



**Training, supporting, and connecting a new generation of Balkan world musicians and world music industry professionals – that’s the goal of the MOST Music, a complex strategy for Balkan music. The first Creative Europe project from Hungary with a budget of 4 million Euros finished its first of four years with 10 mentored bands and artists, 26 manager trainees, 20 festivals involved, and 9 proposed creative urban projects.**

MOST, meaning “bridge” in many Slavic languages, is a cooperative project of 10 European consortium member organisations. Headquartered in Budapest by Hangvető, MOST is supported by Creative Europe, the European Union’s framework programme for support to the culture and audiovisual sectors.

MOST Music is a 4-year-long project that started in late 2019. Offering training, performance and networking opportunities, mentoring, and more, this project targets four pillars of the world music industry: Balkan Music Export for artists, Management Training, Festival Exchange, and Urban Policies for creative changemakers. Involving people working in world music both from the Balkan region and from Western Europe, MOST aims to leave behind multiple generations of well connected world music industry professionals, with an outlook to start their international careers.

After the first year of the project, even in spite of a COVID-ridden 2020 MOST Music produced a [Selection CD in collaboration with Songlines magazine](#), featuring the first round of participants in the Balkan Music Export pillar. MOST Music represented its participants at WOMEX with great feedback – two artists, [Oratnitza and the Almir Meskovic & Daniel Lazar Duo were featured in the showcase](#), while others found a booking agent, got radio play requests, and more. Online training for the Balkan Music Export and Management Training, as well as the Urban Policies pillars have closed with [raving success](#).

### **What MOST offers**

The first objective is what we have been emphasizing on all platforms: a way for the Balkan world music industry’s untapped potential to be channeled into and better connected with the rest of Europe, where infrastructure is oftentimes better.

*MOST wants world music fans to know: there is a new wave of Balkan world music that looks beyond Goran Bregović, and finds new ways to present all the exciting musical heritage the region has to offer.*

For this, MOST Music offers training in each of its four pillars, involving experts, trainers and mentors – the biggest names in world music, from Lucy Durán to Chris Eckman, from Martin Stokes to Simon Broughton, Rok Košir, and more. [Learn more](#) about the experts involved with MOST.



In the first year, MOST finished a week-long online training in the Balkan Music Exchange pillar and the process of training Urban Creatives and Management Trainees.

*One key element of this whole programme is networking and making professional connections,*

– this is not impossible per se in the current situation, but it's certainly not as natural as it could be if we could meet up in real life, as originally planned. We are making every effort to substitute these offline connections in online ways, and to bring in new opportunities for participants to meet and network, such as providing them passes to virtualWOMEX, and more.

### **Background and budget**

MOST Music as a project has been a long time in the making. Members of the consortium (Hangvető, EXIT Foundation, Centre for Fine Arts, Brussels, Piranha Arts – WOMEX, Songlines, ReK – Remont Kapital Culture Center, Bulgarian Music Association, Timișoara 2023- European Capital of Culture Association, and the European Music Council) have been curating this idea for a long while, the idea started out from V4 and European Capital of Culture projects. The consortium is led by the Budapest-based Hangvető, which means that Hangvető takes on project management duties.

The overall budget is 4 million Euros, half of that is provided by the European Union's Creative Europe programme (2 million Euros). The rest of the funding was raised by partner organizations and varies from country to country.

### **Partners**

*“Personally, I’ve always been interested in the music from the Balkans and we’ve covered quite a lot in Songlines. But I’ve always been aware that there’s so much more under the radar, not only the headline artists. That’s where I think MOST can really help to bring a wider awareness of the rich, but complex, musical scene in the region”*

– says **Simon Broughton, Editor in Chief, Songlines magazine**, the leading voice on world music, partner in the MOST consortium.

There are 7 more partners representing the **top professional tier** of the world music scene: **Piranha Arts**, the company behind WOMEX; **BOZAR**, one of the most important international venues of the genre; the **EXIT Foundation**, the platform of the Balkan's very own music juggernaut EXIT Festival, one of the world's leading music events and two time winner of the Best European Major Festival title; the **European Music Council**, regional group for Europe of the International Music Council, the umbrella organisation for musical life in Europe; **Timișoara**



**2021** (European Capital of Culture Association – ATCEC); the **Bulgarian Music Association** promoting young Bulgarian musical talents, and **Remont Kapital Culture Center** in Albania, organizer of the exciting Fustanella Festival and many other events.

In terms of project design, there are 9 partners in the consortium that's led by Hangvető, headquartered in Budapest. Consortium members vote on work teams for each pillar, so that certain partners are responsible for certain pillars. These duties are also rotating, so that each partner will have managed each pillar by the end of the project. Managing a pillar means making executive decisions and deciding on experts involved (such as mentors and trainers).

## **Application**

The first round of MOST Music is coming to a close soon, and we are getting ready to open calls for the second round of artists, managers, festivals, and urban creatives!

Application requirements are not public yet. The selection process of the first round was decided by a professional jury. Jury members are also involved on a rotating basis from partner organizations. In the first round of MOST Music the members of the jury were Balázs Weyer, programme director of Hangvető, Budapest; Olsi Sulejmani, president of Balkan World Music Management; and Simon Broughton, editor-in-chief of Songlines Magazine.

The selection criteria (apart from citizenship in at least one of the 9 target countries) are as follows:

- artist's international potential
- diversity of selected artists by style, to match the profile of showcase events
- popularity/artistic quality
- long-term engagement with the project
- artist's basic infrastructure (web, communication ..)
- artist's local audience size
- quality of existing audio and video material (technical and artistically)
- diversity of selected artists by sub-scenes in world music (e.g. sevdah, brass bands, etc.)
- diversity of selected artists by gender
- diversity of selected artists by geography

Application details and deadlines will be posted on our [social media](#) and [website](#). Don't miss out, subscribe to our occasional newsletter, where we send out info about the most relevant and interesting happenings around MOST Music!

## **Contact:**

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