

An aerial photograph of the Paléo festival during sunset. The scene is filled with a large crowd of people, numerous white tents, and a large, colorful, abstract sculpture in the foreground. The sun is low on the horizon, casting a warm glow over the entire scene. The festival is set against a backdrop of rolling hills.

Paléo

Presskit

Press Office
Bento Bastien
+41(0)22 365 10 40
presse@paleo.ch

THE FESTIVAL



Founded in 1976, the Paléo Festival is one of Europe's major music events, with **six days and nights** of music and shows spread over eight stages of varying character.

Both a springboard for young talent and a showcase for headliners, the Festival has gradually expanded to embrace all musical styles, along with circus and street arts.

The programme features artists and groups from around the world, spanning all styles: pop, rock, electro, rap and indie. There's also a strong emphasis on French-language chanson.

The Grande Scène and Véga stages host the festival's headliners. The other stages offer a wide choice of established and emerging artists: **Belleville** presents a cutting-edge electronic programme, **Le Dôme** the artists programmed in the Village du Monde, and the **Club Tent** the new talent to watch.

The Paléo Festival is also an extraordinary city for the **250,000 festival-goers** who visit it. Particular attention is paid to the welcome, the décor and the choice of food and craft stands.

For over 20 years, the Paléo Festival has sold out before even opening its doors!

Olivia Ruiz on the Grande Scène, (c) Nicolas Patault

THE FESTIVAL

Village du Monde

Let's go to the end of the world !

A festival within the Festival, the Village du Monde showcases a particular region of the world. On its dedicated stage, Le Dôme, music plays a central role. Every year, the decor, music, craft, and food stalls in the Village du Monde are redesigned to create an immersive experience based on respect, openness, and of course partying!



Brazil, Village du Monde 2023, (c) Ludwig Wallendorff

La Ruche

How original!

La Ruche and its artists, raw and unusual, plunge you into a world apart. A bubble suspended in space and time, for everyone. A parallel dimension which, through moving shows or hallucinatory wanderings, will remind you of the deliciously cacophonous and poetic taste of existence.



La Ruche, (c) Bertrand Pasche

HES-SO x Paléo

Slamming atmospheres !

Every year, HES-SO joins forces with Paléo for an artistic programme. The passionate commitment of around one hundred students helps this ambitious project come to life, featuring a musical programme focusing on up-and-coming artists, a spectacular set design, stands, and fun activities... It's a great place to meet new people, discover new acts, and party night and day!



Face Nord - HES-SO 2024 Project, (c) Nicolas Patault



Véga

Club Tent

Belleville

HES-SO Space

Village du Monde

Grande Scène

Le Dôme

La Ruche

Stage capacity	
Grande Scène	35'000
Véga	20'000
Belleville	5'000
Le Dôme	3'500
Club Tent	2'500
La Ruche	600
HES-SO Space	500

THE FESTIVAL

+250
concerts and shows

250'000
spectators

136
food stands

8'500
campers a day

48th
edition

6
days,
nights

47
bars

80
hectares of land

5'400
volunteers

FACTS & FIGURES



AUDIENCE PROFILE

The Paléo audience is renowned for its great diversity, bringing together music fans from all backgrounds and all generations. This mix creates a unique, unifying and friendly atmosphere.

Origin

Nyon district	20%
State of Vaud (without Nyon district)	26%
State of Geneva	16%
Other French speaking states	27%
German speaking states and Ticino	1%
Foreign countries	11%

Half of the audience is under thirty !

Age

Under 20 years	9%
Between 20 and 29 years	38%
Between 30 and 39 years	23%
between 40 and 49 years	13%
Between 50 and 59 years	12%
Over 60 years	5%

Loyalty

18% discovers Paléo for the first time
92% of previous visitors have attended 2 or more editions
99,9% of the public are definitely (84%) or maybe (15.9%) coming back next year

Satisfaction

98% of the public were satisfied or very satisfied with the Festival
91% of the public gave the Festival a score between 8 and 10/10
7% of the public gave the Festival a score of 7/10

SUSTAINABILITY

at 360 degrees !



The Paléo Festival has been sensitive to the challenges of sustainable development since its beginning. From sorting waste to encouraging public transport, as well as consuming 100% green energy, and its commitment to the social and local life, the Festival is committed to 360° sustainability.

