

A powerful ecosystem around Montreux Jazz Festival Brand

Montreux
Jazz Festival



MONTREUX JAZZ FESTIVAL 2025

Introduction

We are not just a Festival organizer, we are emotion creators.

Montreux Jazz Festival is one of the world's most important and renowned musical event.

Throughout its 60-year history, the Festival has recorded almost all of its artistic performances, making up the world's largest audiovisual collection of live music, recognized by UNESCO's Memory of the World programme.

At the same time, **MJF has forged a national and international reputation** based on the values of authenticity, quality and intimacy between artists and audience. The Festival is of course renowned for its **legendary concerts** featuring international stars **in a small setting**, but it is also hailed as a benchmark for **launching the careers of the next generation of musicians.**

Above all, MJF is a **story of passion and love for music and musicians**, offering festival-goers unique experiences where emotions are at the heart of our concerns.

Montreux Jazz Festival Brand

———. Who are we?

We are more than just a Festival! We are a music ecosystem active in entertainment, **education**, **hospitality** and **media** that produces **experiences** and **content** for artists and music lovers.

———. Our mission

Leverage the MJF brand and audiences, to create and curate music experiences as well as content that **entertain**, **inspire** and **inform**.

———. Our vision

We believe in **heritage serving the future**, so we are always looking at ways to leverage our legacy to reach new and younger audiences in a modern and relevant way, with innovation at the heart. We believe in a sustainable approach to music, keeping the **emotion**, the **intimacy** and the **human element** at the core.

Our ecosystem

Montreux Jazz Festival

A PREMIUM LIVE MUSIC EVENT SINCE 1967

- › Unique live and customer experiences with artists & labels
- › Talent booking
- › Strong international partnerships
- › Hospitality expertise
- › Event production, logistics & infrastructure

Montreux Media Ventures

A MEDIA CONTENT AND EXPERIENCE COMPANY

- Content production & distribution ‹
- Editorial & publishing ‹
- Branded content creation ‹
- Experiential music events ‹
- Digital innovation & technological expertise ‹

A UNIQUE LEGACY

One of the most important
live music brands

The largest UNESCO-protected
audiovisual musical collection

A unique collection of art posters
and music photography

Montreux Jazz Artists Foundation

A PUBLIC FOUNDATION FOR EMERGING TALENT
& MUSIC OUTREACH

- › New talent scouting
- › Support & promotion of young talent
- › Concerts, workshops & exhibitions development
- › Academic & institutional network

Montreux Jazz International

INTERNATIONAL BRAND DEVELOPMENT COMPANY

- Café, Club & Loft franchises ‹
- International Festivals & pop-up event licences ‹
- Retail and licenced products ‹

Branding Montreux Jazz Festival

Sisters Company



Licensed Festivals



Development Concepts & Pop Up Events



Franchised Brands



Our brands around the Globe

Montreux Jazz International (MJl) develops the Montreux Jazz Festival brand and its passion for music and food throughout the year, both in Switzerland and internationally.

The six Montreux Jazz Café, located in Montreux, Lausanne and Geneva, uniquely blend cuisine and music.

In addition, MJl leverages its expertise, heritage, and values to create festivals around the world, a mission it has pursued for over 50 years. Cities like São Paulo, Detroit, Atlanta, Singapore, Monaco, Tokyo, and more recently Rio de Janeiro, Suzhou, and Miami, have hosted one or more editions of the Montreux Jazz Festival.

