

MOST THE BRIDGE FOR BALKAN MUSIC

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MOST – The Bridge for Balkan Music is a complex support strategy with a scope of 9 countries in the Balkan peninsula. The mission of MOST Music is to **build a bridge** of relationships between the scope region and other European markets. This is done by recruiting, selecting, training, mentoring, and connecting MOST participants in **4 pillars**, through 3 rounds of applications. The project concluded in a 3-day event in 2023 named **BALKAN:MOST Festival, Showcase & Conference**, hosted by the **Veszprém–Balaton European Capital of Culture 2023**. The MOST cooperation project is co-funded by Creative Europe, the European Commission's framework programme to support the culture and audiovisual sectors. The project is segmented by **rounds**, signifying the total activity related to one open call; and by the supported sector, called **pillars**: **Balkan Music Export** for artists and bands; **Management Training** for those aspiring to be international music industry professionals; **Festival and Club Exchange**, supporting exchange between tandems of festivals and concert venues; and the **Urban Project Hub**, an incubator for music-related project initiatives with a regional or urban focus.



MOST Music was launched in late 2019 and has had **3 rounds of open calls**. Throughout these rounds, MOST Music has received **over 600 applications** total and fostered over **200 selected** tenders. Participants of MOST Music were to be selected by an **international board of jury** of world music experts.

RESULTS 2019 - 2024



SUPPORT, CONNECTION, CAPACITY BUILDING

MOST Music has become **widely recognised** as a beneficial supporter of the South East European market, where support is carried out with an eye for long-term goals such as meaningful professional connections between European industry participants, capacity building, career development opportunities and more. MOST Music has also played a significant role in **making Balkan world and folk music more desired and accessible** on the world music market and beyond. A point of pride is to have had 7 MOST Music Alumni perform at **WOMEX**, the most prestigious showcase stage in the genre; and to have hosted countless expert discussions where **the importance of Balkan representation** became undeniable to all.

The project offers a wide range of support activities: **Balkan Music Export** participants got a chance to be featured in a **Songlines selection CD** curated by editor-in-chief Simon Broughton; a week-long **training** featuring experts of various sectors in the music industry; performance opportunities at the most prestigious international festivals such as WOMEX, Budapest Ritmo, or others.

Moreover they received expert mentoring, networking opportunities, a feature in the **Balkan World Music Guide** pocket book, financial support for portfolio building, music videos, and much else. In the **Management Training** pillar, participants were welcome at a week-long expert **training** session, opportunities to **network** at important world music events, **traineeships** at leading institutions of the music industry around Europe, among other perks. In the **Festival & Club Exchange** pillar, participant festivals & venues formed pairs and received expert **mentoring**, support for mutual visits and artists exchange, as well as **networking** opportunities. Finally, in the **Urban Project Hub** participants were able to take part in expert **training**, working on their own project proposals, in the end competing in a **pitching competition** and implementing the accepted proposals.

BALKAN:MOST Showcase & Conference in cooperation with WOMEX

7-9 September 2023, Veszprém, Hungary

BALKAN:MOST, the grand finale of MOST aimed to show the diversity of the Balkan music scene and create a strong bridge all over Europe. We invited **24 MOST bands** along with **6 headliners** to perform in the European Capital of Culture city, Veszprém in front of **more than 7000 visitors**. Furthermore we hosted many MOST participants and all together **300 professionals from more than 40 countries** on the 3-day long showcase and conference program.

MAP OF PARTNERS



MOST Music is led by **Hangvető**, a Budapest-based world music company specialised in strategic consulting and festival organisation. The consortium counts 10 members: **Hangveto** (Hungary), **Bozar** (Belgium), the **European Music Council** (Germany), **Piranha Arts** (Germany), **Password Production** (North Macedonia), **Fondacija EXIT** (Serbia), **Timișoara 2023 European Capital of Culture** (Romania), the **Bulgarian Music Association** (Bulgaria), **REK Remont Kapital** (Albania), **Songlines** (UK) as well as **Pro Progressione** (Hungary) as associated partner.

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