



Added extras

Press kit

2024-2025

[flaine.com](http://flaine.com)





## Avant-garde, a past to protect

Listed as a 20<sup>th</sup> century architectural heritage site, Flaine is so much more than a ski resort, with its architectural details ensuring it stands out from the rest. Marcel Breuer used rhythm to create the resort's visual expression, with the buildings' façades aligned and balanced, their asymmetric windows in pairs, and the famous Le Flaine hotel, now known as Hôtel Club MMV Le Flaine, proof of the architect's triumph over the void! Not forgetting the inclined orange lifts that add a flash of colour to the resort. **Today, Flaine continues to captivate thanks to its timeless modernity, visual harmony, urban planning, and technical innovation.**

# + architecture

Flaine is an adventure! It's the story of a mountain setting with undeniable appeal, including a perfect geographical orientation that ensures plenty of light but retains cold temperatures, an encounter between lovers of beauty and art, skiing and mountaineering enthusiasts, and the energy of a post Second World War era where visionaries were filled with a desire to create and achieve.





## Open-air festival of culture

Eric Boissonnas once said that *"Flaine was born from a cultural idea that my wife and I created together"*. A lover of art, Sylvie Boissonnas put her all into the Flaine project, choosing avant-garde artists to decorate and adorn buildings, with work by **Topor** displayed in the cinema, and by **Arman** in Le Flaine hotel's restaurant. She acquired works of art by **Dubuffet** and **Picasso** that now take pride of place at the foot of the slopes where visitors wander, breathing in the fresh air and immersing themselves in this open-air festival of culture. She was also responsible for designing **Flaine's Art Centre, where art, sculpture and photography exhibitions still take place, proving that such events are not reserved exclusively to towns and cities. In Flaine, art and nature become one.**



## Unpretentious visionary charm

It all started in the 1950s when **Éric** and **Sylvie Boissonnas**, along with Éric's brother **Rémi**, met with talented architects **Gérard Chervaz** and **Marcel Breuer**. Between 1960 and 1968 they created the **integrated, car-free resort of Flaine from scratch**, its rough concrete buildings blending seamlessly into the rocky surroundings. Art and design play a central role here, with the resort's functional aspect and technical innovation continuing to flourish decades after, thanks to these visionary creators. **With their humanist and artistic approach, this daring and creative group infused Flaine with its bold, fearless, and timeless spirit.**

## A concrete future

With expansion and modernisation projects underway, whilst respecting the spirit of the resort, **Flaine's future looks bold**. Concrete, which is an iconic material here, is at the heart of these developments.

“**Flaine's focus is on sustainable innovation, protecting its heritage and creating a future where its visionary and timeless charm remains.**”





# + flames

5 majestic concrete fireplaces created by Marcel Breuer and his team take pride of place inside 4 of the resort's establishments. Pieces of art in their own right, with their abstract cubic and conical design, they exude the characteristics of veritable sculptures, with veining and black and white aggregate appearing in the bush hammered or rough concrete. Let's take a look at Flaine's fireplaces...



## 3-STAR TOTEM FRIENDLY HOTEL

Set in the heart of Flaine Forum, Le Totem is a lively, welcoming place to stay, where the focus is firmly on shared experiences. A vast reception area, set against the backdrop of raw concrete, as designed by **Marcel Breuer**, is softened by chestnut-oak furniture, with the eye drawn to colourful fabrics and ethic designs. The **fireplace** in the lounge/bar is yet another **concrete work of art** created by the Bauhaus enfant terrible, with a second, Breuer-designed fireplace located in the loft. In addition to its 96, sixties-style bedrooms, the hotel restaurant features different styles and themes (Alpine and Italian specialities, a «Healthy Corner» for fans of green living and vegan food, not forgetting slow-cooked dishes, kids meals, soups, snacks and an incredible breakfast buffet), a spa with 3 treatment rooms, a wellness area, outdoor Jacuzzi and a sports shop for all your rental equipment needs.

