



Lyon, September 30th, 2024

PRESS RELEASE

Groupe SEB Major Sponsor of the Orchestre de Chambre de Lyon

Groupe SEB becomes a Major Sponsor of the Orchestre de Chambre de Lyon for 3 years. This partnership is perfectly in line with the Group's policy of cultural and regional sponsorship, particularly by enabling young people to discover the world of classical music.

Under the direction of conductor Vincent Balse for the past 10 years, the Orchestre de Chambre de Lyon puts its values of classical tradition and excellence center stage, while blending accessibility and modernity.

The eclecticism of the programs on offer attracts young audiences, introducing them to a new musical genre and breaking down any stereotypes they may have about the orchestra or even opera. This diversity includes covers of film music, symphonic gospel, operatic works and more.



By investing in the development of the Orchestre de Chambre de Lyon, Groupe SEB is helping to enrich Lyon's cultural offering and preserve its musical heritage. As part of the **artistic project for the Nouvelle Salle Rameau, the orchestra was selected to be the orchestra in residence**, once the renovation work is complete.

"We are proud to contribute to the development of the Orchestre de Chambre de Lyon, and thereby pass on our passion for classical music to future generations. Culture, and music in particular, is a formidable vector for social cohesion, and we believe it's essential to make it accessible to all. The renovation of the Salle Rameau, a jewel in Lyon's cultural heritage, will awaken an even greater sense of wonder in audiences," declared **Thierry de La Tour d'Artaise, Chairman of Groupe SEB.**

"A new chapter is being written for the OCL orchestra, which I have had the honor of directing for over ten years, and I'm delighted that it's being written alongside Groupe SEB, with whom we share the values of collegiality, sharing and solidarity. I'm convinced that increasing everyone's cultural capital is a fundamental need, and that every person should have a right of access to culture. To this end, we're going to work hard to considerably develop the orchestra's work and reach a wider audience!" added **Vincent Balse, Musical Director of the Orchestre de Chambre de Lyon.**

Opening concert | 2024-2025 season

The opening concert promises an eclectic program, with excerpts from Rimsky-Korsakov's Scheherazade, Mussorgsky's famous Pictures at an Exhibition, nods to John Williams and his film music, symphonic gospel and Brazilian themes in anticipation of Carnival.

Thursday, October 3rd - from 8pm to 10pm

Salle Molière, Quai de Bondy, Lyon 5^e

[Ticketing access](#)

About Groupe SEB:

World reference in small domestic equipment and professional coffee machines, Groupe SEB operates with a unique portfolio of 40 top brands (including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor), marketed through multi-format retailing. Selling more than 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and client service. Present in over 150 countries, Groupe SEB generated sales of €8 billion in 2023 and has more than 31 000 employees worldwide.

About the Orchestre de Chambre de Lyon

The Orchestre de Chambre de Lyon is the resident orchestra at Lyon's Salle Molière. Made up of 40 musicians, it has been directed by Vincent Balse for the past 10 years, and has a national and international reputation. As part of the artistic project for the Nouvelle Salle Rameau, it was selected to be the orchestra in residence, once the renovation work is complete.

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