

PRESS RELEASE

The Orchestre de la Suisse Romande revolutionizes the symphony concert experience with virtual reality

GENEVA, January 2025 – The [Orchestre de la Suisse Romande](#) (OSR) proudly unveils the **world's first public mobile application** for virtual reality, offering an **immersive** journey into the heart of a symphony orchestra. This groundbreaking innovation, developed by Swiss company [Cybel'Art](#), will premiere at [Art Genève](#) 2025, setting a new benchmark for experiencing and sharing music.

Named *Virtual Hall*[®], the application removes traditional barriers to classical music. It transcends physical and geographical limitations, introducing a novel form of **cultural engagement** by providing the public with an immersive and interactive orchestral experience.

“This technology represents far more than an innovation,” emphasizes Steve Roger, OSR’s Director. “It embodies our commitment to democratizing classical music and forging **new connections** between the orchestra and the audience.” A pioneer in its field, the OSR made history in 1954 with the first-ever stereophonic symphony recording under its principal conductor and founder, Ernest Ansermet. Today, the OSR is excited to **break new ground** in making music more accessible and relevant to a wider and more diverse audience.

Visitors to [Art Genève](#) will have an exclusive opportunity to test the application from January 30, 2025, at the OSR stand.

➤ [See video clip](#)

- A concert **for everyone**, anywhere: virtual access to a symphonic performance;
- **Unique 360° high-definition viewing**: experience the orchestra from every angle;
- **Multiple vantage points**: explore perspectives from different sections within the orchestra;
- Two **major works** of the repertoire: Beethoven’s Symphony No. 3 “Eroica” and Rossini’s William Tell Overture.

The application will launch on March 10th, 2025, on Meta Quest, with upcoming compatibility for Apple Vision Pro and Pico headsets.

BIOGRAPHIES



A key cultural player in French-speaking Switzerland, the [OSR](#) is the first symphony orchestra of the region and the principal orchestra of the Grand Théâtre de Genève. Comprising [112 musicians](#), the OSR is one of the world's leading orchestras. Founded in 1918 by Ernest Ansermet, the OSR has a strong reputation both in French-speaking Switzerland and internationally. It perpetuates its values of openness, sharing and creation.

The OSR also carries out its missions of cultural mediation, education and promotion of its heritage through numerous activities within the Cité. Mixing styles and eras and on the eve of its second century of existence, the OSR resolutely aims to be a transmitter of culture and emotions.

The OSR is supported by the City of Geneva, the Republic and Canton of Geneva and the Canton of Vaud.



[Cybel'Art](#) Cybel'Art is a Swiss company offering an innovative approach to its customers' digital needs. It merges the physical and digital worlds to create impactful experiences, using augmented reality in particular for ArtTech, promotional and artistic products. In 2019, it created the first holographic will in cinema history thanks to its icologram® protocol, demonstrating its commitment to providing innovative and legal solutions to protect and enhance its customers' content. cybelart.com

INFORMATION & CONTACTS

Media kits : High-definition visuals and music details are available for download in the press area at: osr.ch/fr/espace-presse. For further information and artist interviews, please contact:

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