*Prices: from €220/night in B&B for a classic Forum room for 2 people.*

### 3-STAR HOTEL CLUB / HOLIDAY VILLAGE MMV LE FLAINE

**The resort's iconic** Le Flaine hotel owes its design and avant-garde character to Marcel Breuer. **Listed as a historic monument**, its fireplace enjoys an eye-catching location in the middle of the cosy lounge, which extends out onto a **hanging terrace**; one of the designer's more daring signature works of art. Totally refurbished in 2020, the bedrooms are spacious, and the family suites boast a high level of comfort. Particular attention was paid to the décor during the refurbishment works, with a perfect blend of colours and materials found both in the common areas, and in the 72 bedrooms. And to round off the feeling of total fulfilment, the apres-ski, buffets, and themed dinners will delight foodies and epicureans, whilst the spa offers moments of sheer relaxation.

*Prices: from €728/pers./week in fullboard – special rates for child under 12.*



### 4-STAR ROCKYPOP FLAINE HOTEL & SPA

Located in the heart of the Forum de Flaine, this 6,000 m<sup>2</sup> building was designed by architect Marcel Breuer and boldly renovated, featuring a **majestic rectangular fireplace with chiselled corners**. With fun living spaces set over two floors, boredom is out of the question here. The 4-star hotel boasts a wealth of practical and original services: an XXL lobby bar with games and karaoke rooms, several restaurants, a grocery, meeting rooms, a Nuxe spa and pool... as well as 118 bedrooms and apartments for 2 to 10 people. Far from the stereotypical mountain decor, interior designer Leslie

Gauthier came up with some incredible ideas that see the interiors blend perfectly into the building's exceptional architecture. Using bright colours, vintage furniture, and Pop Art accessories, she has successfully created a fun, chic ambiance.

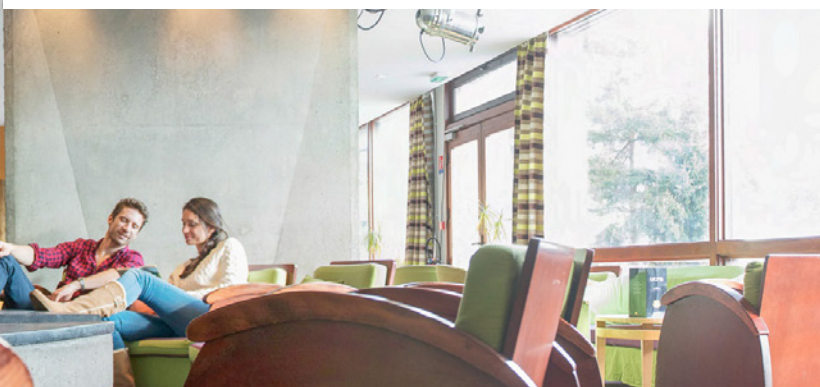
*Prices: From €160 /night based on a double room with breakfast - From €280 /night for a 4-person apartment - From €46 /person/night in a penthouse that sleeps 10 people*



### LES LINDARS UCPA CENTRE

The UCPA is housed in a Marcel Breuer-designed building that is also home to 5 of the famed architect's iconic fireplaces. **Majestic, it occupies a shared space, its round, conical shapes giving it the air of a "home" in the sense of "house"**. Sweet memories of school ski holidays linger in the air... Sports enthusiasts with a penchant for all-inclusive stays will be spoilt for choice in this centre with its 162 rooms for 2 or 4 people. There's something for everyone here, with 3-day breaks and 7-day courses, focusing on skiing and snowboarding.

