

2 April 2024

VOTE FOR NEW TALENT!

Who will win the title dreamed up by Europe's music industry platform, promoting new talent, diversity and sustainability? The answer is up to YOU, that is, decided by public vote ending May 15. UPBEAT's Best New Talent Award launched by Budapest-based Hangvető will go to the public's favorite from among 10 preselected artists representing the fresh originality and cultural diversity of the European music scene.

Estonian electronica, French-Congolese grooves, Polish folk punk and Belgian-based North-African jazz – a taste of contestants' originality, and a fraction of Europe's diverse soundscapes. 10 upcoming artists out of 143 who performed last year at any of UPBEAT's member festivals were selected by [the jury](#), as part of the platform's effort to promote new talent. The 10 nominees reinterpret their heritage in today's context, sing in their original language, and the jury decided are worth the extra attention given by UPBEAT. Winning the title will grant them a gig at A to Jazz Festival in Sofia, a video shot by the Blogothèque team in Paris, and the fallout of UPBEAT's campaign.

"The artists that move me are ones that have a sense of their roots and traditions while creating something that speaks to the realities of the modern age." – as jury member Darek Mazzone of KEXP puts it.

All nominees receive mentoring possibilities from industry experts, granted by UPBEAT, to support their journey to success in a holistic manner. Last year's winner, North Macedonian **Zarina Prvasevda** collected fans across Europe, became a familiar name in the world music scene, and sat on a soaring arc of professional development.

"Coming from a small country, the road to visibility is undoubtedly more difficult, but my faith, effort and hard work, as well such platforms as UPBEAT which manage to successfully perceive it, pays off in the end." – last year's Best New Talent awardee shared her thoughts.

UPBEAT, the first European showcase festival platform is striving for a future-proof industry where new talent receives due attention, and the cultural riches and diversity of the continent are represented. The platform assists artists, music professionals and festivals via its multi-layered support structure. It was initiated by Budapest-based Hangvető, renowned innovator and stable presence of the European world music scene.

"UPBEAT established the Best New Talent Award to draw attention to the most promising European world music artists and give them a helping hand in their efforts to break into the international music scene." - as Veronika Vajda, jury member and UPBEAT coordinator summarized.

By casting a vote on the UPBEAT Best New Talent Award [website](#), you can tap into a Europe-wide stream of fresh talent, and become a part of UPBEAT's mission. Voters may win a ticket to Waves Vienna showcase festival and conference.

Best New Talent nominees in 2024:

- **Aleph Quintet** (Belgium)
- **Caamaño & Ameixeiras** (Spain)
- **DIS IS MARKĚTA** (Slovakia)
- **Fanie Fayar** (France)
- **Hańba!** (Poland)
- **i sordi** (Italy)
- **KOSY** (Poland)
- **Lonitseera** (Estonia)
- **Meral Polat Trio** (the Netherlands)
- **Tintura** (Estonia)

UPBEAT Awards: [Upbeatawards.eu](https://upbeatawards.eu)

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

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