

Culture

Roche Commissions



What is Roche Commissions?

Roche Commissions is a seamless continuation of Roche's traditional commitment to culture. This commitment sets itself apart from conventional sponsorship firstly by virtue of the combination of innovation and inspiration that has developed over the years, and secondly because the company plays an active role in the process.

How does it work?

In 2003 Roche, the Lucerne Festival, the Cleveland Orchestra and Carnegie Hall entered into a pioneering international partnership for the advancement of the arts. Under the terms of the partnership, Roche will regularly commission a new work from an outstanding contemporary composer. Each work will be premiered at the Lucerne Festival in Summer, followed by a US premiere at Carnegie Hall in New York City during the subsequent concert season.

Facts & Figures

Year	Composer	Composition	World premiere
2004	Sir Harrison Birtwistle, UK	Night's Black Bird	21 August 2004, Lucerne
2005	Chen Yi, China	Si Ji (Four Seasons)	26 August 2005, Lucerne
2006	Hanspeter Kyburz, Switzerland	touché	2 September 2006, Lucerne
2008	George Benjamin, UK	"DUET" for piano and orchestra	20 August 2008, Lucerne
2010	Toshio Hosokawa		28 August 2010, Lucerne

What impact does it have?

Expression of commitment to innovation, not only in science but in the arts Strengthening of cultural exchanges between Europe and the United States

Why modern classical music?

Roche is known for its long tradition of supporting contemporary artists and cultural projects, particularly in music. At Roche our approach to cultural philanthropy doesn't cater to mainstream fashions or strive for immediate popular appeal – and for good reason:

- Our business model focuses on innovation and aims to produce distinctive achievements of the highest quality – all hallmarks of exceptional art
- Innovation requires us to think ‘outside the box’ and to anticipate and be open to the new and unfamiliar
- Works of enduring value are created which venture beyond the mainstream and provide a source of intellectual stimulation and challenge
- Today’s pioneering music is tomorrow’s mainstream

Who are our partners?

In this novel partnership in the international advancement of the arts, our partners are

- Lucerne Festival with Michael Haefliger as Artistic and Executive Director
- Carnegie Hall, New York
- The Cleveland Orchestra with its conductor Franz Welser-Möst

Quote

In an after-dinner speech in 2000, Roche’s Chairman and CEO Franz B. Humer chose to express the *Roche Commissions* concept in the following words: “Our heritage of inspiration and innovation in science and the arts is an opportunity for us. It is one of the hallmarks that truly set Roche apart from other companies, and it’s something solid we can build on. While other companies spend millions to develop and project a particular cultural identity, we already have a solid foundation in place. Ultimately, a company’s culture is one of the key factors for its success. We are able to attract top-flight people not only because of the compensation packages we offer, but also because of Roche’s distinctive culture. We need to keep our pioneering spirit alive in every area of our business and in our commitment to the arts.”