

Timeless Festival 2021 in Zurich

Legends of the past. Talent of today.

This summer, a generation-spanning immersive live music festival will be taking place in Zurich.

A Covid-safe festival will take place in Zurich in the coming summer months. In partnership with the Montreux Jazz Festival [MJF], Timeless Festival will bring legends like B.B. King, Etta James, James Brown, Nina Simone and Johnny Cash from the renowned concert collection to life for a moment. These musical icons will share the stage with contemporary Swiss musicians of various genres. Thanks to a collaboration with Insight TV, potentially 400 million households worldwide will be able to follow the events live from Zurich's cultural venues.

Music that unites generations

When the founders first shared recordings from the MJF archive with friends, they noticed that the music legends captivated attendees from young to old. So they made it their mission to create a place where diverse generations could come together and celebrate their passion for music. After all, "outside of the family and work circle, where else do you come into contact with people from other generations?" the founders ask themselves. The first sold-out events in June 2020 showed that the new show format manages to unite different age groups on stage and especially in the visitor stands. Nostalgic Montreux fans and young music aficionados alike found their way to the Plaza. Some came for the legends, others for the talent. But all of them were thrilled by the experience and the newly discovered music.

Kick-off of the festival campaign

Now Timeless is back to counter the cultural vacuum with a large-scale campaign for the multi-day event series. Everything is ready to go: The live acts and venues are booked. As soon as the Covid restrictions loosen up, the events will be held in Zurich cultural venues like the Plaza, X-TRA or the Barfussbar. Until the program is communicated, interested parties can virtually influence the lineup: In partnership with the digital agency Hinderling & Volkart, part of DEPT, a creative festival website was created, which allows visitors to create their own festival lineup based on video clips of the Talents and Legends. The website generates a unique and personalized festival artwork for each visitor based on their selection. All those who participate in the interaction will secure 24h earlybird access to the limited ticketing.

Program and ticketing

The program of the events will be announced as soon as the situation allows the necessary planning security. In the same step the tickets for the first events will be put online. The selection of live acts is already available on the website. Among others, the local heroes Kalabrese & Rumpel-orchester, soul guru Neal Sugarman, but also newcomers like Sam Himself or Annie Taylor will rock the stage. With which music greats from the archive they will be completed, follows with the program announcement.

Security

As soon as the seated consumption in groups with safety distances and without masks is possible again, the events will be carried out under strict observance of the regulations. conducted. The protection concept, which is constantly being adapted, includes various measures to protect the groups of visitors on site.

Musical Edutainment

The newly developed format consists of a mix of live music, concert recordings and a pinch of music history. True to the jazz club feel, the audience spends the evening seated at served bistro tables. The Variété seating creates the intimacy necessary for authentic live concerts and allows for relaxed enjoyment of the show. Two live sets by a Swiss band and three concert recordings will be shown at a time. Co-founder Samuel Bain guides the audience through the musical experience and completes the experience with exciting anecdotes about the music legends and their work.

On the trail of Nobs' legacy

On a discovery trip at the Zurich National Museum ("Montreux Jazz since 1967"), the minds behind Timeless came across the concert archive (registered as a UNESCO Memory of the World) of the over 53-year-old music festival. Virtuoso festival founder Claude Nobs shared a boundless passion for music and its creators. He created a collection of audio and video recordings that document the pulse of music history since 1967. The collection consists of over 17,000 hours of music. Inspired by the experience at the National Museum, and willing to dust off the musical treasure and make it accessible, the idea for Timeless follows. The festival's approval of the multi-year partnership marks the birth of the new format in the musical firmament. Now they pay homage to the musical greats of yesteryear while offering a platform to contemporary musicians.

About Timeless

Founded in 2020, Timeless is a Zurich-based start-up that creates music experiences true to its credo "We create experiences we love to attend ourselves." Thanks to a partnership with the Montreux Jazz Festival [MJF], visitors are whisked away on immersive musical time travels, where live concerts by contemporary artists merge with concert recordings of the greatest music legends from the MJF's renowned archive. Audiences spanning generations are treated to a mix of live music, concert recordings and a dash of musical history. Timeless successfully launched with twelve sold-out shows in June 2020 and is now back.