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PRESS RELEASE

## **Alphorn festival : back to a full-scale edition and concert by the legendary band Oesch's die Dritten**

From the 22nd to the 24th of July 2022, the Valais Drink Pure Festival is once again immersing its visitors in a fascinating universe of tradition. After a cancellation in 2020 and a reduced edition in 2021, the Nendaz Alphorn Festival is back with a rich program of official competitions, parades, ensemble pieces with almost 150 musicians, dance evenings, folklore entertainment and an exceptional evening with Oesch's die Dritten !

### **Free concert by Oesch's die Dritten**

Oesch's Die Dritten are performing at the Valais Drink Pure Festival on Friday the 22nd of July 2022 at 9pm. This concert is free and does not require prior booking. With twelve albums, seven of which are gold, two platinum and one double platinum, more than 200 TV shows and almost 1600 concerts, the success of this famous Swiss-German band is well known. Its six members, five of whom are from the same family, revisit traditional Swiss music by stripping away its stereotypes while preserving its roots. With their immense energy and joie de vivre, Oesch's die Dritten sets their very large audience on fire every time and create a frenzied mood wherever they go!

### **The official 'blind' competition**

The official competition is another highlight of the festival. The Alphorn players compete anonymously: the jury is inside a tent without knowing the identity of the musicians who are performing, which guarantees total impartiality. The competition attracts the best Alphorn players from Switzerland and beyond. In 2022, foreign players are expected to return; some Americans have already applied. The defending champion, Adolf Zobrist (Canton of Bern), who won in 2016, 2019 and 2021, is also taking part. The trophy comes back into play every year and is therefore passed from hand to hand unless it is won three times in five years, in which case the winner can keep it. No one had ever achieved this feat before this resident of Brienz last year!

In addition to the official competition, an OFF competition is also organized. With its rules offering more freedom to musicians and composers, it allows the most experienced among them to stray from the beaten track and opens the door to contemporary pieces in several pitches. It is also an opportunity for the public to discover this ancestral instrument in a more modern light.

### **A suspended moment**

Another not-to-be-missed highlight of the weekend for the audience is the ensemble performance on Sunday at Tracouet (2,200 metres above sea level). In this idyllic Alpine setting, on the banks of a small lake, the Alphorn is back in its ancestral surroundings. Originally used to communicate from one valley to another, it resounds once again in the mountains, but at the power of 150 (the number of musicians who unite to offer us this moment of absolute beauty).

Information and program on  
[www.nendaz.ch/fr/P76465/valais-drink-pure-festival-de-cor-des-alpes](http://www.nendaz.ch/fr/P76465/valais-drink-pure-festival-de-cor-des-alpes)

### **For all further information :**

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