à-Cheval nature reserve offers a **magical moment of skiing right in the heart of nature**. A long descent over a vertical drop of 1,720 metres, and the immense pleasure of being able to enjoy almost an hour's non-stop skiing without having to take a lift once. An adventure that is guaranteed to warm both your thighs and your heart!

Return by free shuttle to Samoëns, with a skibus every 20 minutes and then by ski lift - allow 3 hours for the round trip. Grand Massif ski pass required.



## UNTOUCHED BY TIME, A NIGHT AT THE REFUGE DE PLATÉ

The Refuge de Platé nestles in the heart of a wild, unspoilt natural environment. It is the ideal place to spend a **night away from it all**, far from the comforts of home, and ideal for disconnecting from everyday life. There is no fuss here: no showers, no running water, and only composting toilets at the bottom of the snow-covered garden. And yet, it feels good to get back to basics and share a special evening with friends and family in the heart of the mountains! After a delicious meal with local produce, guests will spend the night in a dormitory before heading off the next day on touring skis back up to the Grandes Platières.

**Journey time: 20 to 30 minutes downhill on skis from the Grandes Platières cable car and around 90 minutes back. This mountain trail can**

**be dangerous, so it is best to be accompanied by a professional.**

- Overnight stay: €20.50/adult - Half-board: €52.50/
- adult - Free for children under 8.
- [en.flaine.com/mountain-refuge](http://en.flaine.com/mountain-refuge)



## SNOWSHOEING BENEATH THE STARS

This session is aimed at walkers, but also at **nature lovers** who enjoy **contemplating the stars** and the darkening sky. Starting from the Col de Pierre Carrée, the trail takes in some pretty nooks and crannies with views of the Aravis mountains, Pointe Percée, Arve valley and the Vernant valley with its coombe and lake. A delicious evening meal awaits hikers before a leisurely shuttlebus ride back to the resort.

**Session available with or without evening meal - minimum 8 people for the evening in the restaurant - duration: approx. 2 hours snowshoeing + evening in the restaurant.**

- Outings from €55 (snowshoes and poles included in
- the price) - meals between €40 and €60.
- [www.ski-school-flaine.co.uk/](http://www.ski-school-flaine.co.uk/)

## SKI WITH NATURE

**Many discreet** mountain animals live alongside locals and holidaymakers alike in Flaine, and you can see them for yourself thanks to our nature activity run by the ski area.

Accompanied by an activity organiser, and kitted out with binoculars, embark on an experience to **discover mountain wildlife**, and its impressive capacity to adapt and stay safe.

**Throughout the season, Mondays, Tuesdays, Thursdays and Sundays, 1pm to 4pm, from the Désert Blanc chairlift in Flaine.**



# Drones are bang ON TREND

True to its avant-garde image, Flaine was **the first ski resort in the Alps to offer a drone light show**, back in 2021/2022, with 4 performances scheduled throughout the season, featuring 40 drones equipped with highly powerful LEDs. It was a gamble that may have seemed a little crazy at first, but it quickly won over the public!

Last winter, the Flaine skyline was decked out in 1,000 colours, with 6 shows and 70 drones!

This winter, **110 drones** will provide the magic on 6 dates: **27<sup>th</sup> of December 2023 – 3<sup>rd</sup> of January 2024 – 14<sup>th</sup>, 21<sup>st</sup> & 28<sup>th</sup> of February 2024 – 6<sup>th</sup> of March 2024.**



A look back at the project's origins with Pierre Claessen, Director of Flaine Tourist Office.



## HOW DID YOU COME BY THE IDEA FOR A DRONE SHOW?

*"The idea had been in the back of my mind for three years, after seeing a programme on drone shows! In Flaine, even though we are high up in the mountains, we are part of the PPA (Protection Plan for the Atmosphere) set up for the Arve Valley. Pollution is a major issues in our mountains, and drone shows offered an interesting alternative to fireworks."*

## WHEN DID YOU PRESENT THE FIRST DRONE SHOW IN FLAINE?

*"The first drone show in Flaine took place on the 22<sup>nd</sup> of December 2021. We were the first ski resort in France, and maybe even the first in the world, to put on a light show using drones at altitude. The weather conditions were typical of the mountains, with snow, wind and rain."*

## WHAT DID HOLIDAYMAKERS THINK OF IT?

*"More than 1,500 people saw the show and enjoyed it. The result was truly surprising and magical. It was an incredible success, and the 2022 shows were even more so. We scheduled more shows for 2023, and winter 2024 will see more drones take to the skies."*





# 2023 TARGETS

Grand Massif is committed to a sustainable approach and is taking steps to reduce its impact on the environment by 2030. The following are its 3 main aims:

## NET ZERO CARBON:

Becoming carbon neutral by introducing more environmentally friendly operating alternatives, while offsetting the remaining emissions through actions to restore the environment.

> Concrete actions: use of renewable fuel for piste grooming equipment, reforestation of the Magland and Nancy-sur-Cluses forests.

## POSITIVE BIODIVERSITY:

Limiting the impact on biodiversity and contributing to its preservation in order to have a positive impact on ecosystems.

> Concrete actions: protection of vulnerable natural areas, revegetation of ski runs, restoration of wetlands, and development of awareness-raising initiatives.

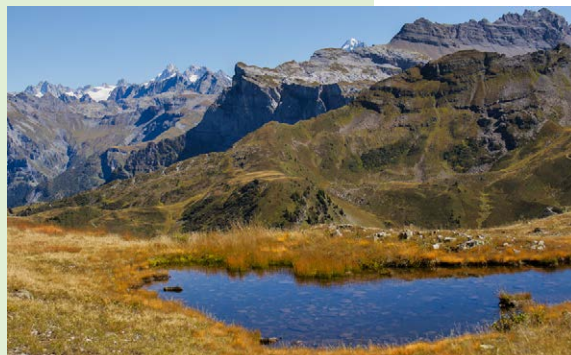
## ZERO WASTE:

Research and implement solutions to reduce consumption and manage waste sustainably by giving it a new life.

> Concrete actions: introduction of compost for the company canteen, reduction in paper printing, conversion of plastic waste from ski lifts into flooring, etc.

Compensation measures will be implemented for any residual impact.

en.flaine.com/Environment





## BY AIR

1h from Geneva airport  
Regular bus line to Flaine

## BY TRAIN

30 mins from TGV Cluses station  
Regular bus line to Flaine

## BY ROAD

30 mins from A40 motorway  
exit 19 Cluses centre.

## PRESS

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## PRO/PRESS AREA

The press information and the media library are freely available to download the info, the picture or the video that suits you - access Footer flaine.  
For specific requests, do not hesitate to contact our team.

**SALOMON**

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