

aeroscopia

MUSÉE AÉRONAUTIQUE

PRESS KIT



groupe
manatour
Vivez les grandes aventures industrielles

VILLE de
BLAGNAC

NOVEMBER 2014

The Origins of Aeroscopia	2
Partners and Organisations	3
Like the Fuselage of an Aircraft	
An ideal location close to the Airbus site	5
Tailor-made architecture	5
Supplementary facilities	7
A Place of Memory and of History	
The Purpose of Aeroscopia	10
The Operator: Groupe Manatour	11
A Collection of Legendary and Unique Aircraft	
The Timeline	13
Aircraft	13
Themed Areas	14
Inside the Super Guppy, Concorde and the A300B	14
Passing On Scientific and Technical Aerospace Culture	16
The Scientific Council	17
A richly diverse programme	
Appendices	
Cardete and Huet Architects	
Aeroscopia: the figures	
The Terre d'Envol Organisations	
Financing Plan	
2014 Schedule	

What better place than Blagnac, near the city of Toulouse to narrate the birth of aviation, the first record-breakers and the extraordinary feat of developing the A380 airliner?

The Origins of Aeroscopia

In the Midi-Pyrénées region, nearly 80,000 people make a living from the aviation industry, the driving force behind the region's economy: manufacturers, sub-contractors, suppliers, design offices, service providers...

Between the first powered aircraft designed in secret in the town of Muret by Clément Ader, and the first flight in the skies of Blagnac of the A380, flagship of the European aviation industry, more than a century has passed.

To fly across the seas and the continents, first came the aircraft made by Latécoère and Dewoitine, then the Languedoc and the Armagnac.

At the end of the fifties Caravelle, the first French jetliner, proved to be a resounding success. Then in 1969 it was Concorde's turn to take to the skies for the first time in Blagnac.

These aircraft were followed by the entire Airbus family, affirming Toulouse's mission to fly higher, faster and farther.
This is also the story of the great pioneers of aviation.

Here, in the birthplace of global civil and military aviation, the Airbus Group laid the foundations of its head office in January 2014 and the commercial successes of Airbus and ATR boost the economy of the Midi-Pyrénées region. For more than 30 years, the players and witnesses of this industrial, technical and human saga, as well as those who love aircraft and love to fly, have strived for this history to be forever remembered and shared.
For the preservation of this historical heritage.

Aeroscopia, an aviation museum, addresses this expectation.
The foundation stone was laid on the 16th of June 2011.

Partners and Organisations

For more than 30 years, the association of organisations called Terre d'Envol has lead the campaign for the creation of a science and aviation exhibition area.

When the association was created in 1990 under the chairmanship of Jean Pinet, president of the National Air and Space Academy, followed by Claude Terrazzoni who has been chairman since 1994, Terre d'Envol has played a leading role in bringing together all of the organisations that make up the living memory of aviation history and strive to preserve this historical heritage:

- Académie nationale de l'air et de l'espace (The National Air and Space Academy)
- Ailes Anciennes Toulouse
- Cap Avenir Concorde
- Aérothèque
- Association Alpha
- Des Etoiles et des Ailes
- Flight Heritage
- Spot Air
- Virtu'Ailes

The active and decisive support, right from the very beginning, of the town council of Blagnac and of Airbus has helped unite the following local and regional authorities in their contribution to the Aeroscopia project:

- Toulouse Métropole,
- Midi-Pyrénées Region,
- Conseil Général de Haute-Garonne.



> Concorde and Caravelle

Like the Fuselage of an Aircraft



An Ideal Location Close to the Airbus Site

Tailor-made Architecture

Supplementary Facilities

Close to the A380 assembly line, a strong visual identity establishes Aeroscopia as an emblematic showroom for the aviation industry, and of its history, culture and professions.

An Ideal Location close to the showroom of the European aviation industry

Aeroscopia, the aviation museum, was built on the Pinot site, on the edge of the AeroConstellation urban development zone, birthplace of the A380, itself directly connected to the airport and runways of Toulouse-Blagnac. Aeroscopia was built just 300 metres from the awe-inspiring Lagardère plant (500 metres long and 40 metres high) and its rectilinear façades. The choice of this location will allowed a shared entrance to the museum and to the A380 and Airbus factory tours, strengthening the site's offer of industrial tourism and culture.