Environment Commission thus reflects throughout the year on the new measures to be undertaken, as well as on the means of achieving these goals. Every year, Paléo implements new and innovative measures to have a positive impact on its carbon footprint.

In 2022, the Festival's carbon footprint was updated. In 2024, an evaluation was launched in partnership with the independent organisation A Greener Future. In 2025, A Greener Future certified Paléo as a 'Greener Festival' for the quality of its sustainability policy, and presented it with the Community Action Award at its prize-giving ceremony. This international distinction rewards the positive impact of the event on local associations and its strong links with the community.

Waste management

64% of Festival waste is recycled thanks to 341 volunteers.

Transport

1 festivalgoer in 2 uses public transport or soft mobility to get to the Festival, thanks to a network of more than 20 free or reduced-price lines.

Energy

Green energy has been powering the Festival since 2006.

Respect for the soil

Paléo is very committed to protecting its grounds (80 hectares), the river Asse and the biological belt that runs through the festival site.

Redistribution

Paléo works with **2** charity partners each year (fundraising and promotion) and redistributes its income to local associations.

“The Paléo Festival has shown a passionate desire to create a green festival by observing best practice. Its team is working hard to achieve this and has shown an unwavering determination to continually improve in order to protect the environment”

Charlie Forbes, Certification Coordinator for A Greener Future

SUSTAINABILITY



Mobility

Between 2005 and 2022, the proportion of festivalgoers using public transport to get to the Festival site increased from 27% to **47%**, thanks to an improved offer in partnership with the CFF, NStCM, and the TCS. Now the objective is to increase this percentage and reduce the number of vehicles traveling to the festival.

Waste sorting and wastage

Dressed in green, the “Aspirators” team clean the toilet facilities and make sure that the numerous dustbins around the site do not overflow with rubbish. Thanks to their work, 64% of waste is recycled. The Festival is working on increasing this percentage.

Local food and beverages

The consumption of food and drink has a considerable effect on the Festival’s carbon footprint. Paléo has therefore decided to find ways to serve a seasonal menu to its 5,400 volunteer staff members (near 50’000 every year). Paléo also encourages food stallholders to use local, organic or vegetarian produce.

Green energy and saving energy

Since 2006, Paléo has been committed to using 100% green energy, entirely renewable and local. On the strength of the findings of an energy and environmental audit carried out by Romande Energie and the WWF in 2007, Paléo is continuing to strengthen measures aimed at reducing electricity consumption.

Ethical and eco-responsible merchandising

The Paléo Shop offers trendy clothing that is produced in an eco-responsible and sustainable way. Short circuits are preferred as much as possible. The finished products meet at least the **Oeko-Tex 100 standards**.

Soil and biodiversity preservation

Paléo is committed to preserving the site, which covers **80 hectares over 5 communes** and belongs to **20 landowners** and farmers, by taking action to protect the soil, a close collaboration with landowners and operators, a large-scale clean-up of the site after the festival.

Local and social commitment

The Festival is a key, responsible community player in the Nyon economic landscape. It offers apprenticeship positions, help with professional integration, support of social and cultural projects. During the Festival, all bars are run by local associations to which Paléo pays a percentage of the profits.

Water consumption

On the basis of an audit, Paléo is also continuing to strengthen measures aimed at reducing water consumption, such as water flow reducers, dry urinals or the use of natural heating to clean cups.

Accessibility

Paléo guarantees access for all, in part thanks to a nursery, free admission for children under the age of 12, easy access for people with disabilities, free admission for a companion of a disabled person, or concerts translated into sign language.

