



WORLD
WARCRAFT
ORCHESTRAL
CONCERT



HELVEPIC
PRESENTATION



What Is Epic Music

For Helvepic, Epic Music tells stories without using words, stirring the **imagination** and **powerful emotions**. It invites listeners on an unforgettable journey through sweeping melodies, rich orchestration, powerful rhythms and expressive choirs, creating moments of wonder, courage, hope, and triumph that resonate across cultures and generations.

Inspired by the emotional **storytelling** found in films, video games, and television, Epic Music has grown beyond the screen into a concert experience of its own. At Helvepic, we believe this music deserves to stand on stage, where audiences can experience its full emotional intensity together.

Why We Exist

Helvepic is a **Swiss concert production company** dedicated to develop and produce **Epic Music** experiences that combine artistic excellence, immersive storytelling, and world-class production values. We believe Epic Music is a powerful artistic language capable of conveying emotions and a sense of grandeur that brings people together.

We exist to give this music the space, care and ambition it deserves. Through thoughtfully crafted productions, we deliver **memorable experiences** that resonate long after the final note fades. Through our concert projects, we aim to elevate cultural standards, strengthen artistic communities and celebrate the composers, performers and creators who bring these extraordinary worlds to life.



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Our Vision

Every Helvepic production is guided by three principles:

- **Ambition:** Pursuing bold artistic visions and meaningful audience experiences.
- **Intention:** Ensuring every creative decision serves a clear purpose.
- **Precision:** Delivering the highest standards of Swiss craftsmanship, professionalism and execution.

We approach each project as a total work of art, where music, narrative, visual storytelling and audience experience merge into one cohesive and meaningful journey.

Our work is rooted in strong artistic values:

- Innovation driven by vision
- Absolute respect for creators and intellectual property
- A clear and authentic Epic Music identity
- Swiss standards of craftsmanship and professionalism

From the earliest concept to the final performance, we strive for mastery in every detail, honoring the trust placed in us by artists, partners and audiences alike. Together, we transform powerful music into unforgettable experiences that connect audiences with the creators and worlds that inspire them.



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What We Craft

Helvepic brings Epic Music to audiences through **concerts, live performances and creative projects** that extend beyond the stage while championing artistic talent and upholding high-quality productions.

We actively **collaborate with composers, performers, and creative teams** while supporting local artists by providing professional platforms, visibility and opportunities for growth within the Epic Music ecosystem.

Our activities extend beyond the concert hall through **educational initiatives and masterclasses** led by renowned composers and industry professionals, offering valuable insight into the creative processes behind music composition, production and live performance.

As Helvepic grows, we aim to share our productions with **audiences around the world**, showcasing **Swiss craftsmanship**, creativity and cultural excellence on an international stage.

We do so by developing our **label**, either documenting our productions or creating full concert movies and concert albums, organizing video and audio teams to oversee the recording of these productions, which are released digitally on platforms (YouTube, Spotify) and physically (vinyls).

Our **concert movie** "World of Warcraft: 20 Years of Music" has been featured on Blizzard Entertainment's YouTube channel with several screenings in Swiss movie theaters, and the **concert album** has had an album release on digital stores (Spotify, YouTube Music, etc.) and vinyl release.



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Our Achievements

Since its founding in January 2024 by the company's General Manager and Artistic Director **Alexandre Pican**, Helvepic has established itself as a producer of large-scale Epic Music experiences, bringing together professionals from the fields of music, live entertainment, performance and event production.

