

Fact Sheet Cultural Sponsorship by Credit Suisse

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Long-Term Partnerships

With its commitment to [cultural sponsorship](#), Credit Suisse has contributed to making important cultural achievements a reality over the years. The global financial services company focuses on sponsorship in three areas: [fine arts](#), [classical music](#), and [jazz](#). Credit Suisse supports institutions that demonstrate outstanding achievement in their field and foster values that are in keeping with those of the bank. Credit Suisse views its commitments as true partnerships, and, as a result, when it comes to achieving the extraordinary, trust and continuity are basic prerequisites. In practice, this means that the bank strives to build long-term partnerships. Credit Suisse can quite rightly be proud of having achieved this with many of its sponsorship activities. Indeed, sponsorship commitments spanning 10, 15, or even 20 years are not unusual for the bank.

In addition to financial support, an integral part of being a partner involves transferring expertise and sharing networks. As well as its commitment to the vitally important domestic market, Credit Suisse has strengthened its cultural sponsorship portfolio in the global arena. Recent sponsorship commitments with a long-term focus include the [Salzburg Festival](#) (since 2006), the [Bolshoi Theatre](#) in Moscow (since 2007), the [kammerorchesterbasel](#) (since 2007), the [New York Philharmonic](#) (since 2007), the [National Gallery London](#) (since 2008), and the [Hong Kong Arts Festival](#) (since 2009).

Support for Talents

Genuine music lovers do not simply look forward to the future – they understand the need to make a contribution. Pursuing a long-term approach is vital, in supporting both institutions and talented young musicians. Cultural sponsorship does not single out individual musicians, but instead chooses institutions dedicated to this task. The [Davos Festival](#), for example, which Credit Suisse has been supporting since it began in 1986, has become a Mecca for talented young musicians over the years. A further example is the [Young Singers Project of the Salzburg Festival](#), which Credit Suisse is supporting this year as part of its overall commitment to the Festival. Young singers take part in the Festival's rehearsals, work alongside producers and conductors, and gain experience at master classes given by world-renowned singers. An important commitment is the partnership with the [Orchestra Academy at the Zurich Opera House](#), which enables young musicians who have completed their training to gain practical experience in a professional orchestra. Credit Suisse also supports the various [education programs of the National Gallery and the New York Philharmonic](#) for children, young persons, and artistic talents. Furthermore, the bank is title sponsor of the "[Credit Suisse Emerging Artists Series](#)" at the Hong Kong Arts Festival that provides a platform for the featured artists to showcase their inspiration, creativity, and talent.

Credit Suisse Foundation

Promotion of young musical talent is of prime importance to the [Credit Suisse Foundation](#) in particular. The [Credit Suisse Young Artist Award](#) and the [Prix Credit Suisse Jeunes Solistes](#) are awarded to outstanding young soloists in recognition of their exceptional achievements. The prizes are conferred by the Credit Suisse Foundation and the Lucerne Festival, together with the Vienna Philharmonic and the Gesellschaft der Musikfreude (Friends of Music Society) in Vienna and the Konferenz Musikhochschulen Schweiz respectively. Thanks to these partnerships, the award-winning young musicians receive an invaluable opportunity to perform in front of an international audience, such as in concert with the Vienna Philharmonic. Since 2004, the Credit Suisse Foundation has also supported the unique [Swiss Young Musicians' Competition](#). This commitment underlines the importance that the Credit Suisse Foundation attaches to giving equal encouragement to elite musicians and budding talent.

Credit Suisse has chosen these commitments as a way of contributing to the development of young musical talent and ensuring that cultural diversity is also maintained in the future.

Cultural Sponsorship Commitments at Credit Suisse

Classical Music

Tonhalle Orchestra Zurich	Partner since 1986
Davos Festival	Main Sponsor since 1987
Zurich Opera House	Main Sponsor since 1989
Orchestre de la Suisse Romande	Main Sponsor since 1991
Lucerne Festival	Resident Sponsor since 1993
Avenches Opera Festival	Main Sponsor since 1995
Beijing Music Festival	Founding Sponsor since 1999
Zermatt Festival	Main Sponsor since 2005
St. Gallen Festival	Main Sponsor since 2006
Zurich Opera House	Partner since 2006
Orchestra Academy	
Salzburg Festival	Global Sponsor since 2006
Bolshoi Theatre	Global Sponsor since 2007
kammerorchesterbasel	Main Sponsor since 2007
New York Philharmonic	Global Sponsor since 2007
Bangkok Symphony Orchestra	Sponsor since 2007
Hong Kong Arts Festival	Title Sponsor "Credit Suisse Emerging Artists Series" since 2009

Art

Rietberg-Gesellschaft	Sponsor since 1957
Kunsthaut Zurich	Partner since 1991
Museo d'Arte Lugano	Partner since 1992
Kunstmuseum Winterthur	Partner since 1995
Fondation Pierre Gianadda Martigny	Main Sponsor since 1996
Kunsthaut Zug	Sponsor since 1997
Fondation de l'Hermitage Lausanne	Sponsor since 2000
Kunstmuseum Bern	Partner since 2005
Shanghai Museum	Sponsor since 2006
Taipei Fine Arts Museum	Sponsor since 2006
Singapore Art Museum	Sponsor since 2007
Museumnacht Bern	Partner since 2008
National Gallery London	Partner since 2008

Jazz

All Blues "Jazz Classics & Recitals"	Main Sponsor since 1996
Schaffhausen Jazz Festival	Main Sponsor since 1999
Stanser Musiktage	Partner since 1999
Estival Jazz, Lugano	Main Sponsor since 2001

Diverse

Live at Sunset	Main Sponsor since 1996
Schauspielhaus Zurich	Partner since 2000
Zurich Film Festival	Main Sponsor since 2007

This is only a selection and is subject to change.

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