

A World Music Success Story in the Making

How MOST Music supports Balkan artists, managers, and more throughout the pandemic

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 supported by Creative Europe. The first such project in Hungary with a budget of 4 million Euros is preparing for the second call for applications.

In our video about [MOST, the bridge for Balkan music](#) we look back at successes in the first round of the MOST calls such as the representation of Oratnitza and the Almir Meskovic & Daniel Lazar Duo in the WOMEX20 showcases and the many fruitful professional trainings and workshops that took place. Check out the video narrated by Simon Broughton of Songlines and produced by the Budapest-based Hangvető!

MOST, meaning “bridge” in many Slavic languages, is a bridge-building 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.

What MOST offers

To show you how much pan-European collaborations like MOST Music mean on the international market, let's look at **Oratnitza, one of the WOMEX20 Showcase bands**: this experimental and exciting band created the subgenre **Bulgarobeat**, blending Bulgarian folk, distant aboriginal themes, hip-hop, dubstep, and d'n'b. As both an extremely popular and professional world music band from their region, Oratnitza was ready for international attention. They were selected for the MOST Music project's **Balkan Music Export** pillar in the first project year and they were one of the 21 artists in the **WOMEX20 Showcase**.

„MOST wants world music fans to know: there is a new wave of Balkan world music that looks beyond the all so familiar sounds, and finds refreshing new ways to present the exciting musical heritage the region has to offer”

– thinks Balázs Weyer, Programming Director of the consortium lead Hangvető.

We launched MOST Music, which is a 4-year programme, in late 2019, and as of summer 2021 we are getting ready for the second call for applications. Offering training, performance and networking opportunities, mentoring, and more, this project targets four pillars of the world music industry: **Balkan Music Export** for bands and artists, **Management Training**, **Festival**

Exchange, and **Urban Policies** for creative changemakers. All pillars include training, mentoring, networking and financial support. Involving world music professionals both from the Balkans and from Western Europe, MOST aims to leave behind **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](#).

Background and budget

MOST Music as a project has been a long time in the making. Members of the consortium – **Hangvető (HU), EXIT Foundation (RS), BOZAR - Centre for Fine Arts, Brussels (BE), Piranha Arts – WOMEX (DE), Songlines (GB), ReK – Remont Kapital Culture Center (AL), Bulgarian Music Association (BG), Timișoara 2023- European Capital of Culture Association (RO), and the European Music Council (DE)** – have been curating this idea for a long while. The consortium is led by the Budapest-based Hangvető, taking 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.

“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**, partner in the MOST consortium.

Application

The first round of MOST Music has come to an end – the open calls for the second round is coming in September 2021! Subscribe to our [newsletter](#) to stay up to date.

Interviews, more information:

info@mostmusic.eu
<https://mostmusic.eu>