

## Review of the year 2023 Serge Rachmaninoff Foundation, February 2024

*"The absolute hearing for the future" (FAZ, September 8, 2023)*

**Goals and Vision:** The Serge Rachmaninoff Foundation is committed to the following long-term goals in partnership with Rachmaninoff's Villa Senar

- Preservation of the cultural heritage and dissemination of Rachmaninoff's work
- Cultural revitalization of the site and enabling public access to the property: Stimulating and implementing innovative artistic and artist-mediated formats
- Maintaining and continuously expanding a strong network of partners and supporters - regionally, nationally and internationally

**Special features 2023:** A milestone for the Serge Rachmaninoff Foundation and the Canton of Lucerne: 2023 marked the 150th anniversary of Sergei Rachmaninoff's birth worldwide. Rachmaninoff's Villa Senar has been open to the public since April 1, 2023. The Serge Rachmaninoff Foundation has shaped the opening of Villa Senar, established a positioning and curated a cultural program. The task resembled a "start-up" and a great deal of commitment was shown by everyone involved. We tackled the task at full speed, implemented it strategically and practically and managed the opening and the reopening.

**Public-private partnership:** The Serge Rachmaninoff Foundation was responsible for the entire programme from its own funds in 2023 and is an entrepreneurial, non-subsidized cultural enterprise. Together with the Canton of Lucerne, owner of the property since April 2022, a partnership has been established and the basis for the future has been laid.

### Personnel

Salome Rüttimann had a 20% position as Managing Assistance in 2023.

Andrea Loetscher employed 80% as Managing & Artistic Director as of January 2023, employed 100% in the same position as of June 2023. In total, the project was implemented with 120 full-time equivalents and a dedicated Board of Trustees and volunteers. The Board of Trustees works entirely on a voluntary basis.

### Meetings

The 3rd meeting of the Board of Trustees took place

Meeting Committee of the Board of Trustees met regularly

3 steering group meetings have taken place

In general, there has been a regular exchange between the committees

**Thanks to the commitment of foundations and donors,** it will also be possible in the future to achieve a strategic positioning in the field of innovation, such as augmented reality/virtual reality or Rachmaninoff formats combined with literature, and thus give the go-ahead for contemporary and barrier-free cultural mediation for different target groups - on site and regardless of location.

**Formats and concerts:** 5 different fields were initiated in order to address different target groups: 1. children and youth promotion as well as cultural and music education, 2. digital formats and productions, 3. Star Senar recital, 4. regional, national and international partnerships, 5. private events

**Examples of events held on site:** Gänseblüemli in the rose garden family concert, world premieres with young composers, master classes, stars on Senar, public tours, projects with schools, fundraising and networking events, public concerts, semi-private tours, private events.

**Examples of satellite events and collaborations:** Exhibition "Rachmaninoff in Lucerne" at the Hans Erni Museum with a concert series in cooperation with the Lucerne School of Music, Happy Birthday Concert with Yuja Wang at the KKL Lucerne in cooperation with the Lucerne Festival, productions at the Orchesterhaus with the Lucerne Symphony Orchestra, concerts in museums/private homes/events on Rachmaninoff externally, film productions/broadcasts, House of the Future and Lucerne School of Tourism "Island Dreams - the enhancement of the Hertenstein peninsula through sustainable tourism".

**People reached and media reach**

People reached on site approx. 2000, approx. 100 events

People reached at satellite events approx. 10,000

Website 52,000 page views (since relaunch in March 2023)

Newsletter 1475 Subscribers: in 6 newsletters in 2023 with a click rate of 75%

Instagram 2664 followers (increase of 50% since the start of 2023)

LinkedIn 100 followers: inside (creation of the profile May 2023)

Youtube 11,000 views, publication of 10 in-house productions

**Coverage in print media:** Luzerner Zeitung, WFMT Radio Station Chicago, Schweizer Radio und Fernsehen, Frankfurter Allgemeine Zeitung, Neue Zürcher Zeitung, NDR Hamburg, Bayerischer Rundfunk, die Welt, Tagesanzeiger, La Stampa, Podcasts, The Spectator, Washington Post, Music Journal Korea, BBC, WDR and others.

**Outlook 2024:** We rely on traditional and effective formats and develop new ones. Partnerships will be deepened. We focus on a vibrant culture and broad participation. The five fields described will be further cultivated and continuously optimized. **Outlook for strategic projects 2024/2025-2028:** Artist residencies - SENARADEN in the park - Rachmaninoff Echoes - Academic edition in German: interviews, letters and maps, on-site mediation projects.

At [www.rachmaninoff.ch](http://www.rachmaninoff.ch) you will find coverage, an archive of the 2023 events, the link to social media as well as news and events in 2024.