

Review of the year 2024 Serge Rachmaninoff Foundation, January 2025

"Pianists from all over the world are literally queuing up to realize projects with and in the Villa Senar. In a very short space of time - which was hardly to be expected on this scale - creative forces have been unleashed here." NZZ Feuilleton from 8.4.2024

Goals and vision: The real presence, the quality and authenticity of the location and content and the intensive time spent at Villa Senar make every visit unique and, in this sense, "exclusive", special and resonant for every visitor. The cultural and educational program is designed for broad cultural participation, seeks interfaces to the present and thus enables suitable, (fine, subtle), high-quality access for every target group.

Special features 2024: The success of the opening and anniversary year 2023 has been carried over into 2024. On-site encounters were at the heart of the Villa Senar educational and cultural center's strategy, formats were developed further and new things were initiated. The Serge Rachmaninoff Foundation has shaped the opening of the Villa Senar, established a positioning and curated and continued the cultural and educational program. The careful use of the modest resources has also been successful. This was achieved with a great deal of entrepreneurial skill and the right guidelines and partnerships. We are always building up, focusing on social, ecological and economic sustainability.

Public-private partnership: The Serge Rachmaninoff Foundation was responsible for the entire program in 2024 from its own funds and is an entrepreneurial, non-subsidized cultural enterprise. Together with the Canton of Lucerne, owner of the property since April 2022, a good and cooperative partnership has been achieved and the basis for the future has been laid.

Formats and concerts: 5 fields were specifically nurtured to appeal to different target groups and the need for publicity combined with traditional and innovative offers was thus met and expectations exceeded.

1. encounters on site: public concerts, guided public tours, private events
2. education: formats for children and youngsters
3. digital: digital formats and productions
4. science: publication of scientific texts
5. regional, national and international partnerships

Examples of events and formats: Gänseblüemli im Rosengarten family concert, world premieres with young composers, masterclasses, presentation of the Rachmaninoff Award in NYC, Rachmaninoff ECHOES - App, publication of the edition Rachmaninoff Speaks / Rachmaninoff in his own word, Stars on Senar, recordings with stars, recordings, film recordings, public tours, projects with schools, fundraising and networking events, public concerts, semi-private tours, private events.

Examples of satellite events and collaborations: Concerts in museums/private homes/events on Rachmaninoff externally, film productions/broadcasts, Haus der Zukunft and Lucerne University of Applied Sciences and Arts - Tourism "Inselträume - die Aufwertung der Halbinsel Hertenstein mittels nachhaltigem Tourismus", cooperation with the Lucerne Festival, the Lucerne Symphony Orchestra, the Young Concert Artists NYC, the Richard Wagner Museum, Lucerne University of Applied Sciences and Arts, Stattkino Luzern

People reached on site: People reached on site approx. 3000, approx. 100 events

- Masterclass 4
- Public guided tours (incl. LF) 20
- Public concerts, readings, public formats on site 20
- Open Sunday with brief insights, dice game, terrace café 12
- Private guided tours 16
- Private events 25
- Private events (network, MICE) 5
- PR: BBC USA 3 days
- CD production / recordings: 7 days in July
- FSR networking events
- Movie premieres
- Media visits

In addition, many spontaneous guided tours/requests on site

Media reach: People reached at satellite events/online nationally and internationally approx. 20,000

Website 45'000 page views
Newsletter 1929 Subscribers - 6 newsletters in 2024 with a click rate of 70%
Instagram 2983 followers:inside
LinkedIn 150 followers:inside
Youtube 30,000 views, publication of 20 in-house productions

Coverage in print media: Neue Luzerner Zeitung, Schweizer Radio und Fernsehen, Frankfurter Allgemeine Zeitung, Neue Zürcher Zeitung, NDR Hamburg, Die Bunte, El Pais, Bayerischer Rundfunk, die Welt, Tagesanzeiger, Podcasts, Music Journal Korea, North American Magazine, BBC, WDR, Das Orchester, Perlentaucher, La Gallérie Littéraire, Rheinische Post, Online Reviews and others.

Personnel: Andrea Loetscher was employed 100% as Managing & Artistic Director, Salome Rüttimann was employed 40% as Managing Assistant in 2024.

A total of 140% were employed by FSR in 2024.

The bookkeeping and the annual financial statements are managed on a voluntary basis by Ludwig von Mutius. The Board of Trustees works entirely on a voluntary basis. Rachmaninoff Experts / Freelancers / Volunteers

Meetings: 3 meetings of the Board of Trustees have taken place
Meeting Committee of the Board of Trustees met regularly
3 steering group meetings have taken place
In general, the FSR maintains a regular exchange between the committees.

Finances: The FSR is doing well, the current financial situation is stable and the budget has been adhered to. Funds are used sustainably and very economically.

Outlook 2025: We focus on a vibrant culture and broad public participation as well as traditional and effective formats and develop new ones. The five fields described above will be further cultivated.

Examples of projects in 2025: Rachmaninoff Echoes - Rachmaninoff's Villa Senar is made tangible by means of augmented reality using new media, masterclasses and collaboration with music schools in the Canton of Lucerne, Stars auf Senar with Francesco Piemontesi, Kiron Atom Tellian, prizewinner of the Geza Anda Music Competition, Lang Lang, Audio Guide for children made by children (Vitznau school class), public guided tours, private events.

Outlook for strategic projects 2025-2028: Artist residencies - SENARADEN in the park - Rachmaninoff Echoes - readings Rachmaninoff speaks - cooperation partner Museum Lucerne - part of the cantonal anniversary LU222 - networking with artists' houses around the world, performance of the 3 Rachmaninoff operas in collaboration with the Zurich Opera House, deepening friendships and partnerships in the USA and Asia.

Thanks to your support, we have succeeded in establishing a focus and strategic positioning in the area of broad cultural participation and cultural mediation.

"Rachmaninoff's estate establishes itself as a cultural center - The international success of Villa Senar in Lucerne is a unique opportunity for Switzerland" NZZ Feuilleton, 8.4.2024

At www.rachmaninoff.ch you will find the reporting, an archive of the 2023/2024 events, the link to the social media as well as news and events in 2025.