

Serge Rachmaninoff Foundation, December 2025

## 2025 Year in Review: The Multidisciplinary Powerhouse in the Heart of Switzerland

*"For the great Sergei Vasilievich Rachmaninoff – Amazing house, amazing music making! LOVE, Lang Lang."*

Lang Lang, August 2025

### 1. About the Serge Rachmaninoff Foundation

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

- Preserving the cultural heritage and disseminating the work of Sergei Rachmaninoff
- Cultural revitalization of the site and enabling public access to the estate: stimulating and implementing innovative artistic and artistic-educational formats
- Maintaining and continuously expanding a strong network – regionally, nationally, and internationally

**Formats and fields** With its strategic focus on five primary fields, the cultural and educational center is designed for broad participation, providing suitable and high-quality access for various stakeholder groups.

1. On-site encounters: concerts, guided tours, events, education, art at Villa Senar
2. Education/masterclasses: promoting children and young people as well as cultural and music education
3. Projects with global appeal: recordings, virtual reality, documentaries, digital
4. Science: Publication of scientific texts
5. Partnerships: regional, national, and international

### 2. Highlights and formats for the 2025 season

**Regional/national** Participation in *the canton anniversary LU222* Walks, educational formats for families in cooperation with the canton of Lucerne, world premieres of *Miniatures pour Rachmaninoff* with young composers in cooperation with Prof. Dieter Ammann and the HSLU *Start of park opening* in cooperation with the Canton of Lucerne, guest service by Rachmaninoff experts at *the open terrace café*, various SRF/ArtTv film recordings, IG Musikstadt/Ark Nova Lucerne Festival cooperation, formats in co-production with the Richard Wagner Museum/City of Lucerne, exhibition at the Vitznau Regional Museum/Vitznau Library, audio guide for children made by children, *stories for Mr. Rachmaninoff* in cooperation with the Vitznau School

**International/USA** Rachmaninoff Echoes – augmented reality app, broadcast of the *documentary Rachmaninoff Revisited* in cooperation with Public Broadcast Studio (PBS/BBC USA, broadcast in the USA in 2025), release and award ceremony for the recording with Alexander Melnikov and Julia Lezhneva in cooperation with Harmonia Mundi, Bel Air Media/Arte Europa Film with *Rachmaninoff and Alexandre Kantorow* (release 2026), first residency in August 2025 by the 1st Rachmaninoff Award winner in cooperation with Young Concert Artists NYC/Washington DC in Rachmaninoff's Villa Senar, visit/masterclass with Lang Lang, networking with artists' residences around the world Start Antwerp Symphony Orchestra

#### Special recognition awards received

- Doron Prize
- UBS Focus Award

### 3. Structures and figures

**People reached on site:** Approximately 3,500 people reached on site, approximately 130 events, format and corresponding number of events:

- Masterclasses: 3
- Public tours / tours for associations / partners: 30
- Public concerts: 20
- Open Sunday with brief insights, dice game, terrace café: 20
- Private events/tours: 30
- Film productions: 4
- FSR networking events: 15
- Media tours: 10
- Open park: Thursday-Sunday (11 a.m.-5 p.m.) from June to October

**Media reach:** People reached at satellite events/online nationally and internationally approx. 20,000 / PBS documentary viewing figures 2 million

Website 40,000 page views

News 2,200 subscribers/7 newsletters sent out

Instagram 3,600 followers

LinkedIn 190 followers

YouTube 30,000 views, publication of 25 in-house productions

#### Public-private partnership

In 2025, the Serge Rachmaninoff Foundation was responsible for the entire program from its own resources 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 established. Since 2025, Villa Senar has been structurally affiliated with *Museum Lucerne* and is one of its seven main partners. This has opened up new synergies for joint positioning and communication.

#### People

Andrea Loetscher works full-time as Managing & Artistic Director, and Salome Rüttimann works 40% as Managing Assistant for the FSR. In total, 140% of full-time positions were filled for the FSR in 2025.

Change in the presidency: Alois Zwinggi has been President of the Foundation Board since June 1, 2025, succeeding Urs Ziswiler. The Foundation Board works entirely on a voluntary basis.

Rachmaninoff experts / freelancers / volunteers

#### Meetings

Three Foundation Board meetings were held.

The Foundation Board Committee met regularly.

Three steering group meetings have been held.

In general, the FSR maintains regular communication between all committees.

#### Finances

The FSR managed its finances well, the current financial situation is stable, and the budget was adhered to. Funds are used sustainably and very economically. Since January 1, 2025,

all accounting and the annual financial statements have been handled by Stephanie Baumann Treuhand AG, Lucerne.

### Outlook for 2026

Residencies - Rachmaninoff Echoes on site – cooperation partner Museum Lucerne - Networking with artists' houses/competitions around the world, performance of the three Rachmaninoff operas in collaboration with the Zurich Opera House, residency with Alexander Melnikov and Julia Lezhneva, masterclasses, arrangement of the Corelli Variations for orchestra composed on the violin, Swiss talents and music students as guests, ARTE documentary with Alexandre Kantorow, release of radio play for children, deepening of friendships and partnerships in the USA and Asia. Special focus on education, communication in accordance with the foundation's purpose.

### Outlook for 2027

Exciting projects, innovations, and unique concert experiences are also on the horizon for Senar in 2027. We don't want to get too far ahead of ourselves, but we are convinced that your participation will continue to be of great importance to us and to you in 2027 and beyond.

**Thanks to your support**, we have succeeded in establishing a focus and strategic positioning in the areas of public cultural participation, education, and cultural mediation. In 2025, we once again welcomed top international stars and enjoyed musical highlights.

At [www.rachmaninoff.ch](http://www.rachmaninoff.ch), you will find reports, an archive of events, links to social media, and news and events for 2026.



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