



PRESS RELEASE

Zurich 07.10.21

**FOR IMMEDIATE RELEASE - BERGOS ANNOUNCES
NEW RECIPIENT OF ITS AIR AWARD:**

NEW ARTIST IN RESIDENCE IS MASTER SOUL BOY

We, Bergos and the AIR selection committee, are delighted to announce the next awardee of our Artist in Residence Program **AIR** which was initiated during the height of the Corona crisis, responding to the needs of young artists. This September, on the occasion of our next generation event **Next Weekend**, we premiered Master Soul Boy as our second **AIR** musician. *It's time for fresh AIR!*

ABOUT THE AWARDEE: MASTER SOUL BOY

Gareth Donkin aka Master Soul Boy is a 21-year-old singer, producer and multi-instrumentalist based in Leeds, GB. An enthusiast of classic soul melodies, old school percussion, and jazz infused with new symphonic stylism, strikes an interesting balance between vintage and modern sounds

Now at the start of his career, Master Soul Boy is a promising talent with over 1 million streams on Spotify. The support of Bergos AIR will enable Gareth to grow his musical repertoire, focus on his creative output and skill development

ABOUT THE PROGRAM: AIR

Creatives and their work offer us a space to rejoice and provide optimism and hope. The corona pandemic has made it obvious that young artists are more vulnerable in their ability to push their careers and gain wider audiences.

AIR is the Bergos NEXT Generation Artist in Residence program to support and sponsor future musicians and visual artists. Bergos AIR offers emerging artists in the field of contemporary musical and visual art a much-needed opportunity to showcase their work, cultivate their artistic voice, develop their vision and thus support their careers at a vital stage. As anchored in our belief that wealth goes beyond money our culture warrants cultivation



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QUOTES

Gareth Donkin - Master Soul Boy: Bergos AIR has given me the freedom not only financially but also emotionally to explore new musical directions at a time when I was extremely under pressure and unsure of my musical future. It is extraordinary that a bank would show such commitment to creatives. I am thrilled to be a part of this program.

Dr. Peter Raskin - CEO & Partner of BERGOS: It can be unexpected for a bank to go beyond classical music and support musicians who represent a contemporary musical sound. We believe we have a responsibility to help young people develop their skills and that's why we started AIR. It exemplifies our conviction that wealth goes "beyond money" and cements our commitment to culture and the next generation. We are delighted to support Master Soul Boy's career at this crucial stage.

Aurelia Rauch - Director of Communications: Music and visual art are at the core of our shared experience of culture. With AIR, we hope to offer another nuance in the conversation around the role of young artists in our world and the role of financial institutions for cultural evolution. The creative output of the next generation is impressive and we want to provide a platform to build a strong community amongst the artists, our clients, and our peers.

Louis Jacobs - AIR Selection Committee: Master Soul Boy is an ideal AIR musician – A modern artist offering a view into utopian soul music reaching incredible levels of instrumental diversity and creative expression.

Max Keller - AIR Selection Committee: His musical style of calm instrumental lyrical tracks showcases a variety of soul, funk, pop and electronic components. We are thrilled to have him as our AIR Artist.

Philipp Raskin - AIR Selection Committee: When I first met Master Soul Boy, I was very fortunate to witness his creative process and style of production first hand. He combines aspects of traditional jazz harmony with completely new methods of music production – an incredibly creative use of sound design and a revolutionary approach! He bridges the gap between Michael Jackson and Tom Misch is part of a new wave of young music producers.



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BERGOS AG

We are Bergos, an independent, internationally operating Private Bank with headquarters in Zurich and offices in Geneva. Our clear focus is protecting and growing private wealth. Bergos emerged from the 1590-founded Joh. Berenberg, Gossler & Co KG, it has been active in the Swiss financial centre for international private clients and entrepreneurs for over thirty years.

With a team of about 120 Bergosians, we specialize in asset management and advisory services managing all known liquid and non-liquid asset classes, as well as alternative investments such as real estate, private equity and art. We provide entrepreneurial clients with access to M&A and other corporate finance services. We offer private clients, entrepreneurs and their families holistic services, spanning several generations, which, in addition to investment recommendations, aims at security, neutrality, internationality and cosmopolitanism.

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