

## PRESS RELEASE

### THE VERBIER FESTIVAL PRESENTS ITS FIRST VIRTUAL REALITY EXPERIENCE IN PARTNERSHIP WITH CYBEL'ART (VIRTUAL HALL®, AN INITIATIVE OF THE ORCHESTRE DE LA SUISSE ROMANDE)

Step into a world where classical music takes on new dimensions through virtual reality.

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**15 May 2026 – Verbier (Switzerland)** – To mark its twentieth anniversary, the Verbier Festival Chamber Orchestra (VFCO) is taking a bold step with its first virtual reality experience, developed in collaboration with Cybel'Art and its immersive platform Virtual Hall®, an initiative of the Orchestre de la Suisse Romande. Founded in 2006, the VFCO is regarded as one of the finest chamber orchestras in the world. In residence each year in Verbier and at Schloss Elmau since 2008 – and more recently at the new Shenzhen Verbier Festival in China, whose first edition took place in early 2026 – the VFCO is the Verbier Festival's true global ambassador, bringing its spirit to audiences at the world's great concert halls and festivals.

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### A SYMPHONIC MONUMENT, AN EXCEPTIONAL RECORDING

Beethoven's Symphony No. 7, performed by the VFCO under its Music Director Gábor Takács-Nagy, is one of the great monuments of the symphonic repertoire, here given its full due. Celebrated for its energy and emotional depth, the masterpiece takes on an entirely new dimension. Filmed in the extraordinary setting of Schloss Elmau in Bavaria, the production deploys five simultaneous omnidirectional cameras, creating an unprecedented closeness with the musicians in which every intonation becomes perceptible and every moment gains in intensity.

No avatars. No 3D modelling. Real musicians, in a real space, captured in the reality of their performance. Virtual Hall® does not virtualise the human being, it amplifies it.

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## BRINGING CLASSICAL MUSIC TO ALL

At once innovative and genuinely forward-looking, this initiative reflects a clear ambition: to bring classical music closer to all audiences. It opens up vital new possibilities in terms of accessibility, reaching those who are prevented from attending, whether by distance or physical circumstance, and offering them an experience unlike any other.

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## “PHYGITAL”: WHERE THE PHYSICAL MEETS THE DIGITAL

This ambitious project was developed in collaboration with Cybel'Art, a Swiss company specialising in holographic and immersive experiences. By combining cutting-edge technologies — augmented reality, holography, hybrid digital environments — Cybel'Art has developed a new approach to the digital world through innovative solutions. Its virtual reality platform, Virtual Hall®, captures real artists in their real environment and makes them accessible in full immersion.

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## JOIN US AT THE 2026 VERBIER FESTIVAL

The Verbier Festival is delighted to present this experience at the 2026 edition, running from [16 July to 2 August](#), where virtual reality headsets will be available to the public. Visitors will be able to immerse themselves in Beethoven's Symphony No. 7 and discover a unique sensory adventure — a reflection of the Verbier Festival's ambition to remain firmly of its time and to play its part in bringing classical music to all.

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The 33rd edition of the Verbier Festival will take place from 16 July to 2 August 2026 in Verbier (Switzerland). It is made possible thanks to the essential support of all its public and private partners: public institutions, including the Commune of Val de Bagnes, Loterie Romande and the Canton of Valais, Banque REYL Intesa Sanpaolo as Principal Sponsor, as well as all sponsors, foundations, patrons and The Friends of the Verbier Festival.

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## LINKS

Find out more about the [Verbier Festival](#)

Find out more about the [Virtual Hall®](#) (Orchestre de la Suisse Romande)

Download the VR App:

[Meta Store](#)

[Pico Store](#)