To the North, the forthcoming Toulouse Metropole Exhibition Hall (to open in 2017) will contribute in turn to a new phase of growth of the north-western part of the Toulouse urban area.

Tailor-made architecture

Designed by the Cardete Huet Architect agency, which also worked on the geometry of the Lagardère factory, Aeroscopia takes the shape of an oblong tube covered by a skin of grey zinc. The ends open to daylight and without the slight curve along its centre line, it would look like part of an aircraft ready for take-off.



> Aeroscopia, near the A 380 assembly line

The areas of Aeroscopia:

The exhibition hall: 7,000 m² of floor space (which could be extended to double this size in a second phase) and an 800 m² mezzanine.

The Airbus A300B, Concorde and the Super Guppy will be on display inside the hall. In between, smaller aircraft will be displayed and several others will be suspended from the roof structure.

Access to the collection of aircraft will be via a historical gallery, raised above ground level and opening straight onto the mezzanine on the same level as the doors of the large aircraft.

The façade of the building is 143 metres long. The three-dimensional metallic structure is 72 metres wide, 23 metres high and overhangs by 12 metres.



> Aeroscopia floor plan

- The reception area / showroom: 1,500 m² connected to the exhibition hall with a common ticket desk for Aeroscopia and the Airbus factory tours, the meeting point for these tours, a telemetry room and the gift shop.
- The outdoor area: a 5,100 m² open air exhibition area for civil and military aircraft.

Supplementary Facilities

- La ferme de Pinot: an 18th-century U-shaped farmhouse, of certain architectural and historical value. After renovation work scheduled to end early in 2016, the 2,300 m² site will house several facilities related to the museum: an auditorium, restaurants, a documentation centre, educational activity rooms and offices for the organisations.
- The aircraft restoration workshop: the Pinot site will house the collections of vintage aircraft, in particular those of the Ailes Anciennes de Toulouse organisation.
- **Services dedicated to events and tourism:**
 - Rentable areas.
 - Areas for private events.
 - The gift shop (800 references): books, models, accessories...



> La ferme de Pinot

A Place of Memory and of History



The Purpose of Aeroscopia

The Operator: Groupe Manatour

Arouse interest, curiosity and the desire to learn about science, technology, and the related professions: this is the main goal of Aeroscopia, as well as the conservation of aviation heritage. Aeroscopia is an emblematic showcase for aviation industry professions, and of the excellence of skills and knowledge combined.

The Purpose of Aeroscopia

To conserve and promote aviation heritage

The area around Toulouse and Blagnac witnessed the birth of aviation and is now home to the largest aviation site in Europe. It has an immensely rich scientific, technical and human legacy to promote as the birthplace of the flagships Caravelle, Concorde and the Airbus family.

To draw public attention to European aircraft programmes, and to promote the regional contribution to global aviation history

The appeal to the general public of aircraft designed and built in Europe is evident. Each year, 150,000 visitors discover the Airbus sites and the A380 assembly line.

These tours strengthen the high-tech image of European aircraft programmes and of the main industrial activity of the Midi-Pyrénées region.



> Legendary aircraft

To create an appealing and educational place to inspire scientific and technical vocations

To tell this story is to talk about science and technology, to show equipment, tools and old aircraft along with their technical achievements, their successes, and sometimes their failures. Aeroscopie will offer partnerships (via the Terre d'Envol organisation) with the educational world. Aeroscopie is for school groups, for families, for aviation enthusiasts, for all who wish to discover and learn.



> Historical heritage

The Operator: Groupe Manatour

Groupe Manatour specialises in managing public tours of industrial, technical or thematic sites. The company is one of the pioneers of industrial tourism. Groupe Manatour has been in charge of professional and public visitor tours on the French Airbus sites since 1990.

