



verbierfestival

## MEDIA RELEASE

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### **THE VERBIER FESTIVAL FOUNDATION APPOINTS HERVÉ BOISSIÈRE CO-CEO ALONGSIDE MARTIN T:SON ENGSTROEM, FOUNDER OF THE VERBIER FESTIVAL**

**February 15, 2024 — Verbier (Switzerland)** — The Verbier Festival Foundation today announces the appointment of Hervé Boissière as Co-CEO alongside the event's Founder, Martin T:son Engstroem. Boissière will take up his post on April 15, 2024. The Foundation also announces that it is saying farewell to Câline Yamakawa, who, after 18 years with the Foundation and more than six years as COO, announced in January that she would be moving on in May to pursue new professional projects.

Founder of medici.tv, the global leader in classical music video streaming, Hervé Boissière is a passionate ambassador for music and a seasoned entrepreneur. Since creating medici.tv at the Verbier Festival in 2007, and subsequently serving as its CEO, Boissière has also served as Executive Director of the Mezzo television channel and Director of the EuroArts production company based in Berlin. Previously, Boissière held various senior management positions at Warner Classics and naïve. Boissière will now devote himself exclusively to the Verbier Festival.

"Through his work of filming, broadcasting, and promoting hundreds of concerts, Hervé Boissière has played an active role with the Verbier Festival since 2007," remarks Martin Engstroem. "Together we have created an opportunity for artists performing in Verbier to be seen by millions of viewers all over the world. Welcoming Hervé as Co-CEO within our organisation will mean both continuity and growth for the future. We are both up for the challenges ahead and are inspired by the Verbier Festival's incredible potential."

Peter Brabeck-Letmathe, Chairman of the Foundation Board adds: "We are delighted to welcome Hervé Boissière to the Verbier Festival family. His appointment is a new important step in our efforts to ensure the long-term future of our organisation. Hervé has been closely involved in the growth of the Verbier Festival since 2007 and has developed strong ties to the Verbier community. As Co-CEO, his experience as an entrepreneur will also be very useful for our next major project, the construction of a cultural centre in Verbier."

Hervé Boissière remarks: "What the Verbier Festival has achieved over the last 30 years is truly exceptional. Thanks to Martin's boundless vision, this Festival is an international reference, a symbol of artistic and educative excellence, generosity, and responsibility in the face of the challenges of our time. Its values are my own, and I'm very honoured to be joining Peter, Martin and the wonderful team I have known since 2007 when I founded medici.tv in Verbier. We have some great opportunities for

development ahead of us. I look forward to joining all our artists, colleagues, partners, friends and public in beautiful Valais to continue writing the magical story of the Verbier Festival."

Peter Brabeck-Letmathe and Martin T:son Engstroem add: "We thank C line Yamakawa for everything she has contributed over the last few years, both professionally and on a personal level. She has importantly strengthened relations between the Festival and local community leaders, and her tireless work and operational management have enabled us to put in place the processes needed to institutionalise the organisation and strengthen its foundation to ensure its future."

C line Yamakawa remarks: "My ambition was to bring the Festival to its 30th edition. It was a success, and I'm happy and proud to have been part of this extraordinary collective adventure in the service of music, Verbier and the Commune of Val de Bagnes, which is so close to my heart. I'd like to thank the Foundation Board, Martin, the Friends of the Verbier Festival and all the staff and volunteers who make this Festival so strong, for the trust they have placed in me."

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The **Verbier Festival** is a classical music festival that encourages sharing between great musicians and young aspiring artists from around the world. It is committed to excellence in music performance and education through its highly respected artistic programme, Academy and community engagement programmes. The next edition of the Verbier Festival will take place July 18 to August 4, 2024 in Verbier (Switzerland). The Festival is made possible with the generous support of its many private and public supporters, including Aline Foriel-Destezet, the Association of The Friends of the Verbier Festival, the Festival's Chairman's Circle, the Commune of Val de Bagnes, and the Festival's Principal Sponsors, Reyl Bank & Cie and SICPA.

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