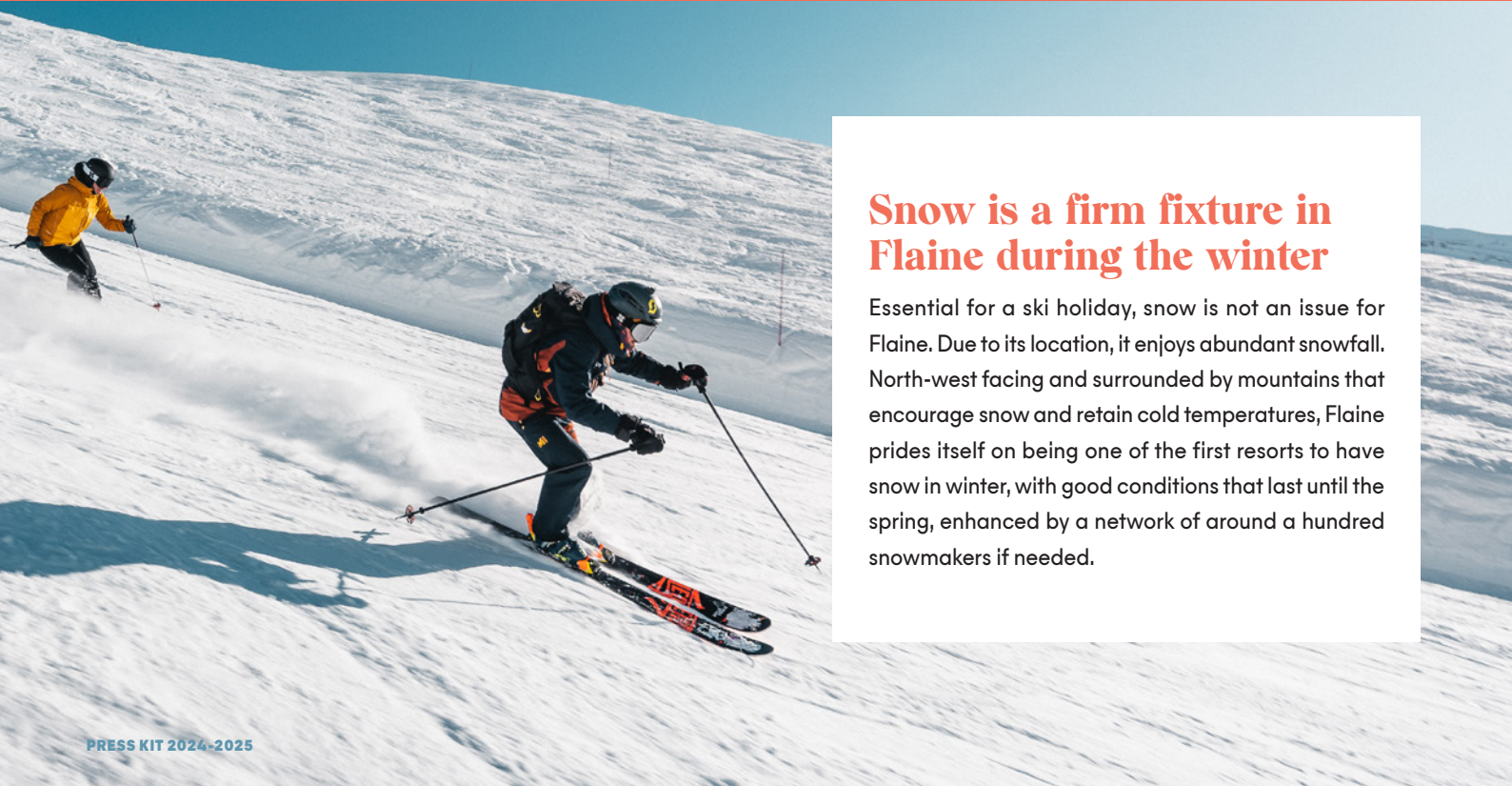
*Price of 3-day Break / Skiing or snowboarding Mini Pack - from €399/person (excluding transport)  
6 days / Skiing or snowboarding Access Pack - from €780/ person (excluding transport)*





# + skiing with a view

Flaine boasts exceptional panoramas of Mont Blanc, with Les Grandes Platières offering a unique viewpoint over the “Lord of the Alps”. Flaine is the highest and most central of the Grand Massif resorts, alongside Les Carroz, Morillon, Samoëns and Sixt-Fer-à-Cheval, with the ski area comprising a total of 265 km of runs.



## Snow is a firm fixture in Flaine during the winter

Essential for a ski holiday, snow is not an issue for Flaine. Due to its location, it enjoys abundant snowfall. North-west facing and surrounded by mountains that encourage snow and retain cold temperatures, Flaine prides itself on being one of the first resorts to have snow in winter, with good conditions that last until the spring, enhanced by a network of around a hundred snowmakers if needed.