After a tender procedure (in 2012) for a public service delegation contract, Group Manatour was selected by Blagnac town council to operate the museum for a period of six years.

The promotion of the collection and the implementation of the scientific, cultural and educational projects are all part of the company's mission, as well as tourism management for Aeroscopica.



> A 380 assembly line tour

A Collection of Legendary and Unique Aircraft



The Timeline

The Aircraft

Themed areas

Inside the Super Guppy, Concorde and the A300B

Aeroscopia tells the story behind these aircraft and will lead the visitor on board. The museum, in symbiosis with the Airbus factory tours, will receive 110,000 visitors during its first year.

A Unique Timeline

From Clément Ader's Eole to Concorde, a 58 metre-long timeline will recount aviation history: the pioneers, the rise of aviation, the two World Wars, modern times, and technological performances.

It is the lynchpin of the museum's programme.



The Aircraft

Legendary and exceptional aircraft will be exhibited, including four symbols of European aircraft manufacture: Caravelle, Concorde, Super Guppy and the A300B.

Civil and military aircraft restored by manufacturers and non-profit organisations will also be on display: Corvette, Falcon 10, Fouga Magister, Gazelle, Mirage 3C, Nord 1100, Lockheed F-104, Avion cible CT20, Mig 25, Saab Draken...



> Caravelle

Themed Areas

In the shape of islands inside the main hall, they will present themes such as aircraft manufacture, how aircraft work, or more unusual themes such as aviation archaeology. Large-scale models and touch screens will punctuate the cutting-edge, educational scenography of the museum.

Inside the Super Guppy, Concorde and the A300B

A platform will be installed inside the Super Guppy for 30 visitors. The interior of the aircraft will be equipped to present an audio-visual introduction to Aeroscopia.

Concorde (the presidential aircraft version) and the A300B, also on display inside the hall, will offer visitors a unique path of discovery. With transparent panels and floors, the Airbus A300B will reveal the secrets of her cockpit, her cargo hold and her internal structure.



> Super Guppy

Passing On Scientific and Technical Aerospace Culture



The Scientific Council

A richly diverse programme

By enabling the teaching of knowledge, technology and expertise, Aeroscopia, an emblematic showcase for the professions of the aviation industry, is a project that is clearly aimed at education and the promotion of scientific and technical culture.

Aeroscopia will be an educational, interactive and fun place for all who are passionate about the world of aviation.

The Scientific Council

Chaired by the Blagnac town council, the Scientific Council will assemble the representatives of the organisations of Terre d'Envol, of Airbus, of Manatour, as well as qualified members.

Its role is to advise the general and cultural directions of the museum. It will make recommendations and give opinions on specific programming, activities, conferences and aircraft restoration.



> Sharing memory and new technologies

A richly diverse programme

Thematic exhibitions and a partnership with the educational world

Diverse and original tours for all audiences

- Self-guided tours
- Theme-based guided tours
- School group tours
- Narrated tours for children (from 5 years old), museum rally,

Events

- Les Envolées Cultur'ailles
- Les Carnets de bord
- The “Etoiles et des Ailes” Festival (from 2015)



> Bréguet deux ponts

Annexes



Cardete and Huet Architects

Aeroscopia: the figures

The Terre d'Envol Organisations

2014 Programme

Financing Plan

The Cardete Huet Architect Agency

Industrial processes are a chosen field for the Cardete Huet Architect Agency, which was responsible for the design of the assembly lines of the Airbus A330, A340, A380 and A350 families.

In recent years, production conditions have exposed industries to considerable changes in production systems, profoundly transforming the relationship between industrial activity and industrial buildings.

In this context, the agency has acquired expertise in the industrial field of assembling some of the largest complete objects in the world: large commercial aircraft. These buildings, of impressive size and floor space, are the result of a close dialogue with their users in order to shape a building that reflects the true measure of their ambitions.

These references, including airports, the aviation industry and space technology, associated with an ability to analyse and interpret highly complex industrial processes, as well as a commitment to dialogue with customers such as engineers and international experts in highly technical fields, have allowed the Cardete Huet Architect Agency to work on many different projects, from the Soyuz site in French Guyana, to Bourges for EADS or Marseille and Paris-Le Bourget for Eurocopter.

