



## la chaux – de – fonds swiss capital of culture 2027

### three major partners join the adventure

The inaugural edition of La Chaux-de-Fonds Swiss capital of culture 2027 has reached a key milestone: we are proud to announce the involvement of three major national partners – Banque Cantonale Neuchâteloise (BCN), Migros and Swatch Group.

Their support reflects a powerful recognition of the relevance and influence of this event. Thanks to this major support and to our programme and event partners, as well as our suppliers, 85% of the CHF 18.5 million budget has now been raised, 16 months before the official launch of the event. This strategic milestone strengthens our confidence in the roll-out and marks the beginning of a consolidation phase.

#### Partners committed to culture

Banque Cantonale Neuchâteloise plays an essential role in supporting the canton's cultural fabric. Its contribution to lcdf27 is part of a continuing strong commitment to the region's artistic vitality and influence.

Migros – a major player in cultural sponsorship in Switzerland – will partner with lcdf27 as part of its commitment to ensuring culture is accessible, participatory and rooted in local diversity, through its Culture Percentage.

Swatch Group, true to its visionary spirit and historic links with La Chaux-de-Fonds, will be supporting lcdf27 to make the city's heart beat to the rhythm of boundless creativity.

"This commitment stands testament to the solid foundations of our project. It is a call to be part of the movement: the door remains open to other partners who are ready to make their mark on Swiss cultural history as part of lcdf27."

— Jean Studer, President of lcdf27

#### A strong public foundation

This momentum builds on the existing fundamental support of our public partners: the City of La Chaux-de-Fonds, the Canton of Neuchâtel, the Federal Office of Culture, the Fonds d'attribution cantonal Loterie Romande (Fac-LoRo) and the national Association Capitale Culturelle Suisse. We would like to take this opportunity to thank them sincerely for their pioneering and decisive commitment.

We're delighted to be able to present the first sponsors who will be helping to bring the event to life, and to continue this shared journey towards 2027.