

27 July 2023

## VOTE FOR THE BEST OF GLOBAL MUSIC

There's so much new music to discover, if you know where to look. UPBEAT's Best New Talent Award directs the limelight to Europe's upcoming artists, the hidden pockets where heritage and new talent ferments, the uncharted musical landscapes off the mainstream path. A jury of experts chose 10 emerging artists from 8 European countries, all of whom add a unique flavour, inhabiting the borderlands between niche and popularity. It is a motley crew of musical originality; Catalan jazz and Macedonian folk songs, spanning vocal to electronic fringes of folk. **Vote now!**

Rooted in local heritage and filtered through our present reality, these bands are ready to reach broader audiences, and join Europe's festival circuit. By voting, you support the future of music. Voters can **win tickets** to one of UPBEAT's buzziest members: Tallinn Music Week in 2024.

### UPBEAT's Best New Talent

The first European platform of showcase festivals, UPBEAT directs the limelight on emerging artists; musical treasures otherwise quelled by generic pop. **10 handpicked acts feature in a public vote running from July to September, with original music waiting to be discovered.** The vote, just like the whole of UPBEAT, serves a diverse, future-proof music industry and artists performing in their original language, representing their unique heritage.

### Catalan jazz to Estonian folk pop

A varied selection hand-picked by a jury of experts, the 10 Best New Talent nominees cover a wide range of styles from Estonian Zither-based folk pop to charismatic renditions of Neapolitan vocal tradition. They all sing in their own language, their music can both surprise and connect audiences, and are eager to enter the European market with the drive of a debutant. This year's selection spans the continent from North Macedonia, Estonia, Italy, Poland, Spain (Catalonia), Serbia, Hungary and Slovakia, highlighting artists who reinterpret their heritage.

### And the winner is...

The audience discovers new music, professionals can connect, and artists benefit most in UPBEAT. All nominees receive mentoring and take part in UPBEAT's extensive campaign with UPBEAT member festivals such as Tallinn Music Week, WOMEX, and Waves Vienna.

The winner, to be announced in September, gets a shot at Blogothèque's Take Away Show format and a stint at PIN Music Conference in Skopje. They will become internationally recognized artists of their unique heritage.

As one of our jury members Chris Eckman, Musician, record producer, and co-founder of Glitterbeat Records, said: "In the past few years there has been an explosion of global artists deftly navigating the conversation between localised traditional musics and contemporary sonics. Within the European context, the multiple initiatives of the UPBEAT platform are well-positioned to help this exciting conversation remain vital and sustainable."

## The jury

Who chose the nominees? The best allies any artist would wish to have: combining hands-on experience working with musicians, and broad industry expertise of 20 plus years, the jury is rightfully renowned. The jury have selected 10 out of nearly hundred artists who have featured at any of UPBEAT's member festivals throughout the year.

**Balázs Weyer**, ethnomusicologist and head of programming at **Hangvető** curates festivals, advises present and aspiring European Capitals of Culture, selects soundtracks for film production, brings music to new areas, you name it. **Araceli Tzigane** has been an ardent advocate of world music through booking and management at Mapamundi Música, the Transglobal World Music Chart and European Folk Network. **Chris Eckman**, a musician himself, has founded and headed acclaimed label Glitterbeat Records, producing artists like Tamikrest, Aziza Brahim, and more.

## Niches of world music unite

UPBEAT is a quickly growing initiative currently counting 14 prestigious members from A to Jazz festival, Tallinn Music Week or Budapest Ritmo. The platform acts as a quality label and professional network, supporting emerging artists via its members. UPBEAT members receive support for hosting upcoming acts, making way for heritage inspired, diverse and original language music sidelined by the mainstream.

Coordinated by Budapest-based Hangvető, UPBEAT - The European Showcase Platform for World Music is a European Platform project, co-funded by the Creative Europe Programme of the European Commission with a total budget of over 2.000.000 EUR.

## **The nominees**

Deva (Deva) - Hungary  
Duo Ruut - Estonia  
Erdőfű Band - Hungary  
Júlia Kozáková - Slovakia  
Lenhart Tapes - Serbia  
Magalí Sare & Manel Fortià - Spain-Catalonia  
Perija - North Macedonia  
Suonno D'Ajere - Italy  
Wernyhora - Poland  
Zarina Prvasevda - North Macedonia

More info:

UPBEAT Awards: [Upbeatawards.eu](http://Upbeatawards.eu)

UPBEAT Platform: [Upbeat-platform.eu](http://Upbeat-platform.eu)

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