

FAI Centenary 2005

Report by Jean-Marc BADAN
FAI Promotional Manager



INTRODUCTION

Initiated in May 2002 by the FAI Executive Board, the “FAI Centenary” concept has been based on the following main objectives :

- To update and reinforce FAI's image,
- To promote Air Sports,
- To increase media coverage of Air Sports, and
- To improve FAI's financial foundations.

More than 3 ½ years after the project had been initiated, this report provides a synthesis of the projects achieved to celebrate FAI Centenary, and of the practical experience gained while managing this ambitious project. Images distributed throughout this report will leave an illustrated record of this year of celebration.

SOME STATISTICS

Following the invitation made to FAI Members and Commissions at the FAI General Conference 2003, a total of 39 events and projects received the “FAI Centenary” label and were realized in 12 countries. Considering all countries represented in the various “FAI Centenary”-labelled events, 34 countries on all continents were associated with the FAI Centenary, while 7 FAI Air Sport and Technical Commissions were involved in various projects.

We estimate that more than half-a-million spectators and visitors attended the events and exhibitions at which FAI was represented (up to 30 September), and thus had the opportunity to get into contact with FAI and Air Sports. Of course, this does not take into account newspaper readers and TV viewers.



FAI Flag over Lausanne



FAI Young Artists Contest 2005



Interactivity in Japan

REVIEW OF FAI CENTENARY MAIN PROJECTS

In the following paragraphs, you will find a short review of the main projects achieved during the FAI Centenary celebrations; they are sorted according to the objectives listed at the beginning of this report.

1. FAI Image : Visibility = Recognition

Events, communication and contacts made during this year of celebrations clearly showed that it is possible to achieve more recognition for FAI and Air Sports. Considering our limited

financial and human resources, the Centenary allowed us to reinforce the image of air sports, in particular to Swiss authorities and public, and to the 20+ international sport federations (including IOC) with headquarters in Lausanne. Compared to other recent federation anniversaries, FAI was very active and visible.

New FAI Logo : The implementation of new logos for FAI, Air Sports and Technical Commissions was an important step to modernize and standardize our visual image. The new logos were positively perceived and well accepted, inside as well as outside of FAI. Since their introduction, FAI has received more than 300 requests to use the new logos. This is a positive sign, but FAI will have to keep a sharp eye on how its image will be used in the future. After a lengthy procedure, the new FAI Logo received official protection (copyright) on 14 September 2005.

Institutional and promotional material : A large array of documents and material has been updated or completely redesigned to reflect FAI's new image. Apart from stationery and stickers, the following articles have been produced : FAI Flags, FAI Championship Medals and Diplomas, all FAI Awards and World Record Diplomas, a promotional video clip, polo shirts, caps and badges.

Developed and managed by our partner company Vert Pomme S.A., the 'FAI eSHOP' was put on-line in October 2005 (<http://shop.fai.org>). Videos, books, pins, clothes can be ordered from this on-line shop, and the choice of articles will be progressively widened.

Books : The FAI Centenary was an excellent opportunity to look back to the past.

- a) The FAI Ballooning Commission published a comprehensive survey of balloons and airships flights from historic times to 2004, the "Notable Achievements" written by Mr Hans Akerstedt.
- b) The FAI Hang Gliding & Paragliding Commission published "And the World Could Fly", a 102-page book telling the story of how hang gliding and paragliding developed. This interesting and well-illustrated book was edited by Messrs Stéphane Malbos and Noel Whittall.
- c) After almost 2 years of research conducted in FAI Archives by the Swiss historian Pierre Morath, "High Flyers. A Century of Sporting Achievement in the Air" was the first book covering the history and development of FAI and Air Sports. Written in English and French, this 224-page book contains many references to historical World Records; specific chapters have been dedicated to the role of women in aviation history and to the "Olympic Dream" of FAI.

Videos : Lionel Charlet is already well-known in the world of aeronautics; in 2004, he produced the FAI Promotional Video Clip, a 6-minute video showing all FAI Air Sports in a very dynamic way. The Promotional Video Clip is offered as a free bonus as part of "Air 05 Europe" DVD, a film produced by Mr Charlet in 2005 and benefiting from an international distribution of some 10'000 copies. The "Air 05 Europe" film shows breathtaking close-up images of some of the greatest air shows in Europe in 2005 : Le Bourget (FRA), Zeltweg (AUT), Lugano (SUI), Rivolto (ITA), and the 22nd FAI World Grand Prix in Lausanne.

In order for each FAI Member to have a souvenir of this year of celebrations, a special DVD is offered with this annual report. In addition to the FAI Promotional Video clip, an interview with FAI President Pierre Portmann has been added, as well as a series of photos showing the main FAI Centenary events, and large extracts of the "Air 05 Europe" film.



