



WB SUCCESS STORIES

MOST - The Complex Strategy to develop the Balkan World Music Scene

Project Summary

Project 'MOST' aims to improve the world music market of the Balkans by a complex strategy including audience development, professional training, export support, mobility of artists and professionals, event management, platform development and policy advocacy. The proposal focuses on world music, because that is the musical notion that enhances communication between different cultures. It is a vehicle of preserving and transmitting traditions between generations and cultures and one of the most powerful tools of intercultural communication.

The Balkan region has high quality and high potential music traditions and musicians, very much underperforming its potential on the global market. In our proposal, cultural and economic approaches are in harmony. We repeatedly use the terminology of market economy, words like 'value chain', 'brand', 'export', 'sales channels'. This might seem odd in a cultural cooperation project, but it belongs to the heart of this project as we believe that a flourishing music sector needs a sustainable market and policy environment and competent professionals.

This program addresses several different challenges, such as the lack of professional competences, booking agents, managers, facilitators; the international misperception regarding music coming from the Balkans; the limited number of internationally successful artists being managed abroad; the lack of policy frameworks, funding programs, export initiatives and professionals being somewhat disconnected in an otherwise strongly networked global world music community.

The project takes the challenge to tackle these issues by tailor made programs. Widespread music management trainings in 9 countries; exchange programs; policy papers; conferences; complex international export support for artists and finally to launch the first regional music showcase for the region. All this to give an initial boost for the world music sector in the Balkans that can help reaching a sustainable model.

Project website: <https://mostmusic.eu/>

Project Coordinator: HANGVETO ZENEI TERJESZTO TARSULAS
KORLATOLT FELELOSSEGU TARSASAG, HU

Project Partners: EUROPEAN MUSIC COUNCIL EV (DE) , MA MUSIC,
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