MJF Miami

2nd Edition
February 2025

MJF Brazil

4th Edition
To be confirmed

MJF Ibiza

1st Edition
October 2025

MJF Franschhoek

1st Edition - April 2026

MJF Residency

@ South Bank Center London
1st Edition
November 2024

MJF Abu Dhabi

1st Edition - April 2025

MJF Japan

Yokohama - 5th Edition
December 2024

MJF China

Suzhou - 4th Edition
October 2025

MJF Montreux

59th Edition - July 2025

MJF Residency

Montreux - 5th Edition - October 2025

MJF Spotlight

Villars-Sur-Ollon - 3th Edition - February 2025

Montreux Jazz Café & Hub

Geneva Airport - 2 units

Geneva Pont-Rouge - 1 unit

Lausanne EPFL - 1 unit

Lausanne EHL - 1 unit

Montreux - 1 unit

Basel Train Station *To be open mid 2025*

Montreux Jazz Club

Millennium Lausanne Crissier - 1 unit

Montreux Jazz Loft

Lausanne *To be open (3 quarter 2026)*

Where legends are born

In Montreux, the proximity between the greatest artists and the audience encourages the emergence of rare moments, enhanced by exceptional comfort and acoustics.

The Festival has hosted legendary performances by icons such as **Nina Simone, Miles Davis, Aretha Franklin, Marvin Gaye, Stevie Wonder, Prince, Leonard Cohen, Elton John, David Bowie, Radiohead** and more.

MJF is also renowned for showcasing the music of tomorrow. Many of today's biggest stars played in Montreux before their rise to global fame, such as **Adele, Alicia Keys, Ed Sheeran, Kendrick Lamar, Dua Lipa**, or **Fred Again**.



Nina Simone, 1968



Dua Lipa, 2017



Prince, 2013



Ed Sheeran, 2014



David Bowie, 2002



Alicia Keys, 2008

A unique cultural heritage

From the very beginning, the Festival has recorded all its concerts using the latest technologies, becoming the **largest audiovisual collection recognized by UNESCO’s Memory of the World Register**. Through a partnership with EPFL, the archives have been entirely preserved and digitalized since 2017.

The collection is **enhanced with new recordings each year** and brought to life through live album releases, films, and documentaries.

“This is the most important testimonial to the history of music, covering jazz, blues and rock.”
- Quincy Jones



5,000

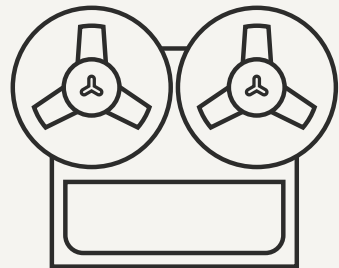
CONCERTS RECORDED
BOTH IN AUDIO AND VIDEO

300+

LIVE ALBUMS
RELEASED

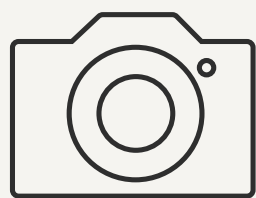


400M
VIEWS
ON YOUTUBE



17K
HOURS

OF AUDIO AND VIDEO IN TOTAL
11K HOURS OF VIDEO RECORDINGS
6K HOURS OF AUDIO RECORDINGS
(INCL. MULTITRACK)



180,000

PHOTOS DIGITALIZED

Iconic posters connecting music and visual arts

Since 1967, the Festival has given artists complete creative freedom to design its official poster. In 1982, **Jean Tinguely** left his mark with a design that later became the Festival's iconic logo. **Keith Haring** created a triptych of posters for the Festival in 1983, then created another with **Andy Warhol** in 1986.

Renowned artists like **Niki De Saint Phalle**, **David Bowie**, **Max Bill**, and **Christian Marclay** have all contributed to the Festival's rich visual identity.



