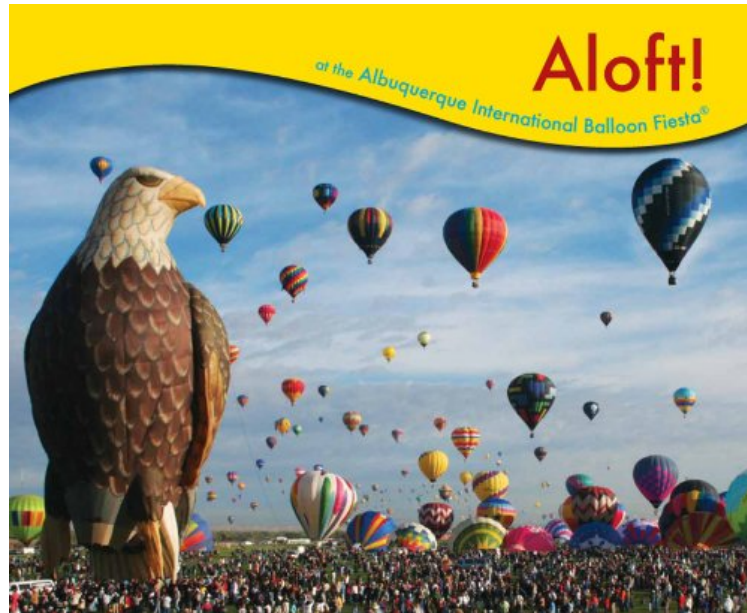


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Aloft! at the Albuquerque International Balloon Fiesta

Douglas M. Heller

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Douglas M. Heller : Aloft! at the Albuquerque International Balloon Fiesta before purchasing it in order to gauge whether or not it would be worth my time, and all praised Aloft! at the Albuquerque International Balloon Fiesta:

0 of 0 people found the following review helpful. A great tribute to a great New Mexico event By Robert C Ross Thirty five years ago my wife and I spent a wonderful ten days driving through New Mexico, making a gigantic loop from Denver through the northern part of the state, and ending, with a bit of sadness, with only one more full day of touring, on the outskirts of Albuquerque. We woke up around six a.m., opened the shades, and were amazed to see dozens of beautiful balloons, some aloft, some about to take off, some just beginning to fill with hot air. It was an enchanting sight, and we spent the rest of the day talking with enthusiasts, enjoying a balloon ride, amazed that there was no feeling of wind (we were traveling at the same speed as the wind, of course), and truly believing we were in "The Land of Enchantment". This stunning picture book captures over 100 images and discusses "all key aspects of the event.... from the breathtaking early-morning mass ascensions to the special shape rodeos, balloon glows and flying competitions. The book also offers insight into the history and fundamentals of ballooning." Wonderful. Robert C. Ross July 2012 0 of 0 people found the following review helpful. A wonderful tribute to a New Mexico institution By Robert C Ross Thirty five years ago my wife and I spent a wonderful ten days driving through New Mexico, making a gigantic loop from Denver through the northern part of the state, and ending, with a bit of sadness, with only one more full day of touring, on the outskirts of Albuquerque. We woke up around six a.m., opened the shades, and were amazed to see dozens of beautiful balloons, some aloft, some about to take off, some just beginning to fill with hot air. It was an enchanting sight, and we spent the rest of the day talking with enthusiasts, enjoying a balloon ride, amazed that there was no feeling of wind (we were traveling at the same speed as the wind, of course), and truly believing we were in "The Land of Enchantment". This stunning picture book captures over 100 images and discusses "all key aspects of the event.... from the breathtaking early-morning mass ascensions to the special shape rodeos, balloon glows and

flying competitions. The book also offers insight into the history and fundamentals of ballooning."Wonderful.Robert C. RossJuly 2012

Aloft! at the Albuquerque International Balloon Fiesta is a celebration of Balloon Fiesta's 40 years and ballooning itself. This photographic Coffee Table book provides a visceral and visual overview of Balloon Fiesta, as well as insight into the history and nomenclature of the sport. Young or old, Aloft! preserves all the delightful memories for those fortunate enough to have attended the event, and serve as a wonderful gift for those people yet to experience the world's greatest ballooning extravaganza.

So your non-ballooning friends and family just don't get this obsession you have with Albuquerque in October and this thing called Balloon Fiesta? What they need is a primer (a book of elementary principles) and here it is! Aloft! comes along just in time for the 40th Balloon Fiesta but it would be just as timely 10 years ago or 10 years from now. What's not basic about Aloft! are the lavish illustrations. In many cases the color is so rich and the image so powerful you feel you could walk right into it. --Ballooning - Journal of the Balloon Federation of America [September - October 2011]Aloft! at the Albuquerque International Balloon Fiesta is an informative, photo-and fact-packed guide to one of the most popular annual events in New Mexico. Santa Fe-based Douglas M. Heller and Bobbi Valentine cover just about everything you might be curious about when it comes to the Balloon Fiesta. If you've ever enjoyed Balloon Fiesta, you're going to like Aloft! You might even want to carry it along on your predawn trip to Balloon Fiesta Park. --Su Casa Magazine [Autumn 2011]Uniquely, the story is told from a spectator's perspective rather than from a balloon pilot's viewpoint. While Balloon Fiesta is touted as the most photographed event in the world, few spectators have the opportunity to capture it from the air. This photographic coffee table book is filled with an array of visually stimulating images and an entertaining and informative narrative. It provides a visceral and visual overview of Balloon Fiesta, as well as insight into the history and nomenclature of the sport. Aloft! preserves delightful memories for those people fortunate enough to have attended the event. It also serves as a wonderful gift for those who have yet to experience the world's greatest ballooning extravaganza. --Santa Fe Oneheart Magazine [September 15 - October 15, 2011]About the AuthorDouglas Heller received his BFA degree in Interior Design with a minor in Photography from California College of Arts and Crafts in 1972. After working in the industry for several years, he became a partner in LA Design Studio, an award-winning commercial interior design firm in Los Angeles. In 1985 he joined the Omni Group Inc., a national architectural planning firm as a partner. The company specialized in long range master planning and architectural programming for Federal, State, County, and City projects throughout the country. In 1996 he joined Bobbi Valentine as a partner in Zia Film Distribution, a worldwide distributor of independent programming.