

NEW EXHIBITION – FROM FEBRUARY, 2025

“Air France, a Story of Elegance”



Photo L'Envol des Pionniers

From February 12, 2025, the museum L'Envol des Pionniers de Toulouse is launching a new exhibition devoted to **"Air France, a Story of Elegance"**.

This temporary exhibition offers visitors the chance to find out for a period of two years how Air France has conceived its travel experience over the years down to the smallest details, by showcasing French lifestyle to destinations around the world.

Immersive sets, rare objects, haute couture uniforms and iconic aircraft models will allow visitors to immerse themselves in the world of Air France and its timeless values. This heritage today allows it to offer a travel experience which combines pleasure and elegance.

This exhibition is also an opportunity to rediscover the strong relationship that has always united Toulouse and the airline, in historic buildings operated by Air France for 70 years.



Photo L'Envol des Pionniers

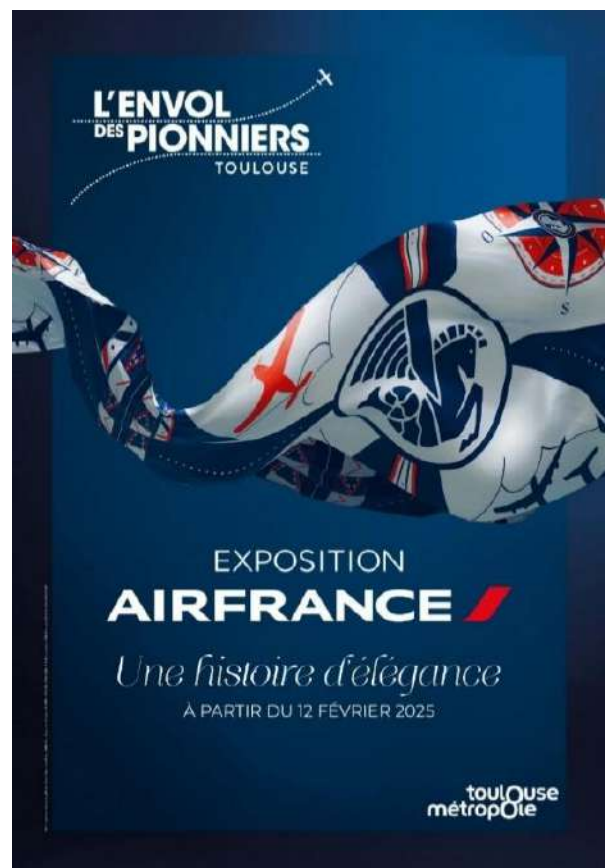
A Dive into the History of Air France

At the end of the First World War, Lignes Aériennes Latécoère, then La Compagnie Générale Aéropostale, forged air links between countries and continents from Toulouse. First by carrying mail, then by transporting the first passengers. The merger of Air Orient, Air Union, Société Internationale de Navigation Aérienne and L'Aéropostale gave birth to Air France in 1933. The company connects women and men with each other, inventing the art of travel à la française. By offering much more than just a means of transport it has made flying an unprecedented experience where every detail, from the layout of the aircraft to the staff's uniforms, embodies French elegance and know-how. Aboard increasingly efficient aircraft, capable of reaching more and more numerous and distant destinations, a flight becomes a moment suspended between worlds and cultures, like an elegant breathing space beyond borders.

In total, more than **170 original objects** will be on display in an area of 300 m² including fifteen haute couture flight crew uniforms from yesterday to today, models of aircraft and period seats.

The exhibition, coupled with a visit to the permanent exhibition of L'Envol des Pionniers, offers a complete journey where past and present come together to celebrate the spirit of air travel. It also honours 90 years of Air France's history, in dialogue with the legacy of the Latécoère Airlines and La Compagnie Générale Aéropostale.

This exhibition is aimed at all generations, to find out how aviation has evolved over the decades, or relive your travel memories with Air France



Four Worlds to Explore the French Company

The exhibition is composed of four main themes, each dedicated to a particular facet of the company:

The first part **"Enter the Legend"** traces the origins of Air France, with historical objects, archive film and iconic posters of the company's beginnings. A cabinet of curiosities presents objects from the Air France heritage, while interactive elements allow visitors to explore the posters and world maps of the Air France network.



