



## PRESS RELEASE

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### SWISS PRIVATE BANK BERGOS ANNOUNCES LAGIOIA AS THE NEW AIR ARTIST

Bergos proudly announces LAGIOIA as the latest artist to join its AIR (Artist in Residence) program. A powerful voice, deeply emotional lyrics, and an unmistakable presence make LAGIOIA a standout in the contemporary music scene. As a Zurich-based indie soul/pop singer-songwriter, she brings a unique artistic vision that resonates with audiences far and wide.

“We are thrilled to have the joyous talent, LAGIOIA, as part of the wonderful, and growing, group of AIR artists,” comments Dr. Peter Raskin, CEO and Partner of Bergos. “Her craft is a great example of the variety of musical styles we want to support with our commitment to young creative professionals. LAGIOIA is a gifted musician whose radiant spirit comes to life in her work. We are delighted to have her as our new AIR artist!”

### ABOUT THE AWARDEE

With her music, LAGIOIA tells the raw and honest stories of life – fearlessly exploring themes of self-knowledge, hope, and mindfulness. Her signature style combines a multi-faceted voice with a deeply moving stage presence, captivating listeners and evoking strong emotions. As she puts it: “It’s better to feel a little too much than nothing at all.”

After leaving Switzerland in 2018 to pursue her musical ambitions in London, LAGIOIA refined her craft at the prestigious BIMM School and built a dedicated following through energetic live performances. Upon her return, she has graced the stages of renowned festivals such as Gurten Festival, Moon & Stars, RADAR, and Seaside. Her track “On and On” gained recognition at m4music’s Demotape Clinic and was featured on BBC Introducing Kent. With the release of her debut EP “BRUTALLY HONEST”, LAGIOIA is set to embark on her first Swiss tour in spring 2025.

### BERGOS AIR: A PLATFORM FOR CREATIVE GROWTH

As the newest AIR artist, LAGIOIA will benefit from Bergos’ commitment to supporting and nurturing emerging talent. The AIR program, launched by Bergos NEXT, provides young artists in the fields of contemporary music and visual arts with the opportunity to develop their artistic voice, expand their audience, and further their careers at a critical stage.

Reflecting on the opportunity, LAGIOIA shares: “With the support of the Bergos AIR Program, I hope to explore new sounds, experiment with different styles in studio sessions, and collaborate with inspiring musicians. Expanding my network and immersing myself in new creative environments will be invaluable in shaping my musical journey this year.”



## **ABOUT THE PROGRAM: AIR**

The AIR program was created to recognize and uplift young creatives who demonstrate exceptional talent and promise. The global pandemic highlighted the vulnerability of emerging artists, making it even more crucial to provide them with opportunities for exposure and career development. Bergos believes that wealth goes beyond financial assets – it encompasses culture, creativity, and human connection.

Once a year, Bergos introduces a new AIR artist, providing them with resources and visibility to thrive in their artistic journey. By fostering a dynamic cultural landscape, the bank supports the next generation of music and visual art visionaries.

## **BERGOS AG**

Bergos AG is an independent Swiss Private Bank focusing on private wealth management. Bergos emerged in 2021 with a new shareholder base from its former mother company, the Berenberg Group founded in 1590, and has been serving international private clients and entrepreneurs in the Swiss financial center for over thirty years. Its headquarters are in Zurich with an office in Geneva. The Swiss Private Bank is dedicated to "Human Private Banking" and specializes in wealth management and advisory services. With more than 130 employees, the focus is on providing expert guidance in all known liquid asset classes, as well as in private markets and alternative investments. Following a "beyond money" approach, we also offer expertise in art collecting and philanthropy. For entrepreneurial clients, Bergos offers access to M&A and other corporate finance services. Bergos AG offers private clients, entrepreneurs and their families a holistic, cross-generational service that focuses on security, neutrality, internationality and openness to the world.

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