



Media release

Hangzhou, September 6, 2021

Montreux Jazz Festival China: 29 days to take-off!

On October 5, 2021, Montreux Jazz Festival China will start with an eclectic music program. The festival will take place in an exclusive format at the Sofitel Hangzhou Westlake.

The world-famous Montreux Jazz Festival, which is held every summer in Switzerland on the shores of Lake Geneva, will celebrate the launch of its offshoot in Hangzhou, China, on October 5, 2021. Created in 1967 by Claude Nobs, a man who is respected by musicians all over the world, the Montreux Jazz Festival is meanwhile one of the world's most renowned music events, generating fantastic stories and legendary performances. The first Montreux Jazz Festival China (MJFC) will take place from October 5 to 8, 2021, in the beautiful city of Hangzhou – and it will experience an impressive start with the acclaimed Chinese jazz pianist Luo Ning.

As an international music and cultural brand with global recognition, Montreux Jazz Festival China has been working closely with the Chinese government all year to ensure the health and safety of all people. In light of the current epidemic control situation in China, Montreux Jazz Festival China decided to change its initial concept with a large live audience and to hold an exclusive festival at the Sofitel Hangzhou Westlake this year – with top-quality music performances in an intimate setting, with music lovers, friends, the best food and beer, and a beautiful view of the West Lake.

The festival presents a four-day program with live performances by famous artists from six countries who all live in China, such as Grammy winner Ricardo Vogt, Veronica Nunes, the Inner-Mongolian Rock Band Hanggai, the Lawrence Ku Trio, Chinese folk master Wan Xiao Li, and more. The festival also provides a four-day immersive experience of highest quality with recordings from artists from eight countries in 360 Reality Audio, and features its legendary Montreux Jazz Festival Unesco Heritage videos. Among the musicians with recorded performances for MJFC 2021 are the Hong Kong All Stars Bands Eugene Pao, Tiver Cheung, and Alan Kwun as well as Swiss pianist Sebastian Issler and German tenor Maximilian Vogler. Accompanying festival activities include online exchange lectures by the Zhejiang Conservatory of Music and EPFL, the Swiss Federal Institute of Technology in Lausanne, Switzerland. The festival will be streamed internationally by its technology partner Artist Connection.

Ms. Joyce Peng Peng, CEO of Montreux Jazz Festival China, explains: "Of course we regret that we cannot hold a major event with physical presence of a large audience this year. But in the spirit of Montreux Jazz Festival, we take advantage of the opportunity to create truly unforgettable moments and bring intimate performances to a limited audience on site."

Montreux Jazz Festival China expresses its deep gratitude to the Chinese and Swiss authorities for their ongoing and most valuable support, namely to the Zhejiang and Hangzhou local governments and the Zhejiang-Hong

Kong-community, as well as to Mr. Olivier Zehnder, Consul General of Switzerland in Shanghai, and Mr. Bernardino Regazzoni, Swiss Ambassador to China.

Montreux Jazz Festival China is also very grateful for the appreciated support of its partners and sponsors. They have decided to support the new festival format in a very spontaneous and flexible way.

The whole team of MJFC is very much looking forward to meeting you in Hangzhou in 29 days – personally or virtually.

Joyce Peng Peng
CEO, Montreux Jazz Festival China

Watch the MJFC 2021 sneak preview video: <https://youtu.be/RH68AN18LWc>

Or download the video via: <https://we.tl/t-jgeK3iTbPC>

For further details about the Montreux Jazz Festival China 2021 and on how to cover the festival without being on site in Hangzhou please contact:

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Please read previous MJFC media releases:

April 2021: [Montreux Jazz Festival goes China – successful launch event](#)

November 2020: [Montreux goes China](#)

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