

Media Release

FOR A SUSTAINABLE FUTURE!

Lucerne Festival is continuing to expand its commitment to sustainability. Together with Zurich Insurance Company Ltd*, the Festival is launching a long-term initiative that will unfold in several steps. Today brings the launch of the new “Musicians for Future” project.

Lucerne/Zurich, 27 July 2021. For more than 20 years, Lucerne Festival has been committed to sustainability: for the coming generation of artists, for tomorrow’s audiences, for contemporary music, for diversity, and for social engagement in music. Lucerne Festival now plans to consciously develop this important focus on a variety of levels and to include the area of climate action as part of this commitment. Today, together with Zurich, the Festival launches the “Musicians for Future” project. This marks the beginning of a long-term initiative. Through panel discussions during the Summer Festival, digital content, and a dedicated website of its own, “Musicians for Future” will draw attention to the topic of sustainability and encourage discussions. Committed musicians such as Igor Levit, Patricia Kopatchinskaja, Reto Bieri, and Johanna Malangré are ambassadors for this campaign. The focus is on current social, cultural-political, and ecological topics. As another important measure this summer, Zurich will dedicate one tree for every person who attends the concerts on 11 August featuring the Swiss Youth Symphony Orchestra and on 24 August with the Lucerne Festival Orchestra as part of its “Zurich Forest” initiative, which is a commitment by the company to replenish the Atlantic Forest in Brazil. These steps will be complemented by a CO2 analysis: the myclimate Foundation will produce a profile of the Festival’s CO2 footprint by mid-2022. On the basis of this profile, a long-term climate action strategy will be planned and implemented for the Festival.

“Sustainable issues such as supporting the next generation and contemporary music have always been a top priority for Lucerne Festival,” explains Executive and Artistic Director Michael Haefliger. “Now it’s time to think these issues through further and to launch new actions in the area of climate protection as well – for a better future! We are grateful to have Zurich as a strong partner at our side. Together, we see ourselves as having a responsibility and are joining forces and resources to get involved, to motivate and inspire. I am very much looking forward to implementing many exciting ideas.”

Michel Liès, Chairman of the Board of Directors of Zurich Insurance Group, said: “The focus on sustainable impact has linked our two organizations for many years, and we are proud to jointly launch the ‘Musicians for Future’ project. Music brings people of different generations, cultures, and backgrounds together. This ability to unify is likely to be even more important in the future if we are to successfully address upcoming social and environmental challenges.”

“Musicians for Future”: Now The New Generation of Musicians Has Its Says

The activities surrounding “Musicians for Future” address the issues of the environment, diversity, and education. And what is ultimately more sustainable than music? Prominent artists such as Igor Levit and Patricia Kopatchinskaja are championing the campaign. Complete background information along with short films related to it can be found on the campaign’s website:

lucernefestival.ch/en/musiciansforfuture. Two panel discussions, “Musicians for Future Talks,” are scheduled during the Summer Festival. The first talk, titled “How Sustainable Is Music?” will take place on 11 August. SRF’s Olivia Röllin will moderate the discussion with the artist Georg Steinmann, 20-year-old violinist and member of the Swiss Youth Sinfonia Orchestra Shirin de Viragh, and the neuropsychologist Lutz Jäncke.

* Zurich

Stiftung Lucerne Festival

Hirschmattstrasse 13
P.O. Box
CH-6002 Luzern

T +41(0)41 226 44 00
info@lucernefestival.ch
lucernefestival.ch

In the second talk on 23 August, titled “Creating the Future: On the Courage to Shape Change,” the philosopher Barbara Bleisch will moderate the expert panel featuring the violinist Patricia Kopatchinskaja, the clarinetist Reto Bieri, the conductor Johanna Malangré, and the sociologist Harald Welzer.

Lucerne Festival Supports the “Zurich Forest” Project: One Tree per Concertgoer!

