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PRESSE RELEASE

## **The International Alphorn Festival of Nendaz: A competition for the musicians and a festive weekend for the public**

**The International Alphorn Festival (FICA) took place in Haute-Nendaz from the 27<sup>th</sup> to the 28<sup>th</sup> of July 2024. It offered the public plenty of moments of celebration and emotion, and was also the setting for a fiercely competitive Alphorn competition. Against all the odds, Christofer Borloz from the canton of Vaud claimed the victory for his 9<sup>th</sup> participation.**

During this festival, the Alphorn returns to its beloved environment, the mountains; from a means of communication to a true ambassador of Swiss folklore. Musicians and spectators alike are drawn to this experience and come back in large numbers every year for moments of harmony between music and nature. «This 23<sup>rd</sup> edition of the International Alphorn Festival of Nendaz has once again been a great success. It brought together close to a hundred players from Switzerland, Europe and North America, who shared their passion and a little of their culture to celebrate the Alphorn and our folk traditions. This year's event was marked by exceptional musical performances and an extremely warm and friendly atmosphere, all accompanied by glorious weather and no major incidents. We would like to thank all the musicians, artists, volunteers, sponsors and spectators for their participation, commitment and enthusiasm. Together, we've brought to life a popular, festive and authentic event, and created memorable souvenirs that help to perpetuate the love affair between Nendaz and the Alphorn», stresses Baptiste Constantin, Chairman of the Organizing Committee.

### **Competition: Christofer Borloz wins his first ever final**

Coming from the canton of Vaud, Christofer Borloz has taken part in the International Alphorn Festival competition for 10 years without ever having won it. «I've never finished first, or even reached the final before! It's fair to say that I didn't really expect to win at all, although of course that has always been the goal». A percussionist and drummer, he found himself drawn by chance into the world of the Alphorn: «it was one of my father's friends who suggested I give the Alphorn a try, and as the classes happened to fall on an evening of the week when I had nothing to do, I went for it!» Christofer has already confirmed his participation in the 24<sup>th</sup> edition to defend his title and conduct one of the 'ensemble' pieces. Completing the 100% Swiss podium were Fredy Frankhauser from Hirzel (canton of Zurich) and the Echo du Tunnel quartet from Sommentier (canton of Fribourg).

As a reminder, the official competition took place all day Saturday, with nearly 90 participants. Aged between 11 and over 80, from all over Switzerland as well as from France and the United States, they perform alone, in a duo, trio or group, in front of a blind jury (who don't see or know the names of the participants to guarantee maximum impartiality). The ten best then compete in the final on Sunday, based on the same procedure.

### **A true people's celebration**

The competition was a great experience for the participants, but there was no shortage of highlights for the spectators, from the 'ensemble' pieces, during which nearly a hundred Alphorns sounded in the mountains, to the grand parade and performances by dance groups, yodellers, bell ringers and flag throwers transporting them during two days into a magical world of folklore.

The next edition of the International Alphorn Festival of Nendaz has already been fixed: rendezvous the 26<sup>th</sup> and 27<sup>th</sup> of July 2025!

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

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