Lakwena, 2025



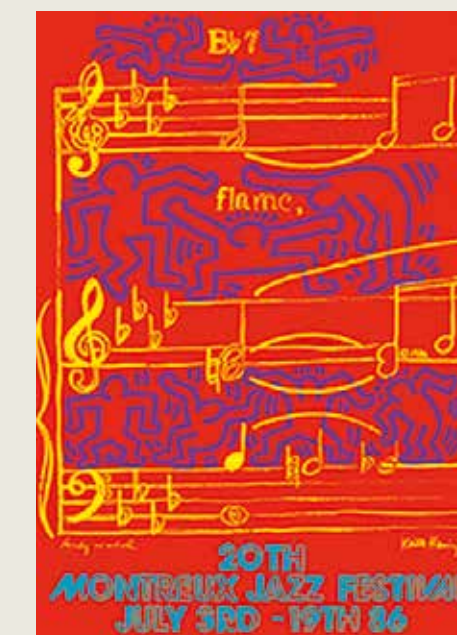
Jean Tinguely, 1982



Keith Haring, 1983



Niki de Saint Phalle, 1984



K. Haring & A. Warhol, 1986



Max Bill, 1991



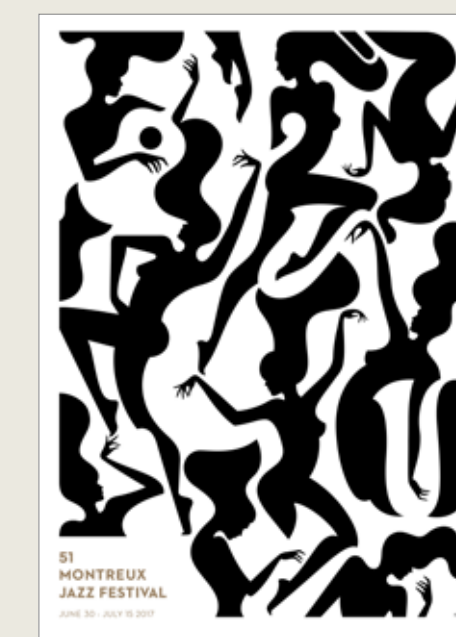
David Bowie, 1995



Woodkid, 2014



Giovanni Riva, 2016



Malika Favre, 2017

Montreux Jazz Festival Switzerland since 1967

Key Numbers



SINCE
1967



250K
VISTORS PER YEAR



100'000
TICKETS SOLD

550
CONCERTS
& ACTIVITIES
EVERY YEAR



250
OF WHICH
ARE FREE

15 MUSIC
VENUES
13 FREE
2 PAYING VENUES
SCÈNE DU LAC
SCÈNE DU CASINO

Lake Stage

A place where legends are made

5'500 pax



Casino Stage

A testament to the effervescence of today's music

1'300 pax



Free Stages



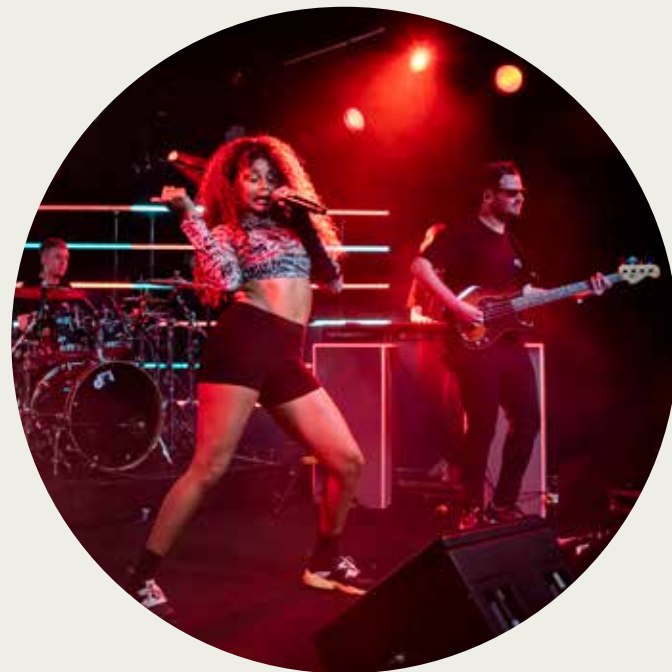
Ipanema



SuperBock Stage



Terrasse Ibis Music



Lisztomania



Pool Party



El Mundo



The Memphis
@ Lake House



La Coupole
@ Lake House



La Bibliothèque
@ Lake House



Le Cinéma
@ Lake House



Le Patio
@ Lake House

Licensed Festivals around the Globe

International Festivals

Celebrating cross-cultural exchanges

Building on our heritage, expertise, and core values, we **bring the Montreux spirit to cities worldwide**. Each International festival is a unique celebration, blending local culture with the legendary MJF experience.

