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New booking team for the Gurtenfestival from 2019

The Gurtenfestival management team will no longer award the booking mandate to a third party. In future, an internal team will organize the program. As a result, the contract with Wildpony AG will not be extended.

With 35 editions to date, the Gurtenfestival is one of the oldest music festivals in Switzerland. Since the first International Folk Festival Bern-Gurten was held in 1977, the entertainment industry and the festival scene in particular have changed significantly in terms of both quantity and quality. In today's highly competitive environment, those responsible wish to develop the profile of the Gurtenfestival, and strengthen its positioning, in the coming years in order to make it stand out more clearly from the competition.

In addition to a new sponsorship concept, which has already been implemented to some extent and which offers added value to visitors, premises that are optimized for visitor flows with more open areas and spaces, and higher quality and sustainability criteria for catering establishments, the program is intended to have a stronger impact on differentiation from 2019. "Ideally we will have an internal team that will organize the program of the Gurtenfestival," explains Rolf Bähler, who, together with Simon Haldemann, will finally take over management of the Gurtenfestival from Carlo Bommes next year.

As a result of this strategic program decision, the contract with Wildpony AG, which is managed by Philippe Cornu and Pascal Rötheli and was previously responsible for bookings, will not be extended.

However, Bähler and Haldemann consider it necessary to tread new paths to help the festival evolve. As Bähler says: "A generational shift is currently taking place, both among the audience and in the festival management. Now is the right time to usher in a new era of program management."

But the Gurtenfestival's audience does not need to fear a total change of direction, even in the long term. "We will preserve well-established traditions, retain our focus on promoting the Swiss music scene, and also continue to provide a stage for DJs and pop culture," confirms Bähler.

Gurtenfestival AG will announce the new team responsible for bookings in due course and asks for your understanding that it will not provide any further information on this matter until that time. **Existing booking requests to the Gurtenfestival can be sent to booking@gurtenfestival.ch from now on.**

www.gurtenfestival.ch | www.waldbühne.ch

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