## Flaine, the highest resort in the Grand Massif

### Flaine : 64 slopes

**4 ski-in/ski-out access points:** Flaine Forum, Flaine Forêt, Flaine Front de Neige ou Flaine Les Gérats.

**Altitude 1600 – 2500 m at Les Grandes Platières**  
**Grand Massif 265 km of runs**

Flaine is a bit like the big sister of the Grand Massif resorts, inviting skiers to enjoy its diverse terrain, verticals, and forests. The skiing here is varied, enjoyable, challenging, contemplative... with something for all types of skier. What's more, the views are stunning, with the ride up to Grandes Platières **showcasing Mont Blanc perfectly**, allowing you to experience the vastness and sense of exhilarating freedom. To take your adventure a little further afield, set off from Flaine to explore the Grand Massif and its 265 km of runs, heading to neighbouring resorts using runs suitable for all levels.

## Infos

|  | Adults<br>(15 to 74 yrs) | Children<br>(8 to 14 yrs) |
|--|--------------------------|---------------------------|
| <b>Opening of Flaine area from 14 December 2024 to 21 April 2025</b>       |                          |                           |
| 4 consecutive hours  | €51.30                   | €41                       |
| 1-day  | €57                      | €45.60                    |
| <b>Opening of Grand Massif area from 21 December 2024 to 13 April 2025</b> |                          |                           |
| 4 consecutive hours  | €53.10                   | €42.50                    |
| 1-day  | €59                      | €47.20                    |

### UP/DOWN: 4 SKI TOURING ROUTES TO ENJOY

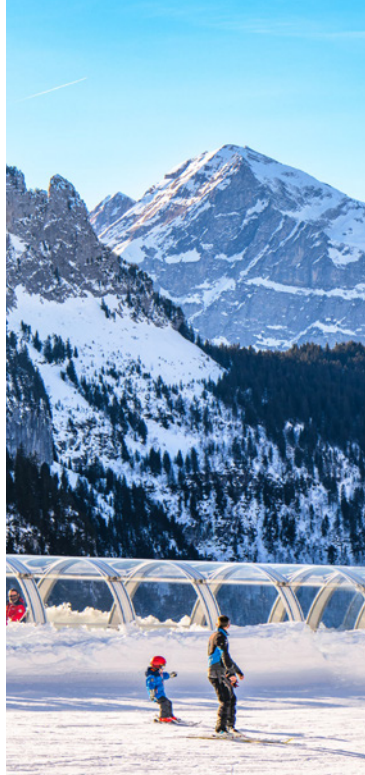
With its incredible snow cover, Flaine appeals to ski tourers in search of soft fresh powder, which is why international ski mountaineering competitions are often held here! So, for those who love to seal skin up the mountain, then ski back down, the resort has created 4 routes that are **accessible both to beginners and advanced skiers**. Two of them start from the bottom of the Célestine run, one from the bottom of the Tête des Verds chairlift, and the last one is located on the Vernant mountainside, starting from the bottom of the Lac chairlift. Each of them boasts stunning landscapes.

#### Day out

- "Au fil de l'Aup" - 619m ascent - This signposted and safe itinerary takes you around the Flaine ski area. Arrival at the top of the Aup de Véran cable car at 2196m.
- "Montée des Grands Vans" - 464 m ascent - Arrival at the top of the Grands Vans chairlift at 2204m.
- "Montée du Lapiaz" - 586 m ascent - Arrival at the top of the Aup de Véran cable car at 2196m.

#### In the evening

- "Montée d'Aujon" - 374 m ascent - Night-time trail accessible from when the pistes close until 9pm. Arrival at the top of the Aujon ski lift at 1951m.



### LEARN HOW TO SKI: FREE OF CHARGE FOR LITTLE ONES, WITH 3 AREAS RESERVED FOR BEGINNERS

Parents will be delighted to hear that **skipasses are free** for children **under the age of 8**, so they can enjoy the ski runs to their heart's content in **all the Grand Massif resorts!** Just provide proof of age when you book online or at one of the skipass sales desks.

To learn to ski and progress, Flaine has several beginners' areas for adults and children in the heart of the resort. **4 ski lifts, including 3 magic carpets** (Pré, Michalet and Bissac) and **a télécabine gondola lift are free to use**. **3 sectors reserved for beginners** are also available in **the safe Pré and Bissac zones**,

where everyone can learn at their own pace before moving on to other green runs using the Ballacha drag lift.

