

HSBC  Private Bank presents

# MENUHIN FESTIVAL GSTAAD

## PRESS RELEASE

### The Menuhin Festival thanks its sponsors

The Menuhin Festival Gstaad would like to thank its sponsors and partners for their invaluable support. Here the latest news from the HSBC Private Bank (Suisse) SA, Armin Strom and the Grand Hotel Bellevue:

#### • HSBC Private Bank (Suisse) SA – Principal Sponsor

**A symphony of connections** \* \* \* For seven years HSBC Private Bank (Suisse) SA has supported the Menuhin Festival Gstaad as its principal sponsor, accompanying the festival's development and contributing to the realization of founder Lord Yehudi Menuhin's musical philosophy. Celebrated musician, teacher and humanist, Lord Menuhin strove to abolish the borders between different musical styles in order to offer innovative programmes on the highest level with international stature but intimate in form. Swiss and international at the same time, innovative and traditional, the festival's image coincides perfectly with that of HSBC Private Bank (Suisse) SA. HSBC Private Bank (Suisse) SA is part of HSBC Private Bank, the international private banking division of the HSBC Group. HSBC Private Bank provides private banking and trustee services for high net worth individuals and their families through 96 locations in some 43 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa, employing over 6,700 professionals worldwide. [www.hsbcprivatebank.com](http://www.hsbcprivatebank.com)

#### • Armin Strom – Sponsor

**Exclusive Watches from Bern at the Menuhin Festival** \* \* \* The Menuhin Festival in Gstaad is a Bernese event with international character. And watch manufacturer Armin Strom is home in the Canton of Bern and well known around the world for exclusive timepieces of the highest standards. A watch from Armin Strom unites authentic tradition with an innovative style of watchmaking in unique works of art. The partnership with the Menuhin Festival Gstaad in 2010 will serve as a platform for the creative work of the watch manufacturer. Let yourself be dazzled by Armin Strom in the festival lounge, immerse yourself in his world shaped by passion. Take advantage of this rare opportunity and observe the watchmaker at work. The precision and craftsmanship of the individual elements and the concinnity of the clockworks fascinate and tangible symbol for the manufacturer's authenticity. The skeletonizing of watch movements, for example, is deeply rooted in the brand's origins. You can discover all of this and more in the festival tent this year. The team from Armin Strom will be on location at the festival and is looking forward to presenting its newest creations. The collection includes handcrafted skeleton watches that fascinate anew with every examination. One can quickly forget that one is checking the time. As a fully independent manufacturer we are particularly proud to exhibit our first individual watch movement for festival visitors. The magic of a conductor inspiring his orchestra to new heights with an almost palpable force has great similarity to a master watchmaker inspiring and motivating his watchmakers to such a degree that truly remarkable creations arise. We are looking forward to enjoying enchanting concerts together with you this summer! [www.arminstrom.ch](http://www.arminstrom.ch)

• **Grand Hotel Bellevue Gstaad – Sponsor**

**The pinnacle of luxury** \* \* \* The Grand Hotel Bellevue in Gstaad has given a touch of youth to the glamour of the legendary ski resort. At the hotel, a sponsor of the Menuhin Festival Gstaad, grandeur comes face to face with cool design, alpine panoramas with Zen ambience and culture with nature. Culinary delights in a class of their own await our guests. The emphasis in the Restaurant Coelho is on traditional brasserie fare, haute cuisine is celebrated at our gourmet temple, the Restaurant Prado. If you're keen to know more about the treasures in our wine cellar, you can take part in a wine tasting event in our romantic Carnotzet. Guests meet in the Bellevue Bar for preprandial drinks and make themselves comfortable in black Le Corbusier armchairs to enjoy some piano music as they wait for a delicious dinner. At the Asian-style Bellevue Spa covering more than 2,500 sq.m., you'll find an aromatic steam bath, a Finnish sauna with outdoor area and a salt and ice grotto for total relaxation. Let your creative thoughts flow in an inspiring environment. The rooms, all flooded with light, are the perfect venue for small, exclusive groups of senior executives of national or international corporations. And can anything be more delightful than taking your breaks on the terrace and enjoying the view of Gstaad's mountains? By now you should at least have guessed the meaning of the hotel's logo: "return". Those who experience genuine hospitality under this sign will return time and again, so the saying goes. [www.bellevue-gstaad.com](http://www.bellevue-gstaad.com)