



CHORAL AND COMPANY HONoured AT THE BENELUX ENTERPRISE AWARDS 2025

PRESS RELEASE

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Choral and Company, a leading provider of company choirs and musical team building in Luxembourg and the Greater Region, has won the “Best Corporate Choir and Musical Teambuilding Provider” category at the Benelux Enterprise Awards 2025. The award recognises the innovative approach of the organisation founded by Fanny Aymer in 2020, which brings fresh energy to workplaces through choral singing.

Since its creation, Choral and Company has helped businesses in Luxembourg and the Greater Region build pride and belonging, strengthen team cohesion and improve well-being at work.

Choral and Company has launched choirs in a range of sectors: banking (Banque de Luxembourg, now in its fourth year), healthcare (Hôpitaux Robert Schuman, third year), where concerts are also given for patients, and the nonprofit sector (Luxembourg Accueil, fifth year). Beyond weekly rehearsals led by Fanny Aymer, the choirs perform regularly: at Banque de Luxembourg’s internal Christmas markets across several sites, in Christmas concerts for patients at Hôpitaux Robert Schuman, and at music-theatre evenings for Luxembourg Accueil.

In 2025, Choral and Company launched **“Two Houses in Harmony”**, an ambitious project celebrating the universal appeal of music and choral singing across companies, hierarchies, generations and cultures. It also highlights the benefits of company choirs for organisations (employer brand, pride and belonging, team cohesion) and staff (well-being at work). At joint concerts by the Banque de Luxembourg and Hôpitaux Robert Schuman choirs, each group will perform its own repertoire and join together as one larger choir. The singers will have a chance to perform beyond their usual venues and experience singing in a larger ensemble.

Unique expertise for businesses

The award recognises an original approach that combines artistic excellence with a deep understanding of business needs. Fanny Aymer has 21 years of corporate experience: 10 years at the Paris National Opera as chief of staff to music director James Conlon, followed by 11 years in Orange's Group Communications division. She has developed a proven method open to everyone, whatever their musical ability. A graduate of the Luxembourg City Conservatory's second cycle in choral conducting, with highest honours, she has conducted company choirs for 20 years.

"This award is a wonderful recognition of the work we have done since 2020," says Fanny Aymer, founder and choir director of Choral and Company. "It confirms our firm belief that choral singing is a powerful way to transform team dynamics. Beyond relaxation and shared enjoyment, it builds self-confidence, sparks creativity and brings out each person's talents. Our choirs span many sectors, including banking, real estate, coworking and healthcare. We are especially proud to offer concerts to patients at Hôpitaux Robert Schuman. The 'Let's Unite Our Voices at Work' project we are preparing for 2025–2026 embodies our ambition: to show that music crosses professional boundaries and to create shared experiences filled with beauty, meaning and collective pride."

A complete range of services

Choral and Company offers services tailored to today's business needs. All are available in French and English, reflecting the international character of Luxembourg and the Greater Region:

Company and inter-company choirs: weekly workplace sessions open to all levels, giving participants the experience of choral singing throughout the year. The repertoire (pop, French songs, classical, gospel and musicals) is chosen with the company.

Musical team building: two-hour sessions that help people reconnect within or across teams. Moving beyond workplace hierarchies, the activity gives everyone a place, from first-time singers to experienced performers. It can also take the form of musical breaks during seminars.

Guided concerts: a series of three concerts at Luxembourg cultural venues (the Philharmonie and Grand Théâtre), preceded by introductory sessions to help participants identify, describe and share their musical emotions.

Themed talks: "Musical Leadership" explores business themes through a choir director's perspective, including leadership and collective engagement. "Do You Know Opera?" introduces the operatic repertoire through stories from inside the Paris National Opera.

Recognised, measurable benefits

Choral and Company's activities bring tangible benefits to organisations and their staff.

For the organisation: a stronger employer brand, better internal communication, recognition of artistic talents, and greater inclusion across generations.

For each participant: less stress through the release of endorphins and dopamine, improved self-esteem, a stimulated memory and better physical well-being.

As a group: these benefits are amplified by oxytocin, the hormone associated with social bonding.

About Choral and Company

Founded in Luxembourg in 2020 by Fanny Aymer, Choral and Company specialises in company and inter-company choirs and musical team building. It works with organisations in Luxembourg and the Greater Region across banking, healthcare, real estate and the nonprofit sector. Its clients include Banque de Luxembourg, Hôpitaux Robert Schuman and Luxembourg Accueil. Choral and Company also develops projects with a social impact, including concerts for hospital patients. Its mission is to help organisations benefit from choral singing, improve quality of life at work and strengthen team cohesion.

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