



From the festival stage of the Swiss Alps' to the global digital audience: Verbier and IDAGIO share upcoming festival highlights.

IDAGIO, the leading streaming service for classical music, will exclusively publish selected live concert recordings from this year's festival.

The joint initiatives of IDAGIO and the Verbier Festival Academy create new pathways and opportunities for the talent development of musicians in the digital age.

Berlin, 05 June 2019 – The Verbier Festival and IDAGIO are bringing the festival atmosphere of the Swiss Alps to classical music lovers around the world. Besides playlists that preview the festival programme, three exclusive recordings from the main festival concerts will be made available for streaming for IDAGIO subscribers worldwide. In addition to this, exclusive recordings of the 2019 Verbier Festival Academy will be prominently featured on IDAGIO, showcasing promising artists who are mentored at the Verbier Festival Academy.

Stephen McHolm, Director Academy & Cultural Engagement at the Verbier Festival, comments on the partnership between IDAGIO and the Verbier Festival: "The mentorship of young musicians led by the festival and renowned artists is combined with the digital exposure provided by IDAGIO, which supports our mission to develop the musical skills of Verbier Academy musicians while challenging them to explore engaging meaningfully with audiences in and beyond the concert hall."

Till Janczukowicz, CEO and founder of IDAGIO, adds: "The Pollinis and Argerichs of tomorrow are all digital natives; they know how to reach and inspire their audiences beyond the borders of concert halls. Therefore, especially for young artists at the beginning of their careers, it is essential for them to be available digitally as early as possible. IDAGIO supports artists by giving them a platform that offers an immediate, global reach. With just one click, classical music fans all over the world can discover up-and-coming talents and participate in their artistic careers from the very beginning."

Verbier Academy recordings have previously been featured on IDAGIO, as well as exclusive releases from artists such as Mikhail Pletnev and Sir Simon Rattle. From 18 July to 3 August 2019, the Verbier Festival will return to the Swiss Alps for its 26th edition with official streaming partner, IDAGIO, who has supported the festival since 2017.

About Verbier Festival

The Verbier Festival is an international classical music event that takes place each summer in the mountain town of Verbier, Switzerland. For more than a quarter of a century, music-lovers from around the world have come together in the majestic Swiss Alps to be part of a community that fosters exchange between great masters of classical music and the most promising musicians of the new generation. For 17 days, from 18 July to 3 August 2019, the Verbier Festival returns with its 26th edition, brimming with remarkable mainstage performances, unforgettable new musical discoveries and engaging programmes to quench your curiosity.

About IDAGIO

IDAGIO is the leading streaming service for classical music and has been the official audio streaming partner of the Verbier Festival since 2017. Crafted in Berlin by a world-class team of over 80 passionate experts in music, technology, business and design, IDAGIO offers a search tailor-made for classical music, a catalogue of over 2 million licensed tracks, and exclusive recordings and playlists – all available in CD-quality sound (FLAC). Each artist, orchestra and ensemble has a clear profile displaying albums and recorded works including filters like composer, conductor, soloists and more. IDAGIO has subscribers in over 180 countries and the app has been downloaded more than one million times worldwide.

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