Interactivity in a shopping center



FAI Centenary Airshow



22nd FAI World Grand Prix

2. Promotion of Air Sports

The interesting and positive experience achieved in 2005 will help promote Air Sports; but experience also clearly showed that this objective will require a common and coherent effort from FAI, and from all Members and Commissions.

In 2005, 11 competitions and 7 air shows received the “FAI Centenary” label. Many events organized in Switzerland were designed to *Bring Air Sports to the public, instead of waiting for the public to come to airfields*. FAI presented its information booth at 8 public exhibitions in shopping centers, at Aero 05 (Friedrichshafen / GER) and at the International Book and Press Fair in Geneva (SUI). All these events raised much public interest for air sports, and successful synergies were established with national and regional associations.

The conjunction of an official FAI competition with an air show (FAI Centenary Air Show + 22nd FAI World Grand Prix, Lausanne) was quite successful in terms of interactivity and attractiveness for public and media, as well as for infrastructural and financial synergies. This type of event should be promoted in the future, and should form the “essence” of the new FAI World Air Games concept.

3. Media coverage

The positive experience gathered in Lausanne during the FAI Centenary Air Show and the 22nd FAI World Grand Prix showed that air sports events interest media and public. This experience will be an excellent basis for developing and providing our Members, Commissions and event organizers with information material and guidelines on media relations.

Since the beginning of 2004, 18 press releases on the FAI Centenary have been published in the “FAI News” and through e-mail distribution lists. Some 50 pages of information and photos have been dedicated to the Centenary on the FAI Homepage. Interviews were given to press, radio and television, and several articles published by Swiss and international newspapers and magazines. At the end of October 2005, at least 85 articles reporting on FAI Centenary had been published in various newspapers and aviation magazines. The interviews broadcast on TV channels and radio stations, the numerous articles published before, during and after the FAI Centenary Air Show and the 22nd FAI World Grand Prix in Lausanne, clearly showed that air sports events can interest media and public, in particular when cooperation can be established with media specialists.

FAI can support its Members, Commissions and competition organizers by providing information to specialized press (“FAI News”, email distribution lists); but, in order to do this in a more effective manner, FAI Members, Commissions and competition organizers should better cooperate with FAI in matters of communication, for example by providing updated lists of national aviation magazines, creating contacts with national and regional media representatives, or providing FAI with attractive photos and videos of championships, world records, etc.

4. FAI’s financial foundations : Sponsorship & Partnership

This objective is not yet achieved. Even though FAI received in-kind and cash contributions of some 100’000 CHF from local partners and authorities to help finance Centenary events in Lausanne, sponsorship remains a major problem for FAI. But FAI should continue searching for sponsors and partners. Experiences and media exposure gained in 2005 will be helpful to develop new “products” for future partners.

The main problem is that potential sponsors/partners ask for past experience, but FAI unfortunately cannot provide such information, as it does not exist yet. Potential sponsors/partners expect returns on their investments but, for the time being, FAI does not yet have the procedures required to establish constructive cooperation with competition organizers. The result is that no major sponsorship or partnership contract was signed during the year. An agreement was signed with a company specialized in sponsorship, but this cooperation was very disappointing and fruitless.

The experience gathered in Switzerland in 2005 was nevertheless very interesting and helpful. We are still convinced that FAI and air sports have an unexploited potential for sponsorship and partnership, in particular if FAI can develop some of its own, attractive and centrally-controlled “products” like, for example, institutional events (symposium, exhibition linked to a competition or to a General Conference), “America’s Cup”-type prestigious events, technological projects or a multi-sport competition like the World Air Games.

SYNERGIES

Since the publication of the first information on FAI Centenary in 2002, FAI has seized every opportunity (especially in Switzerland) to disseminate information about its centenary. The interest of media and public gradually grew, more and more references were made to FAI Centenary in media and calendars of events, and FAI received numerous spontaneous offers and requests for cooperation.

Some of these offers have been converted in successful projects, have been listed in the FAI Centenary Program published on the next page and could lead to other opportunities and projects in the future.

More unexpected and unusual are the following spin-offs from the FAI Centenary.

Ecole Polytechnique Fédérale de Lausanne (EPFL)

The EPFL is rated as one of the top 4 science and technology research establishments in Europe. A team there is developing a solar-powered drone ("Sky-Sailor"), designed to explore the Martian atmosphere. FAI put the research team in touch with a World Record holding Swiss aeromodeller, Mr Walter Engel, who has played a key role in helping the research team build their first prototype. The first flight was successfully achieved in 2005; the next milestone will be a 24-hour flight and could very well open the way to new world records.

This kind of cooperation very well illustrates the link existing between air sports and technology.

