

DURATION: 14:38

HEADLINE: Geneva struck by “once in a lifetime” fireworks.

SHOWS: GENEVA, SWITZERLAND (AUGUST 6&9, 2014) (ACTUA PR – ACCESS ALL)

NEWS FEED

1. GENEVA LAKE WITH JET D’EAU

2. PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS WALKING ON PEER

3. BERETTA CHECKING FIREWORKS

4. PEOPLE PREPARING FIREWORKS

(SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“This year having a sponsor allows us to push the fireworks to its maximum by shooting more than 50 bombes of 300 millimeters. This is something seen rarely around the world and almost never in Europe. This product is very powerful and beautiful you will witness amazing things.”

5. RAFT WITH FIREWORKS DEPARTING TO CENTRE OF LAKE

6. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“Even people that were at Dubai fireworks or in other cities will never see something like this. They’ve seen fireworks on a big and long surface but this time they will be placed under the fireworks. They will be captivated by the show and I’m sure they haven’t seen anything like it.”

7. VARIOUS OF FIREWORKS IN PROGRESS

8. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“This year the firework will be in circle allowing everyone to see it the same way from any side of the lake. The fireworks will also explode very high in the sky at more than 300 meters.”

9. VARIOUS OF FIREWORKS IN PROGRESS

“We will be able to hear the fireworks from 15-20 kilometers far away, especially because the water carries the sound further. People around the Geneva shores will be under the fireworks because the bomb will explode further, larger than just Geneva shores. We will actually be under the stars, even under a rain of stars.”

10. GRAND FINALE OF FIREWORKS

GENEVA FIREWORKS B-ROLL

GENEVA, SWITZERLAND (AUGUST 9, 2014) (ACTUA PR – ACCESS ALL)

11. VARIOUS OF FIREWORKS PREPARED BY PIERRE ALAIN BERETTA

12. GRAND FINALE

13. VARIOUS OF PEOPLE WATCHING THE FIREWORKS

14. TIMELAPS OF FIREWORKS

INTERVIEW WITH PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS

GENEVA, SWITZERLAND (AUGUST 6, 2014) (ACTUA PR – ACCESS ALL)

15. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“For this year’s edition we set the bar very high, challenging ourselves. Dubai makes beautiful fireworks, all around the world there are beautiful fireworks but in Geneva we want to do better than them. So we set the challenge and the bar very high, we will include bombs of 300 millimeters, big calibers and have an exceptional firework. Even people that were at Dubai fireworks or other cities will never see something like this. They’ve seen fireworks on a big and long surface but this time they will be placed under the fireworks. They will be captivated by the show and I’m sure they haven’t seen anything like it.”

16. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“Geneva is indeed a beautiful place to do a firework and we do make one of the biggest in the world. This year having a sponsor allows us to push the fireworks to its maximum by shooting more than 50 bombs of 300 millimeters. This is something seen rarely around the world and almost never in Europe. This product is very powerful and beautiful you will witness amazing things. This year the firework will be in circle allowing everyone to see it the same way from any side of the lake. The fireworks will also explode very high in the sky at more than 300 meters. So it will cover the lake and we will be under it. We will truly see an exceptional firework.”

17. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“Geneva setting is exceptional as the harbor extends around the lake. Unlike other places in the world the space is big enough to fire those 300 millimeters bombs. For more security we’ve put them in dumpsters filled with sand. Everything is secured from the shooting to the place where the bomb explodes.”

18. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“We will be able to hear fireworks from 15-20 kilometers far away, especially because the water carries the sound further. People around the Geneva shores will be under the fireworks because the bomb will explode further, larger than just Geneva shores. We will actually be under the stars, even under a rain of stars.”

19. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“We chose this year’s theme “Man and Time” because of our sponsor that is a famous Swiss watchmaker. Therefore we will pay tribute to Man and Time, to the way of time was calculated in the past. Our ancestors used to tell the time just by looking at the sun’s position, with clepsydras or hourglasses. Nowadays we have watches that give time with precision.”

20. (SOUNDBITE) (French) PIERRE-ALAIN BERETTA, RESPONSIBLE OF GENEVA FIREWORKS, SAYING:

“As every year we have an ambition. We want our spectators to be carried along but in a fun way. We share a story that is the evolution of watchmaking from its start to nowadays, going through each step and era of the process. The story will be transmitted through the music, the fireworks and its effects. The music will truly set the tone and take the spectator on a one-hour journey through the watchmaking history.”