Backed by this expertise, the Cardete Huet Agency has tackled the design of this aviation museum and its appealing history, with determination and audacity.



> *The metallic structure*

The figures

Land area: 66,000 m².

Floor area: 9,200 m², including a 1,000m² reception area, 8,000m² of exhibitions + 6,000 m² outdoor exhibition area.

Landscaped areas: lakes (8,000 m²), green spaces (8,000 m²), parking and fore-courts (8,000 m²).

Volume

- A torus-shaped exhibition hall for a total volume of 146,500 m³

Main hall façade: 143m long.

- Three-dimensional metallic structure, 72m wide, 23m high with a 12m overhang.

By CABROL, built by LANIK

- Outer surface: an area of 12,000m² for the main hall with a metallic skin (Zinc antrazinc) .

Large aircraft accessible to the public in the exhibition hall:

1 Concorde, 1 A300B, 1 Super Guppy (cargo aircraft), Concorde Simulator

Reception area: 1,600 m² (reception desk, offices, gift shop 190 m²).

- Meeting point for the museum and the A380 factory tour.

Flexibility

The build of the main hall is designed to ensure flexibility in case of the collection being expanded and for future extension (up to 6,500 m² extra floor space). The design of the metallic structure enables this possibility.



> Concorde and the A 300 B

Water management

Rainwater is discharged into the lake.

Flow management

The total outdoor impermeable surface area has been limited by working on the floor plans. Vehicle impact (buses, cars, aircraft) has been minimized.

The floor plan follows the shape of the main hall.

A single access point is used for pedestrians, buses and aircraft, taking into account a future extension of the car park.

Museum capacity:

500 persons (up to 1,400 persons when configured for conferences)

Constraints

The possibility of a future extension without impacting public access and normal operations.



> *The exhibition hall*



> *The reception area /Showroom*

The organisations of Terre d'Envol



Without the know-how and tenacity of hundreds of enthusiasts, Aeroscopia would not exist.

Each organisation has contributed to this project by devoting their knowledge and skills to its realisation. Their role will be even more important when the museum opens, as some of the features and activities will be based on their imagination and creative ability.

These organisations are associated under the name Terre d'Envol, which represents the Aeroscopia project.

Terre d'Envol is chaired by the charismatic Claude Terrazzoni, who was a test pilot, the director of the aviation branch of Aerospatiale, until recently the president of the Toulouse Chamber of Commerce and of Industry, and of the French Airport union.

Académie de l'air et de l'espace (The Air and Space Academy)



Coordonnées: : 1, Avenue Camille Flammarion 31200 Toulouse

Contact : Yves Marc

05.34.25.03.80 / www.academie-air-espace.com

Founded in Toulouse in 1983 on the occasion of the 200th anniversary of human flight, the Academy was the initiative of test pilot André Turcat, under the patronage of the Ministries of Industry, Research, Defence, National Education and Transports. It is a public utility association, the goal of which is to promote the development of scientific, technical, cultural and human activities in the fields of Aviation and Space. The members are key figures from the aviation and space industries of France as well as other countries.

Association Ailes Anciennes Toulouse

President: Jean-François Bruna-Rosso

05.61.21.70.01

www.aatlse.org/

Founded in 1980, this organisation's purpose is to preserve aviation heritage as a whole. The team consists of nearly 80 active members (and 250 contributing members), and recovers vintage aircraft, wherever they may come from, as well as aviation equipment (such as engines and other parts). The team also restores these aircraft and this equipment, and presents the collection to the public. Through this activity, the association has obtained the recognition of both European and American museums and air forces (Switzerland, Austria, Germany, etc.)



Association Cap Avenir Concorde

Members: Olivier Jordan, Muriel Vuillamy (secretary),

Cédric Carayon, Louis Paulus

www.capavenirconcorde.com

Objectives: to keep the legend of Concorde alive, telling the stories of the programme's famous contributors and unsung heroes in an attractive and friendly way, by retracing the major steps of this technical and human adventure, from the start of the design process, through testing by the manufacturer, to the entry into service with Air France and British Airways, the end of operations, and future projects for high-speed transport. To preserve and promote the organisation's collection, consisting of equipment and parts donated by Air France. Organise or participate in exhibitions and various events.



