

Eurovision

The power of reimagining

The most powerful ideas are born when people from all walks of life come together – open-minded, inspired, and curious. In an environment that fuels creativity, encourages dialogue, and embraces new perspectives. A setting where we reimagine the world together – for the aim of improving lives for everyone.

The Eurovision Song Contest is a celebration of exactly that spirit: a global stage that brings together a rich mix of cultures and ideas, showing what's possible when we unleash imagination and innovation.

Novartis is proud to support this extraordinary event – created in Switzerland, and now hosted in Basel, our hometown. A celebration that brings to life the values of togetherness, openness, and progress. And one that reflects everything we believe in at Novartis: Reimagining Medicine, together.

Our stage, our voices, our people

We're turning up the volume on creativity at Novartis and looking beyond our laboratories and offices.

With 78 000 employees from over 100 countries, at Novartis, we believe in the power of collective creativity and international collaboration — values we share with Eurovision. Through the universal language of music, we shine a spotlight on the diverse skills and expertise that drive Novartis forward. Going beyond our work in science and medicine to highlight our varied creative passions, whether it's music, art, or dance, Reimagining Medicine, together is a salute to the fusion of creativity and innovation that makes us who we are.

By showcasing these stories, we uncover each one of your unique narratives, appreciating our people's diverse backgrounds, perspectives, and experiences.

Our stages to celebrate the Eurovision Song Contest. Together.

Novartis is sponsoring the Eurovision Song Contest 2025 with a broader commitment to community engagement and inclusion. By supporting the ESC, we're helping to create shared cultural and community-focused experiences that inspire progress and bring people closer together. Locally and globally.



Empowering kids through music

As part of our Eurovision celebration, we've partnered with Superar Suisse to launch Empowering kids through music – an initiative that gives children and young people the chance to grow through the power of music.



Feel the Beat

As part of our Eurovision celebration in Basel, Feel the Beat invites people with and without hearing impairments to come together on one dance floor and experience the universal power of music.



Eurovision Village – a place to experiment, celebrate and have fun

A daily program of live concerts, public viewings, food and drink stands and other activities.



Novartis Pavillon & Campus

During Eurovision week, the Novartis Campus and the Novartis Pavillon will become a cultural hub, offering free public access, engaging experiences, and inspiring moments that connect science, music, and society.



Arena plus – experience the Eurovision Song Contest grand final together

On Saturday, May 17, 2025, we invite you to Arena plus – an extraordinary public viewing event at St. Jakob-Park.



BASEL bench – a place to pause, reflect, and reimagine

Novartis is proud to gift the city the BASEL bench – a lasting symbol of creativity and community.



All aboard the Eurovision tram

As Eurovision excitement builds, one of Basel's most iconic forms of transport is getting a musical makeover.



Nora's story

Every protein that I look at and every protein sequence that I play on the piano is like a puzzle that wants to get solved and wants to get structured. And then eventually everything comes together.

Nora, group leader in Technical R&D



My secret to learning English? Songwriting.

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VIDEO

Carlos's story

The flexibility of my job allows me to be all the versions of Carlos that I am: the Carlos of Novartis, the singer, the athlete, the runner, the mountaineer and Carlos the family man. It allows me to be all parts of myself and dedicate time to them all.

Carlos, Benefits Administration Expert



Fiorenza's story

Playing the piano with other instrumentalists or singers is one of my favorite things in the world. When playing music with others, there is often a magical moment when you instinctively understand how to interpret a piece without needing to speak.

Fiorenza, Global Program Safety Team Lead



What music taught me about failure

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VIDEO

Claire's story

Thanks to music, I'm not afraid of failure... When you play music, you learn from your mistakes and in fact, you can't progress without accepting that you'll sometimes hit the wrong notes. And I know that it's by trying, by daring, that I end up succeeding and improving.

Claire - PMO lead and Clarinetist

A woman with short dark hair, smiling, is seated in a room. In the background, there is a piano, a guitar, and several framed artworks on the wall. A large, glowing lantern is visible on the left. The text 'How nurturing passions influences science' is overlaid in large white letters.

How nurturing passions influences science

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
VIDEO

Anisah's story

Imagine a group of musicians coming together in an orchestra, creating a piece of music that seemingly like magic appear out of the individual parts. Science can be the same if a group of individual scientists come together united towards a common cause, may produce an outcome that is far more innovative than an individual.

Anisah - Head of Science Delivery at Data 42, Cellist, Pianist and Singer

The parallels between music & science

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VIDEO

Gustavo's story

Music is science. Both are built on structure, rhythm, and discovery. And in both, the most rewarding part is the impact they have on people's lives.

Gustavo - Clinical Innovation Project Specialist, Guitarist, Singer and DJ

All Videos

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Claire's story

Anisah's story

Gustavo's story

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