Photos L'Envol des Pionniers

The second part, **"A Toulouse Story"**, highlights the unbreakable link between Toulouse and Air France, from the site where, until 2003, a maintenance centre of the French company was located. Interactive presentations make it possible to explore this heritage, embellished with magnificent aerial photographs by Jean Dieuzaide and hanging models representing iconic aircraft designed in Toulouse.

The third part, **"Flying in Style"**, transports visitors through the experience of the Air France customer on eight legendary aircraft, from the Laté 28 to the current Airbus A350. The exhibition of uniforms, seats and period objects, show visitors how Air France has always been able to combine technology, design and fashion. Archive films, including unpublished documents, enrich this retrospective.

Finally, the last part of the exhibition, **"Professions of Excellence"**, presents the unique know-how of the company's staff. An interactive space allows youngsters to discover the variety of professions of an airline.



"It is a great source of pride and a unique opportunity to highlight the story of Air France within one of the company's historic aircraft maintenance sites. On this Toulouse site that has become L'Envol des Pionniers, creating the exhibition "Air France, a Story of Elegance" was obvious to us," says Arnaud Mounier, Director General of L'Envol des Pionniers

"This exhibition showcases all the wealth of Air France's heritage and our constant ability to innovate and reinvent the pleasure of travel, with the elegance that characterises the company," concludes Fabien Pelous, Air France Customer Experience Director.

Christophe Chaffardon, Director of Education, Science and Culture of L'Envol des Pionniers, Sébastien Champion, Regional Director of Sales Occitanie Air France, Véronique Hallard, museographer and Project Manager of L'Envol des Pionniers, Arnaud Mounier, General Manager of L'Envol des Pionniers, Sylvie Tarbouriech, Director of Brand and Marketing Communication Air France (from left to right). Photo: Guillaume Olivier – L'Envol des Pionniers)

This exhibition was created thanks to prestigious partnerships, including **Air France, the Air France Museum, the Latécoère Foundation**, as well as private lenders and local associations such as Ailes Anciennes Toulouse, Laté 28, the Biscarosse Museum and Aérothèque. It is also based on a close collaboration with INA and the Municipal Archives of Toulouse. The museum design was entrusted to L'Envol des Pionniers (SEMECCEL), Tourism & Handicap certified. This rigorous approach guarantees staging that is both elegant and immersive, in harmony with the timeless values of the company.

USUAL INFORMATION

Open to the public on February 12, 2025

Duration of the exhibition: 2 years

Included in the entrance fee

ABOUT L'ENVOL DES PIONNIERS AND SEMECCEL

Dedicated to the early days of aviation, to the creation of Lignes Aériennes Latécoère and La Compagnie Générale Aéropostale and then to the birth of Air France, L'Envol des Pionniers is located in Toulouse Montaudran, on the historical site from which the planes of L'Aéropostale took off between 1918 and 1933 for Africa and South America. L'Envol des Pionniers brings to life this human adventure that contributed to the birth of civil aviation to the point of making Toulouse one of the world capitals of aviation. L'Envol des Pionniers is a facility of Toulouse Métropole, opened at the end of 2018 with the support of the Occitanie Pyrénées-Méditerranée Region and FEDER and with the participation of the Ministry of National Education and partners Altran, Ailes Anciennes de Toulouse and INA.

L'Envol des Pionniers is managed by SEMECCEL, a mixed economy company created on the initiative of the City of Toulouse, whose shareholders are Toulouse Métropole, the City Hall of Toulouse, the Occitanie Pyrénées-Méditerranée Region, CNES, Airbus Defence and Space, Météo-France (founding members of Cité de l'espace) as well as Thales Alenia Space, the Caisse des Dépôts et Consignations and the Caisse d'Epargne de Midi-Pyrénées. L'Envol des Pionniers has among its partners MGEN, Banque Populaire Occitane, ENEDIS, the Fondation Latécoère, Aura Aero, Delair, Latécoère, OpenAirlines and is also supported by the association Les Amis de L'Envol des Pionniers.

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