B-ROLL OF FIREWORKS PREPARATIONS

GENEVA, SWITZERLAND (AUGUST 6&9, 2014) (ACTUA PR – ACCESS ALL)

21. VARIOUS OF PIERRE-ALAIN BERETTA WALKING ON PEER

22. BERETTA CHECKING THE BIG 300MM BOMBS

23. BERETTA EXPLAINING THE 300MM BOMBS
24. MORE OF 300MM BOMBS
25. MEN PREPARING WIRES
26. MORE OF BERETTA CHECKING FIREWORKS
27. VARIOUS OF PEOPLE PREPARING FIREWORKS
28. MAN ATTACHING THE WIRES
29. MORE OF PEOPLE WORKING ON FIREWORKS
30. FIREWORKS ON RAFTS WITH JET D'EAU IN BACKGROUND
31. MORE OF PEOPLE WORKING
32. PREPARED FIREWORKS
33. VARIOUS OF RAFTS WITH FIREWORKS LEAVING IN CENTRE OF LAKE

HIGHLIGHTS OF GENEVA FESTIVAL

GENEVA, SWITZERLAND (AUGUST 1-10, 2014) (ACTUA PR – ACCESS ALL)

34. GENEVA LAKE WITH JET D'EAU
35. BOAT ARRIVING
36. WHEEL READING "VIVE GENEVE, WELCOME"
37. VARIOUS OF PEOPLE AT GENEVA FESTIVAL
38. VARIOUS OF IRON MAN JETPACK
39. VARIOUS OF LUMINARIUM EXPOSITION
40. WHEEL TURNING
41. BAND PERFORMING ON SHORE OF LAKE GENEVA
42. GENEVA SHORES IN SUNSET LIGHT

STORY: Known as one of the best displays of fireworks in the world, the breath-taking 60-minute Geneva Festival show took place on Saturday (August 9).

More than half a million people came to admire this must see display of fireworks in Geneva, Switzerland, that first took place in 1947. If last years amazing show rated as one of the biggest, this time around the organizers have challenged themselves by setting the bar even higher.

"This year having a sponsor allows us to push the fireworks to its maximum by shooting more than 50 bombes of 300 millimeters. This is something seen rarely around the world and almost never in Europe," said creative director and responsible for the Geneva fireworks, Pierre-Alain Beretta.

Aiming for something the world has never seen before, the show themed "Man and Time" provided powerful and unique experience. Making the fireworks a real spectacle were rarely used big caliber bombs, weighting more then 18 kilograms each and placed in boxes of sand for security reasons. Their sheer power has sent them 300 meters high, exploding high above the Geneva harbor to create once in a lifetime experience for the people watching.

"People around the Geneva shores will be under the fireworks because the bomb will explode further, larger than just Geneva shores. We will actually be under the stars, even under a rain of stars," Beretta said.

2-time World Champion who has been in charge of the spectacle for over 15 years now, has also changed the composition of the fireworks this year, placing it in circle rather then triangle to allow everyone to see it exactly the same way from any side of the shore.

More than 20'000 different pieces, of different sizes, were sent in the sky during the 2014 spectacle.

“As every year we have an ambition. We want our spectators to be carried along but in a fun way. We share a story that is the evolution of watchmaking from its start to nowadays, going through each step and era of the process. The story will be transmitted through the music, the fireworks and its effects,” Beretta explained.

The master of fireworks grew up admiring the show and dreamt of one day creating his own fireworks. Nowadays, Beretta leads a team of 35 people who starts masterminding the show 11 months in advance.

Fireworks are an annual spectacle that ends a month of summer festivities in the city, called “Fetes de Geneve”.

Geneva Festival is Switzerland’s most important tourist and festive event of the year and welcomes nearly 2 million visitors.

The festival ends on Sunday (August 10). During the festival visitors were able to enjoy more than 150 free concerts on 4 different stages, different attractions in Funfair set by the lake, as well as international cuisine.

One of the attractions this year was also Luminarium, a sculpture designed by Alan Parkinson that has so far been visited by more than 2 million people in 40 different countries.

The Geneva Festival first took place in 1923 called Flower Festival, before officially becoming “Fetes de Geneve” in 1947.