### NEW: BEGINNER'S PASS

When you first venture onto the slopes, you won't ski as much as a more advanced skier. The ski lift company has created a pass that is adapted to beginners, providing access to the télécabine gondola, Ballacha and Forêt drag lifts, Gérats chairlift, Pré, Michalet and Bissac magic carpets, and around ten different green runs.

| Rates               | Adults<br>(15 to 74 yrs) | Children<br>(8 to 14 yrs) |
|---------------------|--------------------------|---------------------------|
| 4 consecutive hours | €25.70                   | €20.60                    |
| 1-day               | €28.50                   | €22.80                    |

### TRICKS, TRACKS, FREESTYLE

Once you've got to grips with the basics, more confident beginners will enjoy the safe fun zones where you can ski and have fun in a whole new way. Comprised of a variety of modules, impressive jumps and specially designed runs, these areas are dotted across the Flaine and Grand Massif ski areas.

In Flaine, young riders will love **"Ze Quartz Park"** on the Émeraude run, and the **"Funny Slope"** with its boardercross and banked turns set beneath the Grands Vans chairlift. The more daring won't want to miss **"l'Urban'z"** with its freestyle zone featuring jumps that parents might prefer not to watch!

These fun zones are accessible with the Flaine and Grand Massif skipasses.





# + safety

## Concrete actions to raise awareness

Flaine has set up several initiatives to raise awareness about safety:

### 1 Creative awareness campaign

A new awareness campaign highlights the message that skiing safely is still fun, using humour to attract skiers' attention

### 2 A multi-faceted campaign

- Safety messages displayed on the back of buses before arriving in resort.
- Postcards congratulating you for skiing safely.
- Place mats in restaurants displaying safety information.
- Messages displayed in ski lift cabins.
- Videos summarising safety guidelines shown on digital platforms.

### 3 Ski patrol training

The ski patrol underwent more than three days of training last winter to enhance their methods of providing safety information. This training will take place again for winter 24-25.

### 4 Working in conjunction with safety professionals

The resort is actively involved in discussions with the various slope safety and mountain rescue professionals. A pioneering approach within the profession, it aims to share and compare methods to create an efficient and practical approach with regards ski patrol training, raising awareness and providing information.

### 5 Ski injury prediction

Researchers carry out ski injury prediction studies to determine ski injury parameters based on 10 years of data.

### 5 Research on the role of ski patrollers

Research is being carried out on the role of ski patrollers amongst the authorities in charge of safety on the slopes. This research is being carried out by a ski patroller.

For the second season in a row, Flaine ski resort is highlighting safety awareness on the slopes. The aim of this pioneering campaign is to improve safety amongst skiers and promote responsible skiing. It's an innovative approach which implements concrete actions for concrete results.



## Encouraging results

Customer satisfaction questionnaires reveal **significant improvements**, with the various actions implemented having paid off. **The percentage of respondents who were very dissatisfied** with regards safety on the slopes **went from 12% to 7% in 2023-24**, despite an increase in the number of visitors and rescues carried out. Nonetheless, a rescue service is not always provided due to reckless or precarious behaviour, it can also be due to a bad fall or a poor level of fitness. The feeling of being generally unsafe is unrelated to the reality of the terrain and carrying out concrete actions is a way of ensuring skiers' peace of mind.

The ski area representatives reiterate that it is up to all resort professionals to ensure the feeling of safety on the slopes and to advocate the rules of good conduct.

**Flaine is committed to lowering the number and seriousness of accidents by providing skiers with the means to assess the risks for themselves.**



# + altitude

At an altitude of 1,844 metres, the Col de Pierre Carrée is a beautiful place to enjoy guided or self-guided snowshoe hikes and Nordic skiing, as well as trail running, yoga, dog sledding...



## 3 NORDIC SKIING TRAILS IN A PROTECTED NATURAL SETTING

Access to the Nordic skiing area at the Col de Pierre Carrée is free with the shuttlebus from the resort centre. At an altitude of 1,844 metres, fans of skating and classic will love the tranquillity of the setting. The site is home to 3 perfectly marked out and maintained trails for all levels, **covering 6.5 km** through breathtaking landscapes with stunning views over snow-capped summits and pine forests. It's easy to learn how to move "Nordic style" with the help of one of the resort's instructors in a group or private lesson..

