



MATERA BALLOON FESTIVAL 2015

**FLYING EXPERIENCES, STORY STONES AND TASTES OF EARTH.
ART, SPORT, FOOD AND DESIGN WILL BE THE MAJOR CHARACTERS
IN THE BIGGEST NATURAL SET OF THE WORLD.**

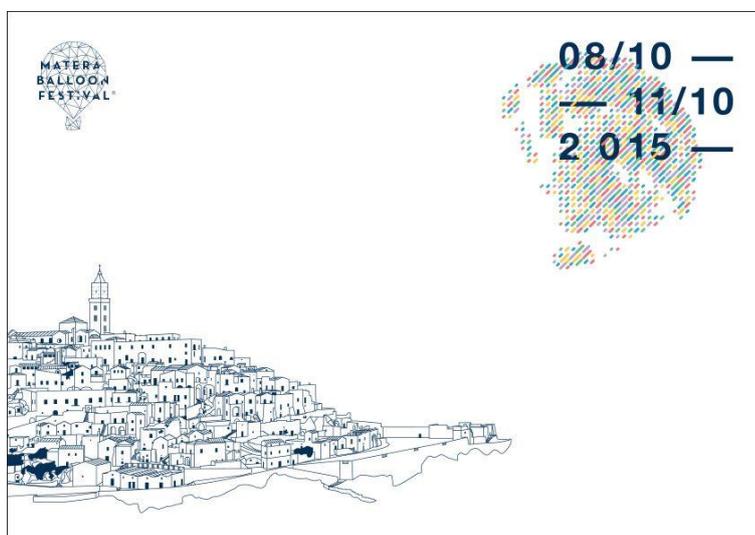
8th - 11th OCTOBRE 2015

Matera, 2015. The third annual **Matera Balloon Festival**, the first international balloon festival of the 'City of Stones', will take place in **Matera**, a **UNESCO World Heritage Site**, from October 8th to 11th, 2015.

Living a journey in hot air balloons will let adventurers fly over the Lucanian city, enjoy the silence of the wind while touching slightly the rocks, land slowly on the *Matera's Murgia Park*, carved by deep canyons and whirling cliffs, and enter and admire the suggestive crèche made of caves, built-tuff abodes and rocky churches.

Twenty crews of air balloons coming from all over Europe will participate in the **Matera Balloon Festival (MBF)**, an event organized and promoted in cooperation with the *City of Matera*, the *Basilicata Region*, the *Chamber of Commerce* and the *Matera - Basilicata 2019 Foundation*.

Whilst, on the ground, this year's Festival will be a fun-packed four days bringing a variety of sport and cultural experience to the community and tourists, and involving schools and families into the colorful and amusing [Iglú de Vent](#), new temporary architectural spaces made by recycling the sails of hot air balloons - whose artists will come from the Catalan city of Igualada, where the *European Balloon Festival*, **MBF's** partner, takes place every year during the first fortnight of July.



The festival will present a range of food, music, performing & visual arts events to *Matera* and the surrounding towns.

In the Stones area and in the Murgia's Park, **Slow Food**, an international non-profit, eco-gastronomic organization - that was founded in 1989 to counteract fast food and fast life - will offer **show-cooking experiences** and "**Flavor Laboratories**" aim both at promoting the Lucanian culinary traditions and the rich gastronomic heritage, and at developing sustainable tourism.

Among the **MBF's** international guests, there will participate **Jim Avignon**, a German contemporary and pop artist. A cartoon poet, a speed painter, a performer, a designer and a musician, **Avignon** is best known for being the representative of the **Cheap Art Movement**.

The festival will be the most sustainable and "without barriers" event in the 'City of Stones': people with disabilities will be able to follow a guided path featured by harsh and charming landscapes that will take



them to discover a world millions of light years away from earth. Such a way has been traced by [SassieMurgia](#) organization, that promotes the total accessibility to Matera artistic and naturalistic heritage. (Further info: +39.320 4429909, info@sassiemurgia.com).

On October 8th the initiative "**Dinner in the dark**" will take place in the "**Caveoso**" Stone. It is a Grand Gala event that, organized by Sport amateur associations - *The Italian Union of the Blind of Matera and Bari* - will see guests served by blind waiters.

On October 11th, while waiting for the night and saying goodbye to the balloons, **MBF's** participants will be staring at the sky and will be admiring "**Night Glow**", the unique show of balloons that, after sunset, will light up to the rhythm of music like giant light bulbs. Such an event will end the **Matera Balloon Festival** and, at the same time, will launch "**Naturarte**", an intense program of wildlife excursions aimed at exploring the *Basilicata* parks.

Matera and *Basilicata*, where people have been living for eight thousand years and the time seems to run slower, have always been land of passage, exchange and transformation. They are traced by ancient paths and cyclic rites of transhumance, by Magna Grecia and Rome's influences, and by immigration and emigration. They are not only "roots and paths" but also new ways of living water, popular religiosity and tourism.

These topics have awarded **Matera "European Capital of Culture 2019"**, representing the city-symbol of all forgotten cultures, of all Southern parts of the world, bearer of an essential utopia able of overcoming the crisis and conceiving new models of life, culture and economy.

For **further info** visit our official website www.materaballoonfestival.it or email us at info@materaballoonfestival.it.

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