



MOST

BRIDGE
FOR BALKAN MUSIC



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Creative Europe Programme
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APPLY NOW!

APPLICATION GUIDE MOST - BALKAN MUSIC EXPORT

The MOST Music – Balkan Music Export program supports world music artists and bands from the Balkans region. Are you ready to jump start your international career? Read on!

WHAT DO WE OFFER?

- Upgrading your artist portfolio, including your photo and video materials
- Guaranteed showcasing opportunities at the most relevant European showcase festivals
- 1-year-long mentorship programme with the most recognised music professionals from Europe
- 5-day-long training course
- Feature on the MOST Selection CD issued by Songlines, promoted via the WOMEX 23 special issue
- Performing opportunity for a number of selected bands at the Balkan:MOST showcase, held in Veszprém, Hungary, the European Capital of Culture in 2023
- Networking opportunities with music professionals and artists from Western Europe and from the Balkans
- Lifetime membership to a vibrant professional community

WHO CAN APPLY?

- We are looking for solo artists or groups
- Applicants must be from the 9 target countries of the MOST Music project
- This is a long-term program for those who are ready for international promotion.

HOW TO APPLY?

- Please make sure to read the Call Text before applying.
- You may find the Application Guide useful.
- The final, 3rd round of applications closes at midnight, **Sunday, 28 August 2022.**
- Please note that unlike previous years, we will not be able to extend the deadline this time.
- Subscribe to our newsletter to never miss any MOST news!



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GUIDE TO THE APPLICATION FORM

Applicant profile

1. E-MAIL ADDRESS

Please provide an address that you use and check frequently. We will send the following: confirmation of having finished your application process, results of the application.

Example: mostmaria@gmail.com

2. NAME

Full name with the preferred spelling please.

Example: Maria Mostava

3. PHONE NUMBER (PLEASE INCLUDE COUNTRY CODE)

Example: +361234567

4. CITIZENSHIP

Eligibility criteria for the Balkan Music Export (BME) pillar: at least one member of the band must hold citizenship of one of the MOST target countries, see mostmusic.eu for the list of these countries. Priority will be given to bands that are also based in one of the target countries.

Example: Romania

5. WHERE HAVE YOU HEARD ABOUT MOST?

Please specify the name of the person / venue / social media group, etc. (if relevant)

Example: I saw a MOST flyer at WOMEX 2021.

6. What do you expect to learn from participating in the project?

Please suggest some concrete topics you wish to cover during the training (if selected).

Example: Branding, sync

7. Have you already applied in any previous rounds of the MOST project public calls (Balkan Music Export, Festival and Club Exchange, Management Training, Urban



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Project Hub)? If yes, in which and what year?

Please note that answering yes to this will not hinder your application in any way!

Example: Balkan Music Export, 2020

Artist info

1. ARTIST / BAND NAME

Please (1) use the preferred English transliteration of your name, (2) also include alternative spellings that make it the easiest to find you on the internet (for example: your band's name written with Cyrillic letters, or your band's name written as it is used on social media)

Example: Rođenice, Rodjenice

1. COUNTRY (MORE OPTIONS CAN BE CHOSEN)

Where your band is based.

Example: Croatia, Belgium

2. GENRE

We'd prefer you to be concise.

Example: world, etnojazz

3. YEAR OF STARTING THE BAND

Example: 2015

4. LABEL

Example: GlitterBeat Records. Or: Self-published

5. NUMBER OF PERFORMANCES PER YEAR

6. PLEASE PROVIDE THE NAME & ROLE OF ALL THE MUSICIANS PERFORMING ON STAGE

Example: Lana Kostic, vocals & cello.

7. PLEASE PROVIDE THE NAME & ROLE OF ANY PERSON ACCOMPANYING YOU (EG: SOUND ENGINEER)

Example: Most Maria, Sound Engineer



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8. PLEASE GIVE THE CONTACT OF YOUR MANAGER / BAND MEMBER REPRESENTING THE BAND.

Example: Rok Kosir, rokkosir@example.com

9. BIGGEST ACHIEVEMENT OF THE BAND

E.g. international tour, participation at a showcase etc.

Please describe briefly!

Example: We were selected for the WOMEX 20 regional stage.

Artist portfolio

1. SHORT BIO ABOUT THE BAND

(50-70 words in English that will be made public if selected) Please include (1) which genre does your band represent, (2) what cultural influences affect your music, (3) what is your band's unique selling point.

We may use this text (with edits) on the MOST Music website and on social media.

Example: Rođenice is an all-women a cappella trio, rooted in tradition but relevant even to the most contemporary female experiences. The Serbian ensemble is influenced by ancient folk songs, performed in a powerfully minimalist style.

2. LONG BIO ABOUT THE BAND

(120-400 words in English that will be made public if selected)

You may use the short bio text again, and extend on it!

We may use this text (with edits) on the MOST Music website and on social media.

3. PLEASE UPLOAD AT LEAST THREE HIGH QUALITY PHOTOS OF YOUR BAND WITH THE CURRENT MEMBERS.

Please use (1) at least 1000 x 1000 px photos (2) landscape images, colour photos preferred, (3) please upload images without watermarks, (4) please upload photos in jpg or png format

4. WEBSITE OF THE BAND - Please paste the link.
5. FACEBOOK - Please paste the link.
6. INSTAGRAM - Please paste the link.
7. SPOTIFY - Please paste the link.
8. SOUNDCLOUD - Please paste the link.
9. YOUTUBE PAGE - Please paste the link.



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10. OTHER LINKS - List as many other relevant links as you wish.

Audio materials for selection & MOST Songlines CD

Please present 2 tracks of your choice from your portfolio.

These tracks will provide the basis for assessing the artistic quality of your application in the selection process. In case of being selected, one of the tracks will be featured in the The Bridge for Balkan Music Vol. 3 selection album.

In each round, a selection album is published in a CD format by Songlines Magazine, featuring the 10 selected bands and artists. The CD is distributed at showcases and music fairs, as well as made available online.

1. TITLE OF TRACK 1
2. SHORT TEXT ABOUT TRACK 1 (50-70 words)
3. UPLOAD THE AUDIO FILE OF TRACK 1
Please provide mp3 or wav formats.
4. TITLE OF TRACK 2
5. SHORT TEXT ABOUT TRACK 2 (50-70 words)
6. UPLOAD THE AUDIO FILE OF TRACK 3
Please provide mp3 or wav formats.

Autorisation (checkbox)

In case of being selected I agree to the inclusion of one of the above tracks on the MOST 2023 CD sampler for distribution with Songlines magazine and confirm that I am the repertoire owner or their authorised agent. (A more detailed agreement will be signed, if selected)

Agreements

1. **PARTICIPATION AT PROJECT ACTIVITIES**
2. [COPYRIGHT RULES AND LICENSES](#)
3. [DATA PROTECTION](#)



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4. NEWSLETTER

- I would like to subscribe to the below newsletters and receive monthly news about...

- MOST - THE BRIDGE FOR BALKAN MUSIC - updates about project activities and lots of music
- HANGVETŐ - coordinator of the MOST project, producing world music festivals, educational programmes and providing strategic consulting services to creative cities.