**+** On the Grand Massif, the Agy site offers an additional 30 km of pistes, just 30 minutes from the resort.

[www.flaine.com/en/nordic-skiing/](http://www.flaine.com/en/nordic-skiing/)

## 3 TRAIL RUNNING ON SNOW CIRCUITS WITH A TIMED CHALLENGE IF YOU'RE UP FOR IT

Fancy running through the snow? The Col de Pierre Carrée is home to **3 circuits** where trail runners can discover stunning views over the Arve valley and the Combe de Vernant forests. Although the routes are fairly easy (3 to 6km long with very little altitude difference), you can challenge yourself to a timed run! You will find **these challenges** on the "Flaine Les Carroz Espace outdoor" app, with your GPS and Bluetooth enabled, and timing points located along the route keep track of your time too!

[www.flaine.com/en/non-skiing-activities/](http://www.flaine.com/en/non-skiing-activities/)

## HAVE YOU GOT THE APP?

To take full advantage of Flaine's leisure activities, just download the "**Flaine Les Carroz Espace outdoor**" app. Containing a wealth of information (updated daily), it features snowshoe touring circuits, trail running on snow routes, the weather forecast and webcams, as well as how to contact the rescue and emergency services and the tourist office. Your 'go-to' app for a successful holiday!

Free from Google Play Store and App store.

## 3 SELF-GUIDED SNOWSHOE ROUTES...

Flaine's **3 snowshoe routes** are easy and accessible to all, covering a maximum length of 3km, with a 150-metre altitude difference. All 3 routes start out from the Col de Pierre Carrée, heading in a loop around the plateau with wide-open views over the mountains. They are available from the "Flaine Les Carroz Espace outdoor" app. Arbaron, Combe Enverse and the P'tit Plateau never fail to delight visitors.

[www.flaine.com/en/non-skiing-activities/](http://www.flaine.com/en/non-skiing-activities/)

## ...AND ACCOMPANIED OUTINGS

As far as accompanied outings are concerned, one of the most unusual is **snowshoeing under 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.*

*Prices: outings from €55 (snowshoes and poles included in the price) - meals between €40 and €60.*

[www.esf-flaine.fr](http://www.esf-flaine.fr)



## CIRCULAR YOGA ROUTE AT PIERRE CARRÉE

This 3km-long route comprises **10 stops** where you can carry out yoga postures along the way to let go of it all and connect with nature...

[www.flaine.com/en/non-skiing-activities/](http://www.flaine.com/en/non-skiing-activities/)



# GOALS FOR 2030

## OBSERVE, UNDERSTAND, ACT

The Grand Massif Ski Area (GMDS) has taken various measures to limit its carbon footprint and protect biodiversity.

These are a few examples of the actions put in place:

- **One step closer to 0 carbon thanks to HVO fuel**

By moving all its piste grooming vehicles over to HVO100 fuel during the 2022-2023 season, the ski area was able to reduce its carbon footprint, of which piste grooming comprised 80%.

- **Reforestation of local forests**

Le Grand Massif has funded the reforestation of areas of private forest affected by the 2019 storm, which impacted more than 180 hectares of forest.

Some of these drives will be awarded the "Low-Carbon" benchmark by the French government.

- **Flaine: a management plan for our natural areas**

A document was produced in 2023 in partnership with the Conservatory of Natural Areas in Haute-Savoie and the "Gestionnaires Forestiers des Alpes" forestry management, to be implemented in 2024. Grand Massif ski area is implementing a management plan for the natural habitats on the land it owns (not only forests), with the aim of preserving and enhancing biodiversity, as well as welcoming visitors.

- **Revegetation of work sites**

As part of the revegetation of work sites Grand Massif ski area is also committed to improving its seed mixes, selected particularly with agriculture in mind, and to be as close as possible to naturally occurring seeds.

A specific mix of seeds adapted to the natural setting was sown over 5 hectares at Tête des Saix.

- **Restoration of wetlands**

All Grand Massif ski area's projects are part of an ARC (avoid, reduce, compensate) approach. When planning a project, the impacts to avoid and reduce are first considered, followed by how to compensate for them. It involves restoring the water supply to these settings by replacing the draining ditches with reversible drains, which are clogged in spring and summer, allowing water to overflow into the wetlands! In winter, the drains are cleared, restoring the drainage so as not to impact the snow management.