Reception & security

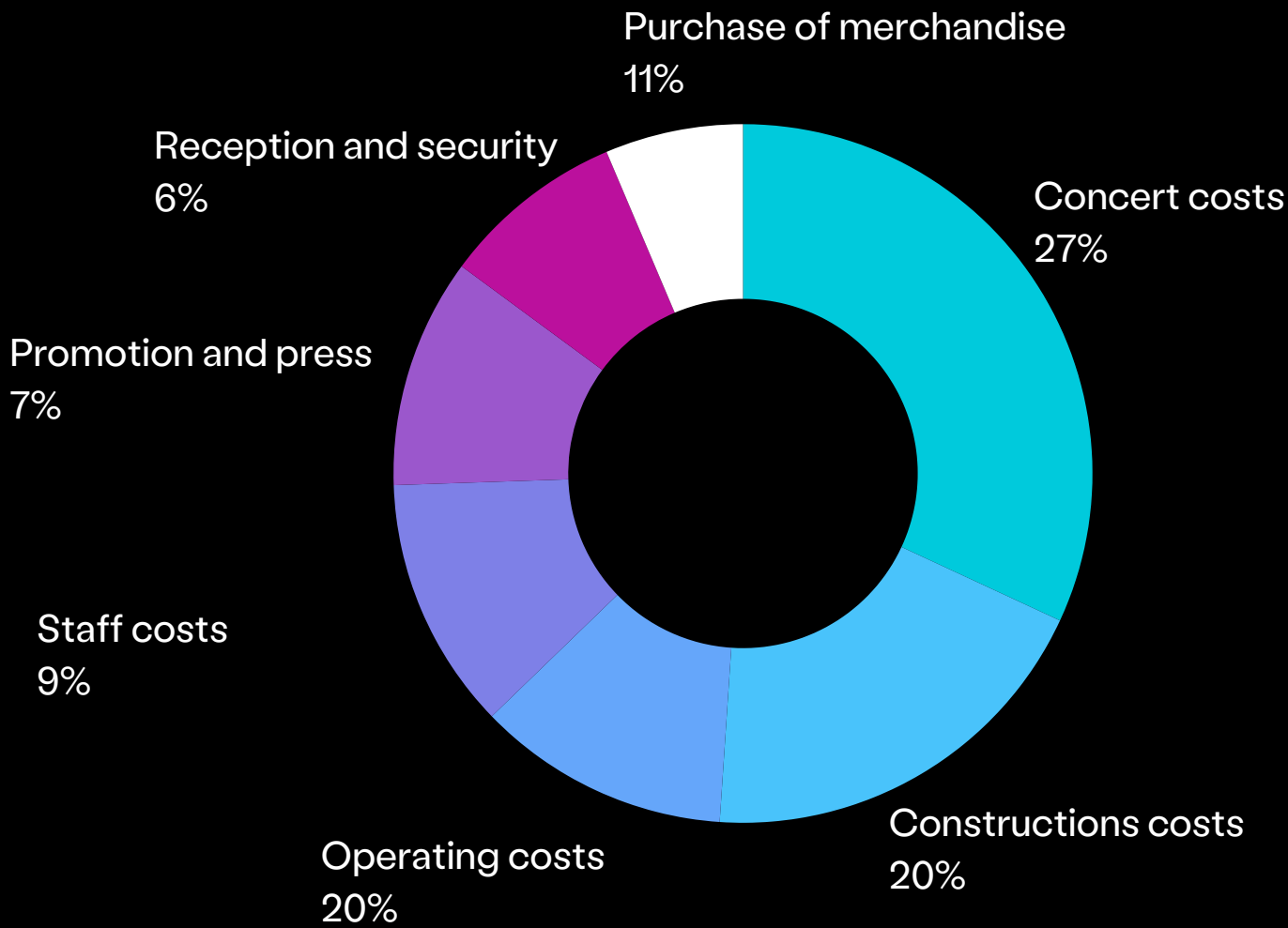
Health and safety are at the heart of Paléo’s concerns to ensure that the Festival remains a place to party. This means, among other things, access to free drinking water, no sale of spirits, information and prevention teams, a sound charter, and medical and health facilities.

