m4music FESTIVAL

m4music – discover, connect and support

THE FESTIVAL

Since 1998, m4music, the Pop Music Festival organised by the Migros Culture Percentage, has been the leading meeting place for Switzerland's pop music scene, ensuring that Swiss pop music is heard, discussed and experienced.

Under the motto «discover, connect and support», m4music brings together three key objectives:

- DISCOVER: Through the m4music Shows, the festival presents emerging artists from Switzerland and abroad, bringing new musical developments to life.
- CONNECT: The m4music Conference provides a space for exchange, discussion and fresh perspectives on topics shaping the music industry.
- SUPPORT: With the m4music Demotape Clinic, m4music specifically supports emerging Swiss music talent and creates visibility for up-and-coming artists.

OUR VALUES

We are guided by the following values in pursuing our goals:

- SUSTAINABILITY: Ecological and social sustainability.
- RESPECT, DIVERSITY AND OPENNESS: We encourage different perspectives and create space for reflection and open, respectful dialogue.
- COMMITMENT AND RESPONSIBILITY TO LEARN: We see our approach as an ongoing learning process. We recognise that putting values into practice can involve conflicting priorities and limitations. We carefully weigh these tensions and continuously develop our approach.

These values form the foundation of everything we do: internally, on stage, in the development and presentation of our programme, in our communications, and in our interactions with audiences, partners and everyone involved. We develop concrete measures to put these values into practice, such as a dedicated contact point for discrimination-related concerns and the continued development of sustainable festival structures.

MIGROS COMMITMENT

m4music is part of Migros' commitment to society. Migros creates diverse, long-term and sustainable opportunities for people across society, providing impetus in the fields of culture, social affairs, education, leisure and business. Through m4music, Migros contributes to supporting Swiss pop music and the diverse range of people who shape it.