

BIL sets the tone with den Atelier

Luxembourg, 27 January 2016: Banque Internationale à Luxembourg SA (BIL) has become a main partner of den Atelier, Luxembourg's legendary contemporary music venue.

As a responsible and committed company, over the years BIL has developed a genuine policy in support of art and culture, in particular through its *Galerie L'Indépendance*, which has become a point of reference in Luxembourg. In addition, with regard to music, it maintains privileged partnerships with various artists and cultural institutions.

Today BIL is taking things a step further by teaming up with den Atelier to be its exclusive sponsor in the banking and financial sector. Den Atelier is an active promoter of contemporary music, with a diversified programme including metal, rock, hip-hop, RnB, electro, jazz, Latin, etc. Den Atelier promotes musical discovery through its holding of concerts by artists of international standing. Numerous groups that are now top acts on the rock scene began their careers in its venue in rue Hollerich, including Muse, Placebo, Faithless and dEUS. Den Atelier is also a promoter, often organising events in other venues such as the Philharmonie as well as the Rockhal, which holds over 6,000 people. Den Atelier usually organises around 100 concerts each year.

Alongside education and innovation, promoting culture and the local creative scene is one of the key components of BIL's Corporate Social Responsibility (CSR) policy. Employees and clients alike, much like the inhabitants of the Greater Region, are all lovers of culture, and den Atelier has become a vital hub for contemporary music in Luxembourg.

"We are delighted to be launching this new collaboration with a dynamic team and a venue that has become an institution in the Luxembourg music scene over the past 20 years. This brings us closer to a younger audience, always on the lookout for the latest sounds," commented Sarah Khabirpour, Head of Strategy, Regulatory Affairs and MarCom at BIL.

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About Banque Internationale à Luxembourg (BIL):

Founded in 1856, Banque Internationale à Luxembourg (BIL) is the oldest private bank in the Grand Duchy. It has always played an active role in the main phases of development of the Luxembourg economy. It currently operates in retail, private and corporate banking, as well as on capital markets. Employing more than 2,000 people, BIL is present in the financial centres of Luxembourg, Switzerland (since 1984), Denmark (since 2000) and the Middle East (since 2005).

About the Atelier:

The Atelier opened its doors in 1995, launched by three friends who had long been regulars at rock, pop and jazz concerts at venues such as the Bataclan (Paris), the Ancienne Belgique (Brussels) and E-Werk (Cologne).

The concert hall is located in a disused garage in the heart of the Luxembourg City, hence the name. The original idea was that the venue should become a key stopping-off point for artists performing in Paris, or in Belgium or Germany.

For more information, please contact:

Iris Rippinger
A-Promotions sàrl
183 rue du Rollingergrund, L-2440 Luxembourg
Tel: +352 402403-56 – Email: iris@atelier.lu

Vincent Pelletier
Banque Internationale à Luxembourg SA
69, route d'Esch • L-2953 Luxembourg
Tel: +352 4590 5046 – Email: vincent.pelletier@bil.com