Salon du Livre (International Press and Book Fair, Geneva)

At the invitation of the Fair's President (a private pilot), FAI was offered an exhibition area during the 2005 edition of this event. The exhibition was set up in close cooperation with the Aero-Club of Geneva and with a local aviation bookseller, who now regularly displays information on FAI (Young Artists Contests, "High Flyers"). During the fair, a Swiss historian specialized in aviation history attended the exhibition to promote his own book, but he wrote a 2-page article on FAI, which was then published in various aviation magazines in Switzerland. He chose the 14 October 2005 to launch a Website dedicated to the aviation history in Geneva. In the future, we may very well imagine having this historian working with FAI on projects linked to FAI Archives.

Jacques Perier Collection

In 2003, a private French collector spontaneously wrote to FAI offering his services to prepare an exhibition with his documents and photos. Mr Perier kindly offered some of his documents and photos for publication in "High Flyers" and, thanks to FAI's privileged contacts with the Musée de l'Air in Paris, Mr Perier inaugurated a special 2 ½-week exhibition on 13 October 2005, when FAI Delegates spent an evening at the Musée de l'Air during the General Conference 2005.

DVD "Air 05 Europe"

The cooperation initiated in 2004 with Mr Lionel Charlet has already been mentioned earlier in this report, but this example illustrates how two partners were able to exploit synergies and improve their respective visibility. Thanks to FAI's financial and promotional contribution to Mr Charlet's "Air 05 Europe" DVD project, the FAI Promotional Video Clip was included in the "bonus" part of the DVD, and professional video sequences are now available for FAI's promotional purposes.

CONCLUSION

Thanks to the centenary of our federation, FAI has been able to modernize and to start disseminating its new image. Considering our limited financial and human resources, the FAI Centenary project was ambitious, but the various experience gathered will be useful for our future activities. The FAI Centenary project will certainly not significantly change the destiny of FAI, but it illustrated how communication, imagination and events may open new doors, new ways of giving visibility to FAI and Air Sports, and contribute to achieve FAI long-term objectives.

I would not want to conclude this report without expressing my warmest thanks to all NACs, Commissions, local aero-clubs and volunteers, as well as to all sponsors, partners and authorities who, in various forms, supported our efforts and contributed to the success of the FAI Centenary celebration.

Jean-Marc BADAN
FAI Promotional Manager

The High Flyers Night – 14 October 2005, Palais du Luxembourg, Paris



Ballooning High Flyers



FAI Centenary Medal



High Flyers – "Buzz" Aldrin

Name	Country	Discipline
Buzz ALDRIN	USA	Astronautics / Apollo XI astronaut, moon-walker
Gen Valérie ANDRE	FRA	Rotorcraft / Pilot, numerous rescue missions
Olivier AUBERT & Mike BLYTH	SUI & RSA	Microlights / Numerous world records including Cape to Cape
Jean BOULET	FRA	Rotorcraft / Pilot, helicopter altitude world record
Audoin DOLLFUS	FRA	Ballooning / Altitude records; pioneer of astronomic observation
Steve FOSSETT	USA	General Aviation, Ballooning & Gliding / Many world records
Jon JOHANSON	AUS	Amateur-Built Aircraft / Round-the-world flights, world records
Svetlana KAPANINA	RUS	Powered Aerobatics / 5 times world champion
Jean-François & Vincent LEYS	FRA	Ballooning / Winners of 4 Gordon Bennett Cups
Jerzy MAKULA	POL	Glider Aerobatics / 6 times world champion
Catherine MAUNOURY	FRA	Powered Aerobatics / Twice world champion
Klaus OHLMANN	GER	Gliding / Several world records; first distance of 3000 km
Bertrand PICCARD	SUI	Ballooning / First round-the-world flight in a balloon
Valery POLIAKOFF	RUS	Astronautics / World record for duration in space
Manfred RUHMER	AUT	Hang Gliding / 3 times world champion, distance world record
Cheryl STEARNS	USA	Parachuting / Twice world champion, several world records
Luc TRULLEMANS	BEL	Meteorology / Meteorologist of many ballooning world records
BJ WORTH	USA	Parachuting / 3 times world champion, event organizer



