



MAERKI BAUMANN & CO. AG

PRIVATBANK

# Journal

Commitment –  
a musical accomplishment

Modular investment solution –  
our modular system for  
your investments

## Dear reader

From film to art, from art to music: in our Journal, we want to show you the multifaceted nature of our private bank. This issue presents our commitment to music, and to the freshly renovated Tonhalle Zurich.

A project partner of this music institution for many years, Maerki Baumann has helped the Tonhalle orchestra to achieve its current pre-eminence. What's more, the family that owns the bank is closely associated with the Tonhalle: its members sit on the institution's managing bodies. Turn to page 3 to read how Hans G. Syz-Witmer, the Chairman of our Board of Directors, was personally committed to helping Tonhalle Zurich acquire a new organ.

Diversity is also the order of the day when it comes to investments, as you will see on page 5. We launched our modular investment solution five years ago, and we have been steadily developing it further ever since. Today it is one of the bank's most important mainstays. In addition to its already impressive characteristics of flexibility and transparency, it now also addresses the topic of sustainability.

I hope you enjoy reading the Journal.

Best wishes



Dr Stephan A. Zwahlen  
CEO Maerki Baumann & Co. AG



## Trust demands performance

We are there for our clients as reliable partners for all questions relating to assets and investment. At the same time, we concentrate on our core competencies and combine the tried-and-trusted with the innovative. We proactively draw on the values of our family-owned company and Switzerland's locational advantages. And we provide our services as a team.

# A musical accomplishment

4,798 pipes, 80 stops, 1 organ: the new instrument is the centrepiece of the renovated Tonhalle Zurich – and the driving force behind its acquisition was Hans G. Syz-Witmer.

**From delicate pianissimo to thunderous fortissimo: with its broad spectrum, the new Tonhalle organ has met with the approval of orchestras, choirs, soloists and the public.**

Hans G. Syz-Witmer, Chairman of the Board of Directors of private bank Maerki Baumann & Co. AG, is passionate about music – and is especially dedicated to one very specific instrument. But the musical pleasure he experienced at concerts in the Zurich Tonhalle was sometimes tinged by a certain irritation. The problem was the organ. “As an accompanying instrument at symphony concerts,” he says, “the organ wasn’t quite up to the job.”

The subject of the organ also came up in the course of the Tonhalle’s extensive renovation. As vice-president of both the Tonhalle Society and the Kongresshaus Foundation, which was responsible for the renovation, Hans G. Syz-Witmer seized the opportunity and campaigned for a new organ. The point of building a new organ was not only to improve the instrument’s sound, but also to rationalise space on the stage – thus improving the acoustic as well.

Since a new organ was not included in the 170-million-franc conversion project funded by the public sector, Hans G. Syz-Witmer took care of its procurement personally. Funding was provided by the Zurich Baugarten Foundation, which he chairs.

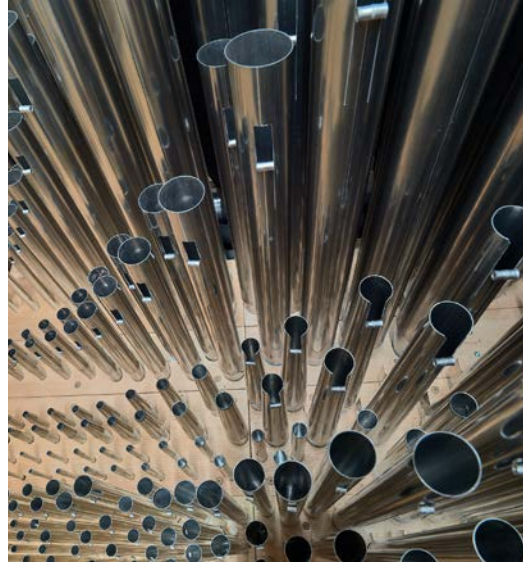


Christian Schmitt inaugurates the Tonhalle Zurich organ (photo: Joseph Khakshouri)



By the end of September this year, the time had come: towering loftily above the stage, the new instrument was ceremoniously inaugurated with a major orchestral concert and a “Night of the Organ”.