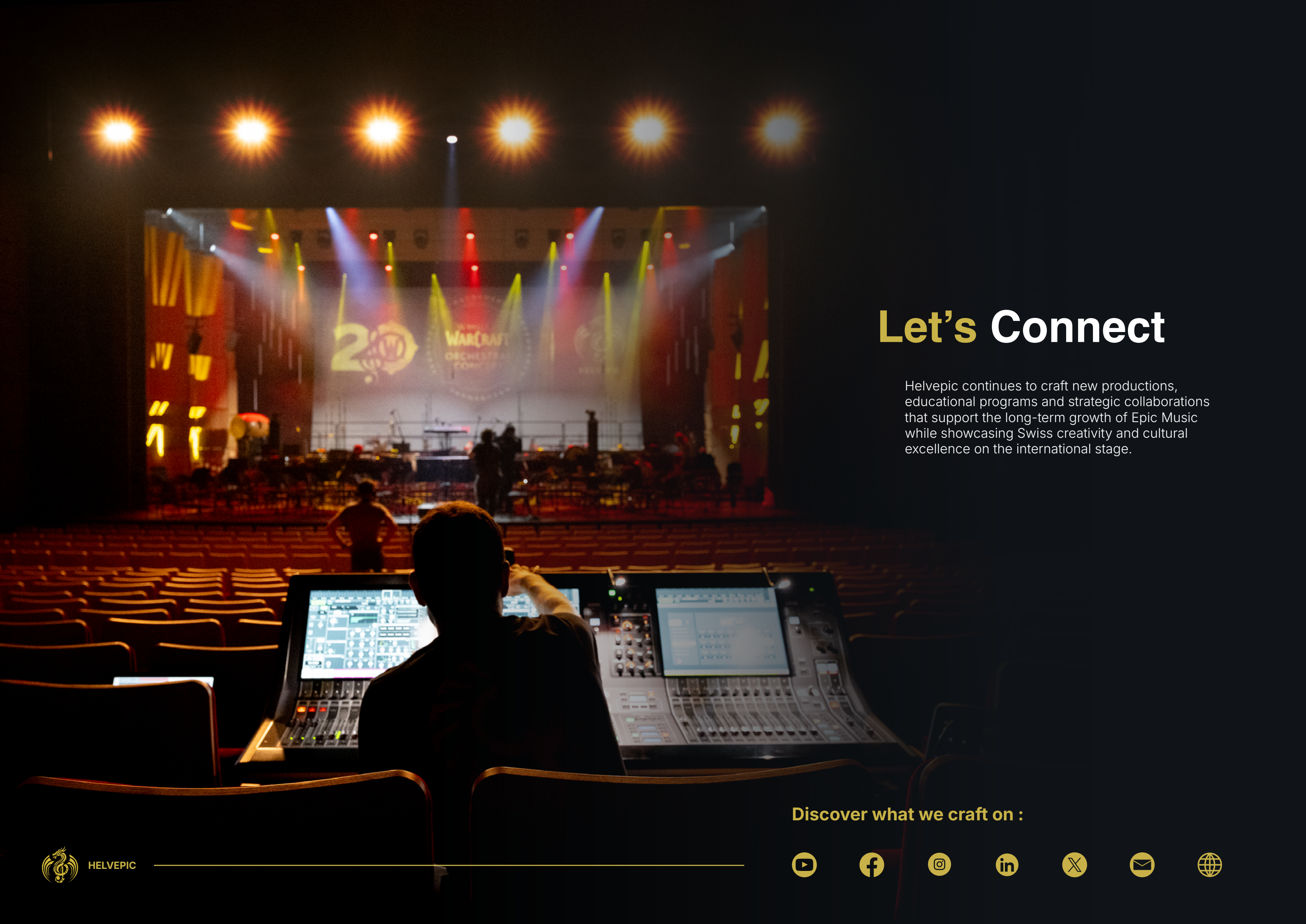
The company launched its activities by conceiving, developing and producing **"World of Warcraft: 20 Years of Music"**, a landmark production that laid the foundation for Helvepic's long-term vision. The production has since expanded into a **world tour**, reaching renowned concert halls such as the **Royal Albert Hall** in London, **the Dolby Theatre** in Los Angeles and **KKL Concert Hall** in Lucerne, connecting tens of thousands of audience members with one of the most celebrated gaming franchises in concert format.

On top of this, Helvepic has brought in audio and video production teams to film and record this concert.

Beyond concert productions, Helvepic has developed collaborations with composers, artists and educational institutions **to promote artistic development and knowledge sharing within communities**. Among these initiatives was a series of masterclasses led by composer **David Arkenstone** at the International School of Lausanne, providing students with direct access to professional expertise in composition, creativity and musicianship.

Building on these achievements, Helvepic continues to develop new productions, educational programs and strategic collaborations that support the long-term growth of Epic Music as a live art form.





Let's Connect

Helvepic continues to craft new productions, educational programs and strategic collaborations that support the long-term growth of Epic Music while showcasing Swiss creativity and cultural excellence on the international stage.

Discover what we craft on :



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