The Montreux Jazz Festival has been cultivating international connections for over 50 years, developing strong historical links with countries such as Brazil, Japan and the United States. Cities like **São Paulo, Detroit, Atlanta, Singapore, Monaco, Tokyo**, and more recently **Rio de Janeiro, Suzhou**, and **Miami**, have hosted one or more editions of the Montreux Jazz Festival.

Development Concepts & Pop Up Events

MJF Spotlight

The future of music starts here



MJF Spotlight shines a light on **fresh sounds and musical diversity**, helping to cultivate the careers of rising artists from all over the world.

Launched in 2021, this initiative promotes emerging talent via **high-quality digital content and special events**. Each month, a featured artist is highlighted with live sessions, video clips and original content shared across social media and streaming platforms. Additionally, MJF Spotlight compiles an annual list of «20 Artists to Watch,» offering these selected talents opportunities to participate in events throughout the year, including during the Montreux Jazz Festival.

The project also includes special winter sessions in Villars-sur-Ollon, where emerging artists and DJ sets bring unique musical experiences to the station.



MJF Residency

A creative hub for new jazz talent



The MJF Residency, organized by the Montreux Jazz Artists Foundation, provides a **dynamic platform for up-and-coming musicians** to collaborate with renowned mentors and participate in workshops designed to support their artistic and professional growth.

Open to the public during the evenings, the Residency creates an immersive environment filled with creativity and musical exchange. Attendees can enjoy a variety of free events, including workshops, showcases, concerts, and jam sessions.

The concept embraces the multicultural essence of jazz, **bringing together artists from diverse backgrounds and styles**. This convergence fosters vibrant musical encounters, transcending boundaries of genre, generation, and culture, and reflecting the spirit of innovation and collaboration at the heart of jazz.



Franchised Brands

Montreux Jazz Café

Passion for Food & Music



The Montreux Jazz Café was born of Claude Nobs' passion for music and fine dining. The founder of the Festival, trained as a chef, had always dreamed of creating a welcoming space where **cuisine and music could come together in a way never seen before.**

When cooking for his artist friends, Claude Nobs always added one secret ingredient: the most iconic concerts from the Festival were screened in the dining room. Accompanied by the finest melodies, food never tasted so good.

Conceived as the embassies of the Festival, the Montreux Jazz Café perpetuate Claude's secret recipe around the world, **featuring exclusive access to the magical moments that have graced the Festival** over the years.



MONTREUX



SINGAPOUR



GENEVA AIRPORT



LAUSANNE EPFL



GENEVA PONT-ROUGE



LAUSANNE EHL

Montreux Jazz Club

Endless Emotions



The Montreux Jazz Club extends the excitement of the Montreux Jazz Festival all year round in an elegant, timeless atmosphere.

Created for true music lovers, MJ Clubs are **exclusive high-quality venues where you can experience unforgettable musical moments**, uncover new talents and, above all, meet, exchange and share your passion for music.

MJClub are private clubs based on a **membership system**. Members, corporate or private, will have unlimited access to a minimum of 25 concerts a year, exclusive MJF archive screenings, music history presentations, workshops and other unique music-related events, all in intimate setting designed to **encourage exchange, networking and inspiration**.



Montreux Jazz Loft

Feel at Home, Get Inspired



Comfort, creativity, functionality, and design come together in a breathtaking setting inspired by the legendary spirit of the Montreux Jazz Festival.

Fully customizable and modular, the Montreux Jazz Loft **combines the inviting warmth of a grand apartment with the practicality of a cutting-edge event space**. From a private parties and receptions to corporate seminars, the Montreux Jazz Loft transforms every occasion into an inspiring and unforgettable experience.

The Loft features state-of-the-art audiovisual equipment for presentations, screenings and performances; a cocktail bar inspired by the finest jazz clubs and thoughtfully curated decor that **blends contemporary design with iconic Festival elements** (posters, backstage photographs, vinyl records, music instruments...).