The organ’s period finish means that it resembles its predecessor externally. It thus fits in with the concept of the renovation project, which has restored the hall to its original 1895 splendour. But what goes on inside is cutting-edge: the new organ incorporates the latest technology and is therefore easier to play and maintain than the old one. People who are deeply into stops will discover refined touches such as a nose flute stop – the Flauto Turicensis, an innovation specially developed by Kuhn organ builders in Männedorf, in the Canton of Zurich. The 25-tonne instrument was entirely handcrafted in Switzerland.



A glimpse of the “innards” of the Tonhalle Zurich organ (photo: Michael Reinhard)

## “The organ is the queen of instruments.”

The organ’s size and the disposition of its stops were designed for the concert hall and for accompanying a symphony orchestra, as well as for solo use. “It’s a wonderful instrument,” says Tonhalle artistic director Ilona Schmiel. “We do our utmost to ensure that it’s played as often as

possible.” Unlike monophonic instruments, the organ offers a wealth of sounds covering the entire tonal spectrum, from the most delicate pianissimo to a thunderous fortissimo.

For a long time, organs had an antiquated image: people expected them to be played in churches, not at concerts. But today more and more organists are switching from the church to the concert hall, thus giving the instrument its renaissance. “The organ is the queen of instruments,” says Hans G. Syz-Witmer, who listens to every type of music on the organ, from classical to jazz, pop and film music.

The construction of new concert-hall organs like the one in Zurich’s Tonhalle can also be seen as a commitment to the instrument by the world of music. Even champions of the old organ, who didn’t manage to prevent a new one from being built, have now been won over by its replacement. In fact, the old organ has found a new home: Koper Cathedral in Slovenia. Hans G. Syz-Witmer’s commitment has paid off all round – his enjoyment no longer gives way to irritation. “Before the Tonhalle was renovated,” he says, “some people wanted to keep the old organ – so it’s all the nicer that everybody’s happy now.”



Hans G. Syz-Witmer and Ilona Schmiel at the inauguration of the organ in the Tonhalle Zurich on 23 September 2021 (photo: Gaetan Bally)

# “Simply splendid!”

Ilona Schmiel and Hans G. Syz-Witmer, Director and Vice President of the Tonhalle, on the regeneration of Zurich’s concert hall.

*Ms Schmiel, Mr Syz, Zurich’s new Tonhalle is looking wonderful again. What music accompanied you during the inaugural phase?*

**Ilona Schmiel:** Professionally I was working on Mahler’s 3<sup>rd</sup> symphony, which we performed at the opening concert. A phenomenal work. I don’t listen to music all the time when I’m on my own: I sometimes need silence.

**Hans G. Syz-Witmer:** I’ve been working on Mahler’s 3<sup>rd</sup> symphony too. I make it a habit to consciously listen in advance to the works I’m going to hear at Tonhalle concerts, and to follow them with the scores. It’s as exciting as any thriller.

*What do you see as the appeal of the new Tonhalle Zurich?*

**Schmiel:** In the hall it’s the colourfulness, the warmth of the space and the attention to detail with which it has been renovated. And, of course, its outstanding acoustic.

**Syz:** In the face of major challenges, we managed – following intensive discussions – to restore the hall almost to its original condition, at the same time as equipping it with a new state-of-the-art organ. That’s simply fantastic.

*What was the renovation’s biggest challenge?*

**Schmiel:** The coronavirus crisis sped up the digitisation process for us too. And it showed that the characteristics of a hall dating from 1895 don’t always meet our needs. The big challenge was how to reconcile these needs.

*The Tonhalle Zurich is livestreaming more and more concerts.*

*How important is that?*

**Syz:** The digital concert hall is a reality. These days, we have to make concerts available on all channels. I have made up my mind to do everything in my power to argue for the installation of cameras to promote livestreaming.

*What are you doing to attract a younger audience to live concerts?*

**Schmiel:** We have a huge music appreciation programme for everyone aged from 4 to 99. I want all the 240,000 schoolchildren in the Canton of Zurich to come to see us at the Tonhalle at least once.

**Syz:** The real skill will be to overcome their fear of coming in. The new Tonhalle must be for everyone, not just for people who wear ties.

