

## Media Release

### “The future of music in view”

#### Lucerne Festival Presents Its Updated 2021 Summer Program

**With new projects at Easter, in May, and in November, as well as a new visual look, Lucerne Festival is embarking on its next era**

*Lucerne, 5 May 2021.* Lucerne Festival today unveiled the program for its upcoming Summer Festival, from 10 August to 12 September. It has been adapted to the current coronavirus situation. The Summer Festival’s diverse range of events featuring international stars, orchestras, and ensembles will take place with lineups that to some extent are smaller than those originally planned. A total of around 87 symphony and chamber concerts will be offered, as well as recitals, various children’s and family concerts, and much more. Tickets to the events go on sale starting on 17 May, with a maximum hall occupancy of 1,000 concertgoers permitted in the KKL Luzern Concert Hall.

Executive and Artistic Director Michael Haefliger presented additional groundbreaking projects as part of a new Festival strategy that will focus on categories titled “Symphony,” “Contemporary,” and “Music for Future.” The central Summer Festival will in future be complemented in the fall by “Lucerne Festival Forward!”, which will be artistically and conceptually designed by musicians of the newly conceived Lucerne Festival Contemporary Orchestra (LFCO). This orchestra of excellence for contemporary music comprises current and former students of the Lucerne Festival Academy. Starting in 2022, the Lucerne Festival Orchestra will embark on an annual spring residency featuring two symphonic programs, and in May 2023 the first edition of a three-day piano festival curated by pianist Igor Levit will be introduced. Programmatically, this fourth festival will, with other topics, bridge the gap between classical music and jazz.

These artistic innovations go hand-in-hand with a new visual look that was developed over the past few months with the MetaDesign agency and will characterize how the Festival appears in all future print and online publications.

“The coronavirus is putting the Festival, like all other presenters, to a tough test,” explains **Markus Hongler**, Chairman of the Lucerne Festival Foundation Board. “But at Lucerne Festival, we have viewed the crisis as an opportunity and used the time to sharpen our strategic profile for the future, to show our colors with a new look, and to position ourselves optimally with new concepts.” Adds **Michael Haefliger**: “Through this strategy we are emphasizing that we are determined to continue developing as one of the leading international classical music festivals. Whether tradition versus innovation, local roots versus digital offerings – it is this positive ambiguity that defines and drives Lucerne Festival. We always have the future of music in mind and look forward to what is coming!”

#### **What the 2021 Summer Festival Will Be: A Return to Multifaceted Live Experience**

After a long period of having to forego them, the upcoming Summer Festival program will once again offer live concert experiences with the most acclaimed symphony orchestras, international stars, and up-and-coming talents – all while following protective measures that ensure the health of the performers and of the audience, in view of the current development of the coronavirus situation. In order to comply with the KKL Luzern’s health protection plan and the requirements of the Swiss federal government and of the canton, Lucerne Festival in recent weeks has redesigned its artistic program to accommodate the general conditions. For concerts in the KKL Luzern’s Concert Hall, a maximum of 1,000 tickets will be available for purchase and all events will be held without intermission.

## **The New Projects: Curtain Up for a New Era with Four Festivals**

“Lucerne Festival Forward!” will emphasize new, innovative developments in the field of contemporary music each November. Both artistically and programmatically, it will be defined by members of the Lucerne Festival Contemporary Orchestra (LFCO). The Festival will moreover actively involve the public in the planning process through its digital communication channels. This newly conceived Festival orchestra for the music of our time comprises members of the international Academy network. The KKL Luzern serves as the Festival headquarters, but “Lucerne Festival Forward!” will perform throughout the city, involving all age groups, and will offer unusual concert formats and integrate new technologies. The inaugural “Lucerne Festival Forward!” will be held from 19 to 21 November 2021. More details on the public development process for the program, which will be announced before the Summer Festival, will follow at the end of May. Starting in 2022, the Lucerne Festival Orchestra will open the Festival year annually on the weekend before Easter, under the direction of its music director Riccardo Chailly. A Mendelssohn Festival is planned for the first two years, coupling all of the composer's symphonies with music by his contemporaries Wagner, Schubert, and Berlioz, as well as his role model Johann Sebastian Bach. Following the great success of his Beethoven cycle at Lucerne Festival, pianist Igor Levit will curate a new piano festival. Beginning in 2023, he will present a long weekend each May in which he himself will not only perform but also introduce artist friends and ensembles from other musical genres.

## **Lucerne Festival's New Look: Inspiration through Contrasts**

At Lucerne Festival, young talent encounters established stars, tradition meets innovation, live concerts are presented alongside digital offerings, and Central Switzerland joins up with the wider world. The creative tension that emerges from this is a basic idea for the new brand identity, which was developed by MetaDesign. It is visually realized through juxtapositions: two colors, two images, and even the words Lucerne and Festival collide. From the logo through the imagery and the powerful colors to the signature font – the new visual look symbolizes the inspiring dialectic of opposites that opens new horizons.

## **New Festival Structure: The Three Categories**

Lucerne Festival highlights its central offerings through its definitions of the three categories. “**Symphony**” presents the world's most renowned symphony orchestras. These can be experienced every day during the Festival in the Salle blanche of the KKL Lucerne Lucerne, thus transforming the Festival into a unique summit meeting of orchestras. The opening phase of the Summer Festival features performances by the Lucerne Festival Orchestra, followed each year by the Berlin and Vienna Philharmonic Orchestras, the Royal Concertgebouworkest, and numerous other top orchestras. In addition, classical music stars from all over the world can be experienced, including, in 2021, such figures as Cecilia Bartoli, Anne-Sophie Mutter, and Yuja Wang.

The “**Contemporary**” category involves the Festival's commitment to contemporary music, with the Lucerne Festival Academy forming its core. Current and former students of the Lucerne Festival Academy form the newly founded Lucerne Festival Contemporary Orchestra (LFCO), which focuses on contemporary repertoire as well as modern classics both during the Festival and in guest performances abroad. In addition, the position of composer-in-residence is part of the Contemporary division.

“**Music For Future**” shows that Lucerne Festival is committed to the generation of tomorrow: to the future stars and orchestral musicians on the concert stage as well as the young audience listening to them in the hall: children, young people, and families. This includes the long-standing "Debut" series,

# LUCERNE FESTIVAL

the varied family and children's concerts, school projects, and such major sponsorship prizes as the Credit Suisse Young Artist Award.

Online sales for the 2021 Summer Festival start on 17 May 2021 at 12.00 p.m. (Lucerne time)

Link to the summer press releases: [lucernefestival.ch/en/press/media-releases](https://lucernefestival.ch/en/press/media-releases)

Link to press photo download: [lucernefestival.ch/en/press/photos](https://lucernefestival.ch/en/press/photos)

Link to the video of the festival presentation 2021: [youtube.com/watch?v=M2M50uv\\_zVY](https://youtube.com/watch?v=M2M50uv_zVY)

## **Contacts for Press and Public Relations**

Nina Steinhart, Director of Public Relations | [n.steinhart@lucernefestival.ch](mailto:n.steinhart@lucernefestival.ch) | t +41 (0)41 226 44 43

Katharina Schillen | [k.schillen@lucernefestival.ch](mailto:k.schillen@lucernefestival.ch) | t +41 (0)41 226 44 59