

artBLVD21-Photography Agency

The deep passion for music, show and entertainment is the basis for the creative work of the agency artBLVD21-Photography.

What artists express audio/visually with their music or performance, agency artBLVD21-Photography captures by means of, point of view, camera and resulting photo material.

“ PASSION | EMOTIONS | MOMENTS

Inspired by the pioneers of music photography - namely: Henry Diltz, Peter Simon or Hannes Schmid - artBLVD21-Photography has set itself the goal of taking their photographic work as a model and continuing it.

Not always an easy task in today's digital world, but the focus is always on the principle of creating "lasting memories" to be able to look back someday on:

"Passion" (Passion), "Emotions" (Emotions) and "Moments" (Moments).

Agentur Portfolio: <https://artblvd21-photography.com>

The BLVD21-Magazine (Est. 2011)

The web-based webzine - "The BLVD21-Magazine" - was founded in 2011. The "hobby" music blog that had been run until then was used as the basis for the newly founded magazine.

For more than ten years now, "The BLVD21-Magazine" has been reporting with a lot of heart and passion (as well as free of charge and on a voluntary basis) at regular intervals about shows, events as well as festivals and concerts, which take place in Switzerland and at selected locations, partly also outside of Switzerland.

In the form of reports, the former blog is continued until today and always reports with exciting reports about artists, music and reviews of the past of the music history of the then 60s to the late 80s.

The offer is supplemented by national and international reports on today's music and artist events from the music, TV and film business.

Website «The BLVD21-Magazine»: <https://blvd21.com>

The **artBLVD21-CHANNEL** : The radio station (Est. 2021)

The COVID19 pandemic brought the entire entertainment industry to a standstill in 2020. This also had an impact on the entire working environment of artBLVD21-Photography.

With the vision that the visual standstill should get a worthy representation, the new platform "The artBLVD21-CHANNEL : The radio station", in short: CHANNEL21, was created by means of a radio streaming offer in January 2021.

The CHANNEL21 radio stream broadcasts a diverse and varied music program 365 days a year.

The broadcast program is mainly composed of the following music genres: AOR, Westcoast Sound, Classic Rock and Smooth Jazz. The 24/7 program is supplemented with selected musical specials such as "The Sunset Strip" (Glam Rock), "Laurel Canyon" (Hippie & Folk Rock) or "Hollywood Bowl" (Greatest Live Hits).

The special shows are considered evening highlights, which are dedicated to a special topic/genre - changing daily.

CHANNEL21 is a web-based radio station that works not only with the web stream, but also with the most common WLAN sound devices (speakers). The basic requirement is that the playback devices can be controlled via WLAN or Bluetooth using an app.

Website CHANNEL21: <https://radio-channel21.com>

Head of **artBLVD21-Photography Agency**



Olli Niggli is the creative mastermind behind the agency artBLVD21-Photography with the associated "The BLVD21-Magazine" and CHANNEL21.

artBLVD21-Photography has great experience in the fields of concert, event, show and artist photography as well as direct artist accompaniment with the camera thanks to many years of working activities - both in front of and behind the stage. Whether for artists, management, organizers or promoters, artBLVD21-Photography is the reliable and competent partner for photography.

Facts n' Figures

Company name: artBLVD21 by Olli Niggli
Legal status: Sole proprietorship (N°.: CHE-273.737.959)
Founding year: 01.01.2011
Owner: Olli Niggli

Activities: Services in the areas of photography, print and web publishing. Realization of projects in the fields of event, show, concert and music photography. Promotion, stock, nature and architecture photography and photo projects for clients.

Membership: SSM, Berufsregister der Medienschaffenden

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