

Salzburg/Basel, 5. August 2009

## **"Roche Continents" takes place for the third time**

**One hundred students from across Europe explore the common ground of creativity in the arts, music and science**

For the third time, Roche and the Salzburg Festival have invited 100 students to take part in "Roche Continents". Students of science, music and the fine arts from 21 European countries will be spending a week together in Salzburg discussing the topic of creativity in their fields of study and uncovering the common ground in what at first glance seem to be very different disciplines. Once again, the programme includes "Kontinente", a series of concerts that gives young people the opportunity to explore the work of a modern composer. The aim of "Roche Continents", which first took place in 2007, is to encourage students to engage in a new and unconventional way of working together and in so doing to explore the concepts of creativity and innovation in the arts, music and science.

"Innovation is not just the key to success in our industry", commented Franz B. Humer, Chairman of Roche's Board of Directors, "there are many areas in life where people have to be willing to discover and embrace new things. The seeds of progress and innovation are sown in people's minds, and our aim is to foster a climate of creativity, openness and listening in which students are encouraged to explore unfamiliar paths and try new things." Helga Rabl-Stadler, President of the Salzburg Festival, added: "The arts are society's laboratory for new ideas. At a time when the world finds itself in a state of bewilderment, it is more important than ever that we listen to artists as architects of change. The Festival is extremely grateful to Roche for making possible this joint venture between the arts and science."

"Kontinente", the series of concerts that Roche sponsors at the Salzburg Festival, will this year be focusing on the works of Edgard Varèse. Born in Paris in 1883, Varèse experienced as a young man the birth of a century that was hallmarked by technological innovation and the political upheavals of two world wars. Long regarded as the eccentric outsider of new music, his breakthrough came only towards the end of his life, when leading names in the post-war avant-garde such as Pierre Boulez and John Cage recognised his achievements and picked up where he left off. By the time of his death on 6 November 1965, Varèse's small, but influential body of work had earned him a position of high esteem. As an artist who moved between and fused

disciplines, Varèse drew much of his inspiration from discussions with leading physicists and acousticians and from his circle of artist and writer friends, including Antonin Artaud, Alexander Calder, Marcel Duchamp, Le Corbusier, Henry Miller, Joan Miró, Francis Picabia, Man Ray and Joseph Stella. He repeatedly sought new ways of composing that integrated scientific concepts and the spatial thinking of the modern art movement into music so as to create experiences of sound in space.

Varèse saw himself as a revolutionary creator of new sounds and was particularly interested in ways of producing music mechanically. Although the technology needed to realise his aural visions was not available at the time, he was already considering the possibilities of electronic sound in the late 1920s.

### **About *Roche Continents***

Roche has a long tradition of supporting artistic and cultural projects. *Roche Continents* is a project that has grown from Roche's partnership with the Salzburg Festival, where the company sponsors "Kontinente", a new series of concerts featuring the works of modern composers. *Roche Continents* is aimed at students and young scientists aged between 20 and 29 from across Europe. *Roche Continents* enables students to experience performances of contemporary music and to discover the common ground of creativity in the arts and science. In Salzburg, participants meet up to 99 other students from all parts of Europe to explore topics from the worlds of art and science. Together they attend performances of works by an outstanding modern composer at the Salzburg Festival.

### **About the Salzburg Festival**

The Salzburg Festival was founded 88 years ago by Hugo von Hofmannsthal, Max Reinhardt and Richard Strauss and today is more of a magnet than ever. The Salzburg Festival offers a broader artistic programme than any other festival, ranging from opera, through drama, to concerts. The selection of works and interpretations also covers an extremely broad spectrum, from the Salzburg-born genius Mozart to modern compositions, from classical interpretations to avant-garde experimentation, and from Hofmannsthal's *Jedermann* to Tchaikovsky's *Eugene Onegin*. Only the best and most renowned artists from all over the world are invited to perform.

### **About Roche**

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's

personalised healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2008, Roche had over 80,000 employees worldwide and invested almost 9 billion Swiss francs in R&D. The Group posted sales of 45.6 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: [www.roche.com](http://www.roche.com).

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### **Additional information**

- Pictures from Roche Continents in Salzburg: <http://download.roche.com/selection/continents2009/>
- About Roche Continents: [www.roche-continents.net](http://www.roche-continents.net)
- About the Salzburg Festival: [www.salzburgerfestspiele.at](http://www.salzburgerfestspiele.at)
- Roche: Music, Arts & Architecture:  
[http://www.roche.com/en/corporate\\_responsibility/society/music\\_arts\\_and\\_architecture.htm](http://www.roche.com/en/corporate_responsibility/society/music_arts_and_architecture.htm)

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