

HSBC  Private Bank presents

MENUHIN FESTIVAL GSTAAD

PRESS RELEASE

The Menuhin Festival Gstaad in brief

Key Figures & Programme Pillars

Key Figures (basis: 2009/2010)

- Founded in 1957 by Lord Yehudi Menuhin, the violinist of the century (1916–1999)
- Some 50 events from mid-July to the beginning of September
- Works from the classical repertoire (baroque, classical, and romantic periods up to contemporary classics)
- 20'000 visitors, 70% of which regular visitors (two or more visits to the Festival)
- Attendance capacity: 72%
- Attendance composition: approximately 75% Swiss visitors
- Concert locations: Saanen Church (800 people), Festival Tent (1830 people), other churches in the region (100-400 people)
- Budget: 3.9 million Swiss francs, approximately 5% from public funding
- Some 10 full time positions and more than 100 volunteers
- Approximately 5'000 room-nights booked directly through the festival, approximately 50'000 room-nights per year in connection with the festival
- Direct net benefits for the Gstaad-Saanenland region: 9 – 11 million Swiss francs

Programme Pillars

- **Classical** – Chamber Music Festival
- **Festive** – Orchestra Concerts / Opera
- **Experimental** – Today's Music
- **Extra Music:** Concerts at unusual locations (for example, alpine huts, mountain railway stations), public rehearsals, orchestra week, master classes
- • **Play @ Menuhin Festival Gstaad** – orchestra weeks for young and amateur musicians
- • **Gstaad Vocal Academy** – public master class for vocalists with Prof. Silvana Bazzoni Bartli and Cecilia Bartoli
- • **Gstaad Piano Academy** – public master class for pianists with András Schiff
- **Gstaad Festival Orchestra** – Symphony orchestra initiated by the Menuhin Festival Gstaad with the goal of creating exceptional programmes and projects. After each programme premiere in Gstaad the orchestra performs at international locations and thus as an ambassador for the festival as well as for the region of Gstaad. Conductors: Maxim Vengerov (principal conductor) and Kristjan Järvi.