The High Flyers at the Paris Chamber of Commerce

List of “FAI Centenary”-labelled events

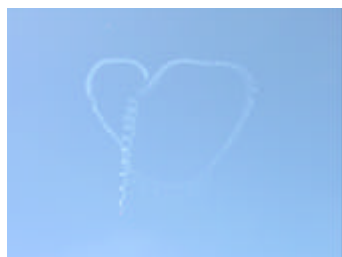
Date	Type	Event	Location
24-28 Jan.	Competition	21 st FAI World Grand Prix	Al Ain (UAE)
29 Jan - 13 Feb	Competition	FAI – IGC Gliding Weeks in Southern Hemisphere	Southern Hemisphere
Spring 2005	CDROM	An International Collection of Aviation Art 1986 - 2004	CIEA & Embry-Riddle Uni.
Spring 2005	Book	“And the World Could Fly”	CIVL
3 – 4 March	Meeting	FAI Rotorcraft Commission (CIG)	Lausanne (SUI)
4 – 5 March	Meeting	FAI Gliding Commission (IGC)	Lausanne (SUI)
11 – 12 March	Meeting	FAI Ballooning Commission (CIA)	Lausanne (SUI)
18 – 19 March	Meeting	FAI Aeromodelling Commission (CIAM)	Lausanne (SUI)
8 – 14 April	Competition	Egypt Air Rally	EGY
11 – 16 April	Exhibition	Un siècle d'exploits aéronautiques (Shopping Center)	Bulle (SUI)
19 April	Book	“High Flyers – A Century of Sporting Achievement in the Air”	FAI
21 – 24 April	Exhibition	Aero 05	Friedrichshafen (GER)
27 Apr – 1 May	Exhibition	Salon International du Livre et de la Presse	Geneva (SUI)
May 04 - 05	Art Contest	FAI Young Artists Contest 2005	CIEA
3 – 5 May	Air Show	The 2 nd Airport Festival Saitama	Okegawa (JPN)
9 – 15 May	Exhibition	Un siècle d'exploits aéronautiques (Shopping Center)	Bassecourt (SUI)
19 May	Reception	FAI Official reception at Casino de Montbenon	Lausanne (SUI)
19 May/30 June	Film festival	“Le Cinéma dans les airs” – Cinémathèque Suisse	Lausanne (SUI)
13 – 25 June	Exhibition	Un siècle d'exploits aéronautiques (Shopping Center)	Allaman (SUI)
17 – 18 June	Meeting	FAI Aviation & Space Education Commission (CIEA)	Paris (FRA)
2 – 3 July	Air Show	Yv'Air 05 – 70 th Anniversary of the Air-Club of Yverdon	Yverdon-les-Bains (SUI)
1 – 3 July	Air Show	LIAS '05, Lappeenranta International Air Show	Lappeenranta (FIN)
3 – 10 July	Competition	FAI Skydiving Championships (A. Malevsky Cup)	Stupino (RUS)
8 – 17 July	Competition	4 th FAI European Advanced Aerobatic Championship	Hradec Kralové (CZE)
9 – 24 July	Competition	FAI – IGC Gliding Weeks in Northern Hemisphere	Northern Hemisphere
14 – 24 July	Competition	The World Games 2005	Duisburg (GER)
22 – 24 July	Competition	International Touristic Air Rally & Fly-In	Luxemburg (LUX)
22 – 24 July	Air Show	Luxemburg Air Show	Bitburg (GER)
22 – 24 July	Air Show	Sky Leisure Japan '05	Noda (JPN)
15 – 20 Aug	Exhibition	Un siècle d'exploits aéronautiques (Shopping Center)	Morges (SUI)
21 Aug	Misc.	Commemorative CIG Flight	Rouen (FRA) - Lausanne
26 – 28 Aug	Competition	22 nd FAI World Grand Prix	Lausanne (SUI)
27 – 28 Aug	Air Show	FAI Centenary Air Show and “Fête de l'Aviation 2005”	Lausanne (SUI)
29 Aug – 4 Sep	Competition	FAI European Style & Accuracy Parachuting Championships	Prostejov (CZE)
2 – 11 Sep	Competition	1 st FAI World Sailplane Grand Prix	Saint-Auban (FRA)
12 – 14 October	Conference	98 th FAI General Conference	Paris (FRA)
14 October	Reception	The High Flyers Night – Official celebration of FAI Centenary	Paris (FRA)
14 October	Misc.	Commemorative Stamps	Belgrad (SCG)
13 – 30 Oct	Exhibition	“Ils s'envolèrent ...” – Photographic exhibition, Musée de l'Air	Paris – Le Bourget (FRA)
27 – 30 Oct	Air Show	2005 Sacheon Aero Expo	Sacheon (KOR)
11 November	DVD	“Air 05 Europe”, a film by Lionel Charlet	Lausanne (SUI)
10 – 12 Nov	Meeting	FAI Microlight Commission (CIMA)	Lausanne (SUI)



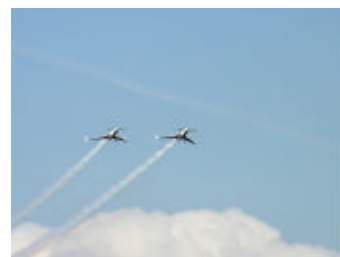
Salon du Livre, Geneva

22nd FAI World Grand Prix

FAI Centenary Air Show, Lausanne

22nd FAI World Grand Prix

FAI Gold Air Medal 2004

22nd FAI World Grand Prix