SUSTAINABILITY

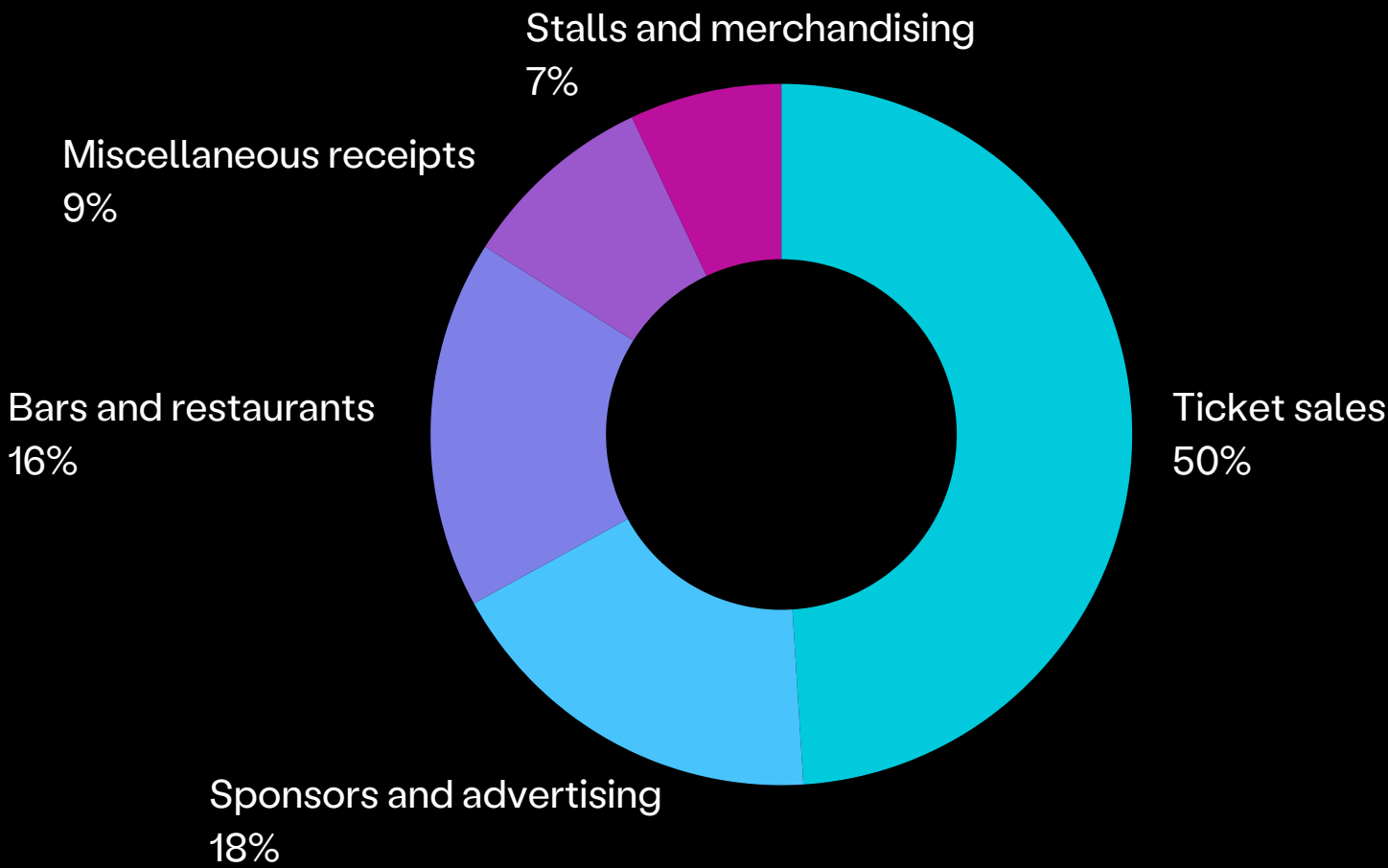
2025 BUDGET

Paléo Arts & Spectacles is a **non-profit cultural association** founded in 1974. Paléo does not receive any subsidies and aims to remain financially independent while being accessible to as many people as possible. The organisation of the Festival is delegated to an Organising Committee, which is responsible for managing all financial, technical, administrative and promotional aspects.

2025 expenditures: 33 mio



2025 receipts : 33 mio



THE POSTER

As a key player in the French-speaking Switzerland, Paléo is committed to **supporting education**, and providing its partners with innovative collaboration opportunities. In partnership with HES-SO, it offers students various opportunities, including a unique poster project.