- **Protection of the Black Grouse and Willow Ptarmigan wintering areas**

So as not to disturb these birds, and to share these natural areas with skiers, quiet areas are marked out at the start of winter, identified by bird flags and signs, and included on the piste map.

- **"0 waste bins on the ski area"**

The Grand Massif provides pocket ashtrays at awareness-raising events and at ski lift sales desks. 1 cigarette butt in the ashtray equals 500 litres of water saved.

Since 2022, all waste bins on the ski area have been removed. Please keep and sort your rubbish in resort, where waste bins are available.

- **Recycling ski lift liners**

In 2022, 2,400 kg of used liners were recycled and turned into flooring, saving 16.8 tonnes of CO<sub>2</sub> emissions. The liners are the plastic parts of the ski lift rollers found on the pylons.

- **Flaine's company canteen composts its bio-waste**

It works by adding only dry matter and can compost up to 10 tonnes of bio-waste each year.

# + greener

## Committed to the environment for the past 60 years

The pioneering car-free resort of Flaine and its ski area has been innovating for the past 60 years, following in the footsteps of its creators who imagined **an integrated, environmentally friendly resort** where man and nature would live in harmony. To fulfil its ambitions, Flaine set up **an environmental observatory with clear goals** to reach by 2030.

## Environmental observatory

Created in 2007 by the Flaine ski area, this observatory now covers the whole of the Grand Massif with the aim of protecting and respecting the exceptional natural heritage that extends over 4,219 hectares and 5 municipalities. Providing a snapshot of the environment, including the flora, fauna, agriculture, water, and geology allows us to monitor its development in a factual way, to find solutions to protect or restore land and at-risk zones listed by the observatory.





## + events

### Magical: 150 drones lighting up Flaine's skies



It has become Flaine's UNMISSABLE eagerly awaited show, with its popularity extending way beyond the snow front and onto social media. True to its pioneering image, in December 2021 Flaine was the first ski resort in the Alps to put on a spectacular show using 40 drones during the school holidays. This winter, the resort is setting its standards even higher, by using **150 drones** instead of 110 last year. In December and January, the skies will be lit up in a thousand colours, with beautiful Christmas and New Year-themed shows, whilst the February theme remains a surprise

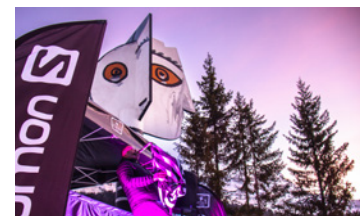
*Dates: 6 Wednesdays during the Christmas and February holidays: 25<sup>th</sup> of December 2024 – 1<sup>st</sup> of January – 12<sup>th</sup> / 19<sup>th</sup> / 26<sup>th</sup> of February and 5<sup>th</sup> of March 2025.*

## Winter highlights

### Christmas Time

*December 22<sup>nd</sup> 2024 to January 3<sup>rd</sup> 2025*

Snow-covered fir trees, a roaring fire, the twinkling lights of drones, the magic of Christmas...



### 2025, we're ready!

*January 5<sup>th</sup> to February 7<sup>th</sup> 2025*

A new year packed with new activities! Flaine has a whole host of events and activities to enjoy with family and friends, including bumperball, biathlon, snow skating, passing your toboggan-driving licence, not forgetting laser game and ski touring for beginners...

### Folie Flaine

*February 9<sup>th</sup> to March 7<sup>th</sup> 2025*

Hurrah, it's Carnival time! Flaine's streets will be filled with entertainment, parades, shows, concerts, children's activities, torchlit descents... and drone light shows!!

### Springtime in Flaine

*March 9<sup>th</sup> to April 21<sup>st</sup> 2025*

Spring in Flaine is a chance to ski in the sunshine on softer snow. The longer days mean more opportunities to have fun and celebrate "Springtime in Flaine". Rock, pop, and classical music concerts, shows, workshops and street entertainment fill each week.



## Events

Not forgetting that Flaine and its various hotels host a wealth of events and activities every week, including the arrival of Father Christmas, Happy Hours, magic experiences, exhibitions...



### 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

# + accessible

## 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.com  
For specific requests, do not hesitate to contact our team.

**SALOMON**

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