Aérothèque

Contact details: 18, rue de Montmorency - 31200 Toulouse

President: André Rocaché

05.61.93.93.57

www.aerotheque.fr



Founded in 1988 on the initiative of active and retired employees, and the management of Aerospatiale Toulouse (now Airbus), the non-profit organisation Aérothèque preserves cultural, social and technical heritage. It brings to life the industrial history of Toulouse, from Dewoitine to Airbus. It is the memory of the Toulouse facilities from 1920 (when Dewoitine set up his first workshop) to the present day. Aérothèque is a living, evolving museum with an extensive aviation documentary database consisting of books, photography and films. The collection is archived and digitized in order to be easily accessible to the public.

Association Alpha

Président : Jacques Guibert

05.61.23.09.19

Des Etoiles et des Ailes

President: Catherine Gay

Contact details: Place Jean-Louis Puig - 31700 Blagnac

www.desetoilesedesailles.com

The Aerospace Image and Book Festival takes place in Blagnac, in and around the business airport terminal. It is a free event, suitable to all ages. It includes a book exhibition, a corporate film competition, and a youth information centre for the transmission of scientific and technical knowledge. The programme includes various activities and workshops (two days are dedicated to young people), film projections for the general public dedicated to the magic of flight and space craft, conferences and debates, a theatrical performance of "The Little Prince", an exhibition dedicated to St. Exupéry, presentations and book-signing by the authors of recent works inspired by the aerospace industry, and also exhibitions and tours on the airport taxiways of aircraft both old and new.



Flight Heritage

President: Jean-Pierre Dujay

06.08.939.777

Founded in 2008, the organisation is focussed on the collection, the conservation and the promotion of historical aviation heritage. Its work is organised around three main themes: researching and taking an inventory of elements of industrial or cultural heritage, the selection and the conservation of these elements, and their promotion to the aviation industry itself, or to the general public. In the past three years, Flight-Heritage has been involved in several campaigns, in particular through photography exhibitions, film productions, publicity campaigns or the purchase of collections in favour of the preservation of aviation heritage.



Répliq'Air

Président : Jérémy Caussade

Website: <http://www.replicair.fr/>



Spot Air

Contact: M. Garcia

06.62.70.89.58

www.spotair.org



The organisation unites aviation enthusiasts through the organisation of meetings, thematic conferences and aviation-themed trips, and aims to create a network with any local, national or international organisation with the same goals and interests. The organisation publishes a magazine and a website.

Virtu'Ailes

Président : Pierrick Hermouet

assovirtuailes.free.fr



Founded in 2006, this organisation was born from the ambition of 7 aviation and simulation enthusiasts, who set themselves the challenge of rebuilding and reactivating flight simulators. A first project has brought to light the potential of this organisation: project Speed Bird, which aims to reactivate the professional Air France Concorde simulator.

Financing Plan

In Euros

- VILLE DE BLAGNAC 8 450 000
- TOULOUSE METROPOLE 5 000 000
- AIRBUS 3 500 000
- REGION 2 680 000
- DEPARTEMENT 1 570 000
- FEDER 200 000
- AEROTHEQUE 100 000

TOTAL 21 500 000

Schedule

March 2014: positioning of the aircraft inside the exhibition hall

Summer 2014: refurbishing of the museum

5th January 2014: opening

VILLE de
BLAGNAC



toulouse
métropole
COMMUNAUTÉ URBAINE



groupe
manatour
Toulouse / L'Air's visit Airbus - Manatour - Manatour - Manatour

Avec le concours de :
ACADÉMIE DE L'AIR - CAP Avenir CONCORDE
DES ÉTOILES ET DES AILES
FLIGHT HERITAGE - SPOT AIR - VIRTU'AILES - RÉPLIC'AIR