In addition to “Musicians for Future,” Lucerne Festival is also supporting the “Zurich Forest” Project this summer. The Project was launched by Zurich in collaboration with Instituto Terra, a non-profit organization founded in 1998 by Lélia and Sebastião Salgado in Brazil. For each person who attends the concerts on 11 August featuring the Swiss Youth Symphony Orchestra and on 24 August with the Lucerne Festival Orchestra, Zurich will dedicate a new tree in the Doce River Valley in Brazil, a former biodiversity hotspot. Because of deforestation and other human activities, only 7% of the original Atlantic Forest remains intact. The project pursues reforestation as an effective tool to combat climate change. It promotes plant and animal diversity and thereby also supports local communities. The “Zurich Forest” Project thus helps to rebuild a key area for biodiversity and raises awareness of the plight of the so-called “other Brazilian rainforest.”

Other Efforts Related to Sustainability at Lucerne Festival

Supporting Young, Highly Talented Musicians and Music Education

Lucerne Festival gathers all of its projects tailored for the generation of tomorrow in the “Music for Future” category. This entails not only all those who will be performing on concert stages as soloists or in orchestras in the future, but also the young audiences in attendance to listen to them: children, youths, and families. The category includes concerts by youth orchestras and young stars of tomorrow in the Debut series, family and children’s concerts for younger visitors, and concerts in schools around Lucerne, such as those that the Berlin Philharmonic will give in 2021. Among the internationally prestigious awards supporting young musicians are the Credit Suisse Young Artist Award, the Prix Credit Suisse Jeunes Solistes, and the Fritz-Gerber-Award. In alternating years, two young composers receive commissions from the Academy in the form of the Roche Young Commissions.

Through the “40min” series, Lucerne Festival offers a successful series of 8 to 10 free events every summer with Zurich as partner. The series is aimed at a broad audience from young to old, with Festival artists and orchestras presenting and hosting highlights from specific concert areas. In this way, the series offers a new approach to classical music and the Festival programming. Through Young Performance between 2014 and 2018, Lucerne Festival realized specially produced, innovative family formats with musicians from the Academy network which toured throughout Switzerland. In 2014, the Young Performance production “HEROICA” won the prestigious Young Ears Award.

Promoting Contemporary Music

Founded in 2004 by Pierre Boulez and Michael Haefliger, the Lucerne Festival Academy brings some 100 young musicians, composers, and conductors to Lucerne every summer, where they work with internationally renowned personalities to rehearse and perform contemporary scores and modern classics. The composer Wolfgang Rihm has been the Academy’s Artistic Director since 2016. The Academy has developed through the years into a network of more than 1,200 artists. The newly established Lucerne Festival Contemporary Orchestra (LFCO) comprises members from this network and is the Festival’s new orchestra of excellence for contemporary music. During the past 20 years, the Festival has staged more than 250 world premieres, 155 of which were commissioned works. Composers-in-residence, such as this summer’s Rebecca Saunders, make a significant contribution

to the programming. Starting in the fall of 2021, Lucerne Festival Forward will also present a brief festival devoted exclusively to contemporary music.

Promoting Diversity and Social Engagement

For many years, the Summer Festival has offered an important platform for projects and orchestras that have a background of social commitment and pursue it in their work, including the West-Eastern Divan Orchestra, the Orquesta Simon Bolivar, and the Music Camp in cooperation with Superar Suisse. Through its theme of “PrimaDonna” in 2016, Lucerne Festival launched the international discussion on the role of women in the conducting profession and welcomed 14 female conductors to the Festival. This summer, such young female stars as Mirga Gražinytė-Tyla, Lin Liao, and Johanna Malangré will again ascend the orchestra podium. In 2017, as part of the theme of “Identity,” the Festival collaborated with the German organization “Zuflucht Kultur” to present a semi-staged performance of Mozart’s “Idomeneo” that featured refugees from a wide range of nations.

lucernefestival.ch/en/sustainability

lucernefestival.ch/en/musiciansforfuture

zurich.com/en/sustainability

zurich.com/en/about-us/sponsorship/zurich-forest

Zurich Insurance Company Ltd - Main Sponsor, Partner “40min” and Founding Partner Music for Future

Contacts for Press and Public Relations

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

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