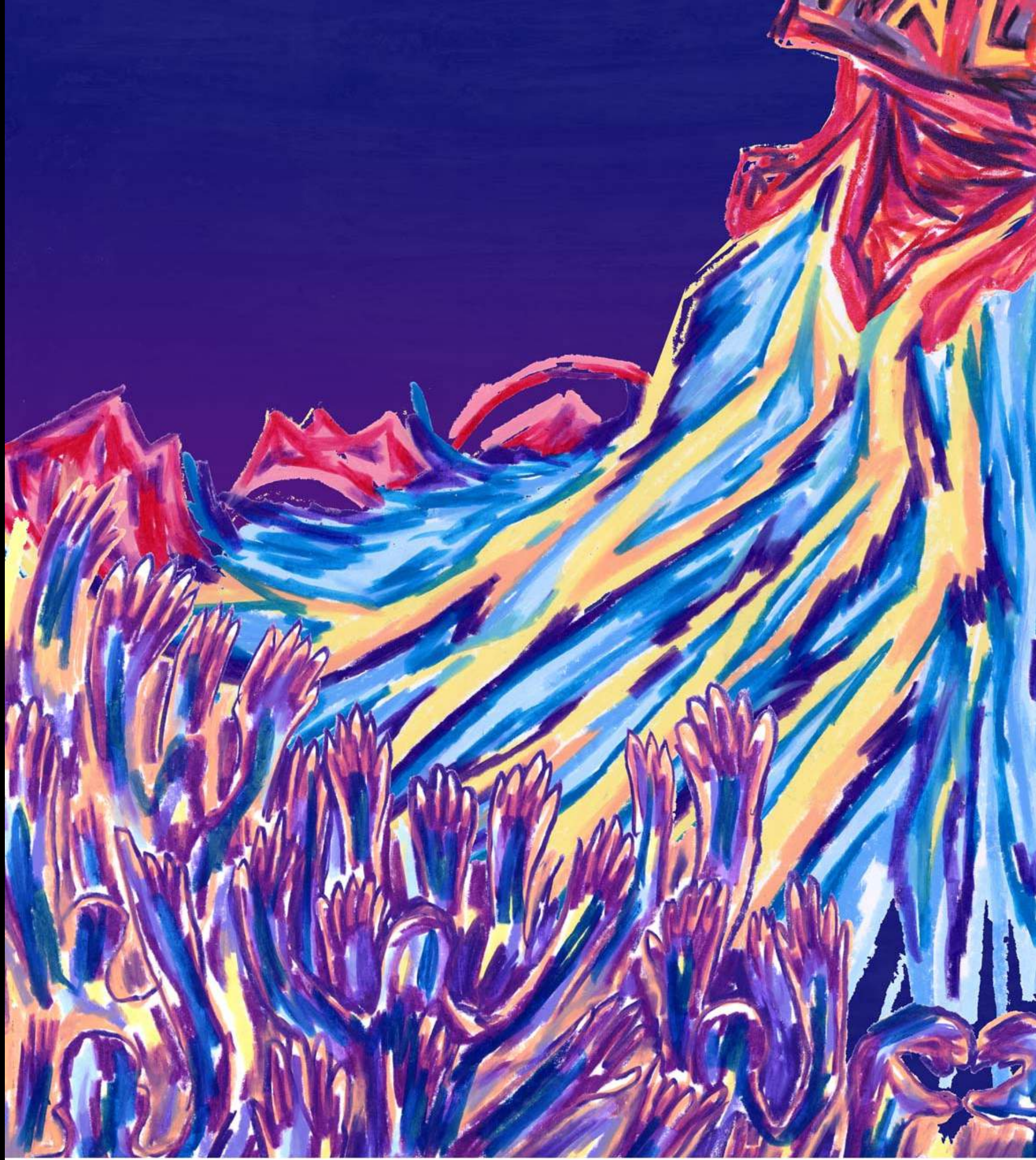
Each year, the Geneva Haute École d'Art et de Design (HEAD) invites students to create the visual identity for the next festival edition. The winning design will come to life on the official poster, as well as online (website, social media) and across the Festival site (Grande Scène, flags, merchandise).

The 2025 poster invites you to immerse yourself in the energy of the crowd under the floodlights! Created during a BaseDesign-led workshop with students from HEAD – Genève, it encourages viewers to dive into the crowd's infectious energy. Designed by artist and musician Chiara Pugliese, currently studying for a BA in Illustration, the artwork bursts with color through expressive use of pastels and Neocolor.

The result is dazzling, dynamic, and striking, with an interplay of textures, colors, and shapes that flirts with abstraction. At its core, the poster captures the incredible energy of Paléo's community, with subtle nods to the Festival's iconic structures.

“This graphic and colourful aesthetic is a playful and ultra-vibrant take on Paléo. The so-called ‘traditional’ pastel work helped me infuse the poster with a feeling of spontaneity, playing with Paléo's iconic structures while at the same time offering an abstract rendering, evoking the crowds and spotlights on Plaine de l'Asse.”

