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Media release

jazzahead! 2016 with focus on schweizsuissesvizzerasvizra

Switzerland is this year's partner country at jazzahead! in Bremen, the world's largest and most important trade fair for jazz. Under the motto of schweizsuissesvizzerasvizra, the focus will be on the country's presence at the trade fair as well as on Swiss culture in all its variety. Responsibility for Switzerland's presence in Bremen is shared by Fondation SUISA, the Swiss Arts Council Pro Helvetia and the association Schweizer Musik Syndikat.

Each year in April, the jazz scene comes together for the most important jazz-related trade fair in the German-speaking world. Musicians, event organisers, producers and others from the scene use the four exhibition days for business and personal networking. In the past few years, the Swiss booth regularly proved a popular meeting point. At jazzahead! 2016, running from 21 to 24 April, Switzerland's presence will be even more marked, as it has been invited to take on the role of official partner country.

Besides the booth jointly used (free of charge) by numerous Swiss exhibitors, visitors will be able to enjoy a lounge offering not only a setting for business talks and personal exchange, but also insights into Switzerland and its culture in a welcoming atmosphere. Naturally, the organisers of jazzahead! also put special emphasis on Swiss music. The gala concert features two internationally renowned Swiss bands – Nik Bärtsch's Ronin and Hildegard lernt fliegen. And on Swiss Night, the eight showcase acts selected by an independent jury – Colin Vallon Trio, Christoph Irniger Pilgrim, Elina Duni Quartet, Julian Sartorius solo, pommelHORSE, Plaistow, Weard Beard and Luca Sisera ROOFER – will give a first-hand impression of the diversity of the Swiss music scene.

The interdisciplinary jazzahead! festival from 7 to 24 April is held in parallel to the trade fair, and it, too, puts the spotlight on this year's guest country. Throughout the 18 days, various venues in Bremen will host music, dance, films, readings and visual art «made in Switzerland».

Switzerland's presence at jazzahead! 2016 is supported and organised by Fondation SUISA, the Swiss Arts Council Pro Helvetia and Schweizer Musik Syndikat, the association for jazz and improvised music.

schweizsuissesvizzerasvizra

jazzahead! partner country 2016

Further information on schweizsuissesvizzerasvizra and the performing bands, as well as the festival programme in detail, can be accessed at:

www.switzerland-jazzahead.com

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