

PRESS RELEASE for immediate release

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ORANGE PRESENTS THE NEW TALENT CONTEST 2012

After Mark Kelly, Pegasus and 77 Bombay Street, who will be the finalists of the New Talent Contest 2012 ? For the seventh time, The New Talent Contest by Orange is on the road again to discover new talents throughout Switzerland. An opportunity for any musician or singer to be revealed to the general public.

Conceived and organised by the Caprices Festival for seven years now, the New Talent Contest by Orange is one of the highlights of the Festival. Its aim is to discover and promote young emerging artists, and to offer them the opportunity to draw the attention of professionals. The Contest is a true springboard for the current Swiss music scene: for Mark Kelly, Orpheline, Pegasus or 77 Bombay Street, success came quickly after their performance at Caprices. Thus access to large stages and promising professional meetings burst in the careers of these groups.

The 2012 edition promises to be awesome. A selection of bands reviewed by a panel of national and international professionals and a new voting system will ensure the quality of the selection. A wide campaign of promotion and communication is also planned before and during the Festival in collaboration with the Contest main partner: Orange.

EIGHT FINALISTS CHOSEN BY THE JURY AND THE PUBLIC

Any band which composes its own songs can register for free on www.caprices.ch/ntc

After passing several steps of qualification, six bands will be chosen by a panel of music and communication professionals and two by the public. These eight bands will have the chance to shoot a video on the basis of a live performance, produced by Canal 9, which will make them enter the last and final phase of voting. After this phase, the winner will have the chance to perform on the Main Stage of the Festival as opening act of an internationally renowned artist. The favourite of the public will take pride of place on the Barakazik stage.

COMPOSITION OF THE JURY

The 2012 jury, composed of music and communication professionals, will be present throughout the selection but also during the video shoot, in order to get to know the bands.

Fabrice Nataf: Director of French label "Belleville", former CEO of EMI Music Publishing France

Philippe Weiss: Sound engineer and producer based in Paris. He has worked with Madonna, Martin Solveig, Ben l'Oncle Soul, Selah Sue, The Beastie Boys, Wyclef Jean, Bounty Killer, Charles Aznavour, ...

Maxime Léonard: Founding Member of the Caprices Festival and Artistic Director

Maxime Siggen : Journalist at Canal 9

Yann Gurtner : Sponsoring & Events Manager at Orange

The press service of Caprices is ready to provide any additional information.