Chiara Pugliese



Daniel Rossellat

President of Paléo Festival Nyon

BIOGRAPHY

Born on 22nd August 1953, Daniel Rossellat grew up in the countryside just outside Nyon and at the age of 19 became a youth worker. It was at about this time that he got together with a few friends and organised his first concerts at the Folk-Club de l'Escalier, which was to become "Paléo Arts & Spectacles" in 1975, the association which is still responsible for organising Paléo Festival Nyon today. At a time when the profession of event organising was still in its infancy, Daniel Rossellat spent several years juggling between his responsibilities at Paléo, his studies in engineering and placements as a trainee journalist before finally inventing himself an entirely new and hitherto unknown job, that of festival director.

In 47 editions, Paléo Festival has attracted almost seven million festivalgoers and is today a major Swiss and indeed European cultural event. With total crowds of more than 250,000 over six days, the Festival has built up a loyal and enthusiastic following. Recognition has come from fellow professionals too. Both the Festival and its charismatic figurehead have received numerous awards. In 2007, the French minister of culture and communication honoured Daniel Rossellat with the rank of Knight of the order of Arts and Letters and then in 2016 with the rank of Officer of the order of Arts and Letters. In 2018, he further received a Lifetime Achievement Award while attending the European Festival Awards Ceremony in Groningen. In 2019, the University of Lausanne awarded Daniel Rossellat a Doctorate Honoris Causa to recognize the quality of his commitment to the region. The Festival has been awarded several prizes and certificates in recognition of its cultural work and for its environmental protection policy.

An attentive observer of the political scene, partly due to his training as a journalist but also to his experience in show business, and a long-time active citizen in the local community, Daniel Rossellat was brilliantly elected to the office of mayor (syndic) of Nyon on 30th November 2008. Re-elected in March 2011, in February 2016 then again in February 2021, he divides his time between managing the town of Nyon and directing the affairs of Paléo Festival, delegating a certain number of responsibilities to other colleagues.

A hedonist by nature, Daniel Rossellat has developed a real passion for gastronomy and fine wines. In order to stay fit, this health-conscious epicurean makes sure he engages in regular sporting activity. Curious by nature and attracted by the call of wide-open spaces, he often travels to the other side of the Atlantic, whether to New York or Quebec, where man-made constructions vie with the immensity of the natural surroundings.



VOLUNTEERS

From the very first editions, volunteering has been at the heart of the Paléo philosophy. Created by a team of friends, the Festival has always been able to count on the support of volunteers who are as motivated as they are passionate. The circle of friends has since expanded, but the principle has remained the same. Today, Paléo collaborates with respect and trust with nearly **5,400 volunteers**, who contribute greatly each year to the success and spirit of the Festival. The **loyalty** of the volunteers, many of whom return year after year, adds to the magic of the event.

Percentage of new volunteers between 2022 and 2024 :

2024	→	20,8%
2023	→	25,05%
2022	→	34,46%

The average age of all volunteers is 33, 34.

