

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](#) is presenting, as a world exclusive at [Art Genève 2025](#), the first-ever virtual reality mobile application designed for the general public, offering an immersive experience at the heart of a symphony orchestra.

Developed by [Cybel'Art](#), a Swiss company specializing in "Art Tech," this innovation provides a completely new experience, marking a significant step forward in music dissemination.

Named [Virtual Hall®](#), this application breaks down traditional barriers to accessing classical music. Using recordings of the Orchestra at Victoria Hall, captured with six cameras and studio-quality audio recording technology, the application allows the audience to enjoy the experience from six different 360-degree viewpoints.

For example, users can switch from a close-up view of the conductor from the string section to a wide-angle perspective from the back row, among the percussionists. Pierluigi Chr. Orunesu, founder of Cybel'Art, states that "this is the first time such a system, involving multiple cameras, has been implemented, presenting a considerable challenge in terms of synchronization and processing the vast amount of data involved."

"This technology represents much more than just an innovation," emphasizes Steve Roger, OSR's director. "It embodies our commitment to democratizing classical music and creating new bridges between the orchestra and the public."

The OSR is delighted to open up new perspectives for the dissemination and appreciation of music, making it more accessible and relevant to a broader and more diverse audience.

➤ [See video clip](#)

➤ [See video 'behind the scenes'](#)



- *A concert accessible to everyone, everywhere;*
- *A unique 360° high-definition vision and high-resolution sound;*
- *Multiple viewpoints among the different sections and within the Orchestra;*
- *Two major works from the repertoire: Beethoven's Symphony No. 3 "Eroica" and Rossini's Overture to William Tell.*

The application will launch on March 10th, 2025, on the Meta Store, and soon on the Apple Store and the Pico Store, compatible with a virtual reality headset.

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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Information about [Cybel'Art](#) and [Art Genève 2025](#)