

Andrea Loetscher

Executive Director & Artistic Director · Serge Rachmaninoff Foundation (FSR) / Villa Senar

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PROFILE

Executive Director, Curator, Musician and Cultural Entrepreneur. Andrea Loetscher continues to develop Sergei Rachmaninoff's legacy as a living, forward-looking cosmos, leading the Serge Rachmaninoff Foundation artistically, operationally and entrepreneurially. She combines artistic excellence, pedagogy and outreach with strategic leadership, an international network and financial responsibility. Together with a strong, growing team, she is building and expanding Villa Senar as a unique place of origin and creation with regional roots and international reach.

POSITION & IMPACT

- Since 2022 Executive Director & Artistic Director of the FSR / Villa Senar.
- 2023 Opening of Villa Senar on the occasion of Sergei Rachmaninoff's 150th birthday.
- Building and leading a strong, growing team as well as the «Cosmos FSR», with five fields of activity: Encounters, Education & Outreach, Science & Research, Digital Formats & Productions, and Partnerships.
- Around 150 events per year; expansion of sustainable regional, national and international partnerships, as well as of the American Friends of the Rachmaninoff Foundation.
- Artistic drawing power: in 2026, among others, Anne-Sophie Mutter as well as Yo-Yo Ma with Alexander Melnikov; previously, among others, Lang Lang, Alexandre Kantorow (2025), Daniil Trifonov, Yuja Wang, Asmik Grigorian (2024)

SELECTED HIGHLIGHTS & RESONANCE

- FAZ, 10 September 2026: «Rachmaninoff Thought Into the Future» – Villa Senar is profiled as an international driving force for research and new music.
- New music & research: composition commissions and world premieres, including Jüri Reinvere; Alexander Raskatov's orchestration of the Corelli Variations, with its world premiere in 2027 in Washington and international follow-on performances.
- Documentary and film projects with SRF, PBS and ARTE, as well as building a worldwide network of donors, artists and partners.

VALUES & APPROACH

- Independence & integrity
- Creative drive & excellence
- Impact & responsibility (regional and international)

EDUCATION

- MA Music Pedagogy, MA Musical Performance, MA Specialized Musical Performance (Musikhochschule Basel / Zürcher Hochschule der Künste).
- MBA Marketing & Business Development, University of Basel; studies in Paris.

PEDAGOGY & LEADERSHIP

- Teaching and leadership experience, including as Director of the Musikschule Ennetbürgen.
- Experience in program development, quality management, communications and music outreach; lecturer at the Lucerne University of Applied Sciences and Arts.
- Committed to training leadership talent in the cultural sector.

ARTISTIC CAREER

- Soloist, chamber and orchestral musician (flute); international concert activity with leading orchestras and soloists.

CORE COMPETENCIES

- Curating & Programming
- Artistic and Entrepreneurial Leadership
- Education, Outreach & Talent Development
- International Network, Partnerships & Fundraising