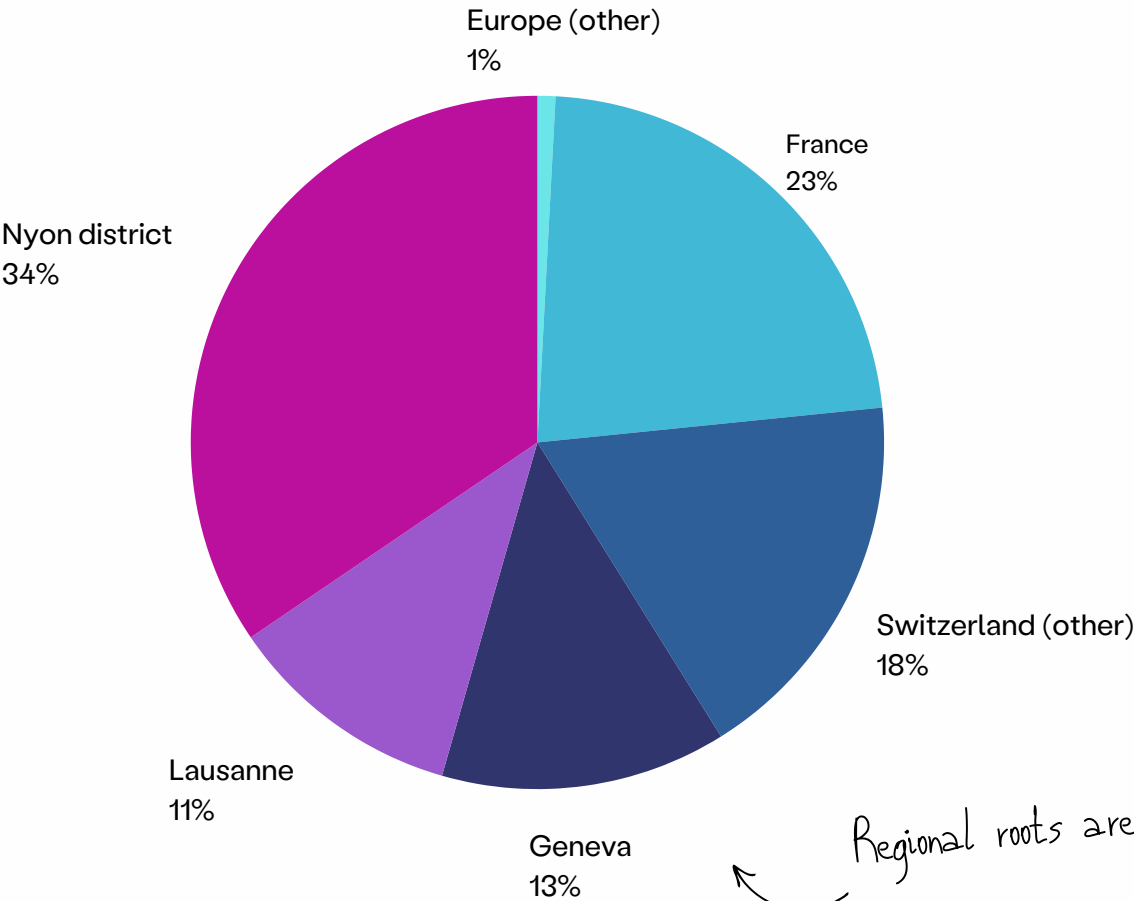
“ We say goodbye, we're sad, and we really look forward to the following year when we can all see each other again - and that can be a long year! ”

Daniel, experienced volunteer

“Volunteers are really there for friendship and to have fun. We don't care how old the person is or what they do, where they work...”

Sofia, volunteering for the 1st time in 2024

Origin of volunteers



The full Festival Organising Committee (COF) for the 2024 edition

PRESS OFFICE

The Press Office team will be happy to answer any queries you may have:
presse@paleo.ch

Press area

The press area of the website contains all the documentation available on Paléo. It is regularly updated with the latest press releases, images of the event and information leaflets.

<https://yeah.paleo.ch/fr/presse/accueil>

Login : presse
Password: folkyeah

Photos & videos

A series of royalty-free images is available to the media to illustrate their articles with the following credit: (c) Paléo Festival Nyon 2024, name of photographer.

Videos may also be used with the following credit:
(c) Paléo Festival Nyon 2024, Backyard.

Please note that any commercial use of this material is strictly prohibited. In the event of an interest in purchasing a photograph (commercial campaign, advertising, etc.), the Press Office will be happy to put you in touch with the photographer concerned. The Festival reserves the right to demand the de-publication of the image if this clause is not respected.

Accreditations

Accreditation is available for journalists, photojournalists, audiovisual productions and content creators.

The application form is available on the press area of the website from May to early July. Once this deadline has passed, it will no longer be possible to submit an application.

In view of the high demand, the press office reserves the right to request additional information, limit access to certain evenings or refuse certain requests.

Photojournalists

The press service only accredits photojournalists who are affiliated to a media organisation. This policy, implemented jointly with Impressum and the Montreux Jazz Festival, excludes all freelance photographers. All professionals wishing to take images on site must sign the photographers' charter.

MEASE (Interviews, news extracts, photos)

In May, the Press Office will also be launching the MEASE platform, which will enable accredited professionals to submit all requests relating to coverage of the event:

- Artist interviews
- Recording rights
- Concert photos ← New !

It is imperative that you submit your requests via this tool, as no requests are processed outside of it. A login will be issued on request, once accreditation has been granted.