*Why did you get rid of intervals?*

**Syz:** It’s like at the cinema: an interval interrupts the flow of the performance. Doing without intervals keeps people’s concentration level high. In the past, people often left before the final applause to get home in good time. That was a shame, and it certainly wasn’t what the musicians wanted.

**Schmiel:** Concerts without intervals went well during the pandemic. Instead of intervals, there are now opportunities to meet other audience members and talk to them, both before and after concerts. And after concerts the audience can meet the musicians informally in the foyer.

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Ilona Schmiel  
Director of the  
Tonhalle Society  
Zurich since 2014



Hans G. Syz-Witmer  
Chairman of the  
Board of Directors of  
Maerki Baumann &  
Co. AG, Vice President  
and Treasurer of the  
Tonhalle Society Zurich





# Our modular system for your investments

The modular investment solution is broad-based to meet high expectations – in terms of sustainability too.

Our clients need rigorous solutions at the right time: tailor-made investment strategies, precisely geared to their personal wishes and goals – however multifaceted and complex they may be.

Five years ago, private bank Maerki Baumann came up with a persuasive answer to this challenge: the modular investment solution. This enables clients to align their investment goals with their individual preferences and risk propensity, simply and transparently. The modular investment solution, an important mainstay of our services, is currently in great demand.

The solution works on a “building-block” principle: we create a personal investment strategy based on the client’s investment objectives and risk profile. This consists of a number of investment components, the modules. There is a choice of different basic modules and of focus modules too, which allow for individual priorities to be set. All modules can be flexibly combined, weighted and changed at any time.

Our modular system is constantly expanded to take account of emerging investment themes. There is a growing demand for sustainable investments, for example, which we have met with the launch of the Equities Global Impact focus module. The module focuses on mid- and large-cap stocks, covering megatrends such as digitisation and urbanisation.

At Maerki Baumann, we are underlining the great importance we attach to sustainability by further expanding our cooperation with Globalance Bank, a Swiss pioneer for sustainable investment. While the investment strategy and security selection will remain our domain, we in future want to source the investment universe and sustainability reporting from our specialist partner. We are also a signatory to the UN Principles for Responsible Investment. We are thus committed to making sustainability issues even more central to our investment processes.

## What we offer

The modular investment solution offers you the following benefits:

### **Innovative**

The modular investment solution currently consists of six basic modules and 14 focus modules. The module selection is constantly being expanded to include specific investment themes.

### **Flexible**

All modules can be flexibly combined, weighted and changed at any time – meaning that each client has their own personal investment strategy.

### **Transparent**

The modules are managed by Maerki Baumann private bank. The costs per module are transparent and differentiated, while performance can be viewed at any time via E-banking and mobile banking app. Clients have the “right to intervene” and, if they wish, can remain involved in the investment activities at all times. Unlike an investment fund, clients hold the securities (shares, for example) contained in the modules in their custody account in their home market, enabling them to exercise all shareholder rights.

### **Simple**

To illustrate the investment concept, interested parties can use the configurator to compile an individual investment strategy which they can then have emailed to them ([www.maerki-baumann.ch/modular-investments](http://www.maerki-baumann.ch/modular-investments)).

Want to find out more? If so, please get in touch. Our client advisors put their expertise at your disposal: they will gladly explain the individual options that are open to you.

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**Konstantinos Ntefeloudis**  
Head of Investment Management,  
Maerki Baumann & Co. AG



Learn more about sustainability  
at Maerki Baumann.





# 18<sup>th</sup> Schweizer Tafel Soup Day – Maerki Baumann helped out.

On 25 November 2021  
at Zurich's Paradeplatz



“Safety and reliability  
are the core values of  
our corporate culture.”

Andreas Fröhlicher  
Head of Legal & Compliance,  
Maerki Baumann & Co. AG



“Following the  
rules earns us  
our clients’ trust.”

Monika Lüscher Mose  
Deputy Head of Legal & Compliance,  
Maerki Baumann & Co. AG

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concerning the suitability of such investments, since their tax treatment depends on the personal circumstances of the investor in question and is subject to change at any time.

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