



# WOMBA

## *memories*

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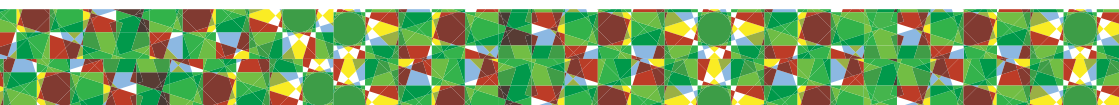
WORLD MUSIC AND GREAT FRIENDS MAKE  
THE MEMORIES BE THE BEST!

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Conference and Showcase (7 - 10 July)

**WOMBA** platform was created within the project **“MOST – The Bridge for Balkan Music”**, which was supported by the Creative Europe Programme. **EXIT Foundation** is, along with **Hangvető, Piranha Arts, Songlines, Bozar - Palais des Beaux Arts, European Music Council EV, Asociatia Timisoara 2021 - Capitala Europeana a Culturii, Bulgarian Music Association, Rek Remont**

**Kapital - Balkan World Music Management** and **Password Production Skopje**, an important partner of the music project **MOST**, with the common goal of connecting artists, promoters, events, publishing houses and organisations from the region focused on the traditional music of the Balkans, popularising the World Music genre in these areas and exporting Serbian and Balkan music to the world.



# 7 JULY

## So here we are man, opening night!

The new World Music Balkans (WOMBA) platform was presented to visitors on the first day of EXIT Festival, on the Pachamama stage.

After the opening ceremony, the big star of "conscious music" DJ Mose created a relaxing atmosphere, and the English singer-songwriter Sam Garrett enchanted the audience with his incredible voice. In addition to them, the Serbian band Naked performed on the first night, and managed to convey their inspiration of freedom,

hope and love to the audience, and the Bosnian Herzegovinian band Divanhana presented an urban traditional sound and blew the audience away with their sevdalinka (traditional folk music of Bosnia and Herzegovina) songs. Naked and Divanhana are one of the winners of the MOST competition for Balkan Music Export.

Photo: Alek Pesic



Photo: Alek Pesic



# 8 JULY

Let's talk about music, World Music!



Photo: Alek Pesic

The first World Music Balkans conference opened on 8 July at the Wellness & SPA resort "Fruške terme" with the presence of about 100 delegates from different countries.

**WOMBA conference** was opened by the President of the Board of Directors of **EXIT Foundation, Ivan Petrović**, with the words of welcome.

- The Balkans are abundant with numerous musical talents, but the accompanying logistics of that value chain of the music industry are lacking - from management, publishing houses, representation, internationalisation. We are trying to connect the whole region and

present ourselves as one scene, to brand the Balkans sound, because it really has something to offer. Even without an organised effort, there are already many of our performers who managed to present themselves to the world on their own, and if we join forces together, this will be on a much higher level, said Petrović.

**Ben Mandelson**, the founder of the world's largest World Music conference WOMEX, held an opening speech, in which he shared his long-term experiences and explained that this music genre was born from the need to connect and present the traditional

Ben Mandelson  
Photo: Lea Bodor





Ivan Petrović  
Photo: Lea Bodor

musical and cultural heritage of humankind, open up the space for multicultural communication and support independent and underrepresented performers and artists around the world. The participants of the first edition of WOMBA had the rare privilege of personally meeting Ben Mendelson, the founder of the "world music" genre, which he presented as a cultural-marketing concept with a group of collaborators back in 1987.

- My message to the creatives is to keep creating, blocks happen, and no one can be creative all the time - said Ben. - It is important to make creative reserves and save them for later so that we might see them in a different light and create something new.

**"Hidden and Authentic Balkans"** was the first panel within the **WOMBA conference**, moderated by Etnofest and Jazziré Artistic Director **Dejan Vujinović**, and with panellists **Kim Burton**, Musician & Researcher, **Dragi Šestić** Music Producer & Sound Engineer and **Bojan Đorđević** Artistic Director Ring Ring & Todo Mundo Festivals, who talked about the traditional music of the Balkans, which is still insufficiently explored, as well as about the music in rural areas and suburbs that is not visible. The panel also talked about the roots of this music, the development of the scene and the first international performances, as well as the fact that World Music is a genre in the Balkans related to the culture of the people from these areas, given that it contains a traditional

sound, so the export of this music is in a manner also the export of culture.- Listening to the songs, maybe I didn't always understand the words, but I understood the sound - said Šestić. - That is the most important thing, especially for World Music, not everyone will understand what we sing about, but it is important that they feel the emotions in our music.

The speakers concluded that there is a vocal and instrumental heritage in the Balkans that needs to be given more attention and made more visible, which is happening through the project **MOST - The Bridge for Balkan Music** and the newly founded World Music Balkans music platform.

On the second day of EXIT Festival, the winners of the MOST competition Shkodra Elektronike performed on the Pachamama stage, an Albanian duo that left the audience breathless with a

fantastic mix of electronic and traditional sounds of the city of Shkodra, and Oratnitza, a band from Bulgaria, consisting of six members, presented the audience with EthnoBass in an extraordinary way. Maya Kamaty, a singer, and activist from Reunion Island who nurtures the music of her Creole ancestors and modernises it with rhythms inspired by electro folk, hip hop and pop music, also performed the same evening. Maya brought the atmosphere to a feverish pitch with her performance, and how much she engaged the audience was proven by the fact that during the entire performance, visitors arrived and danced, even though at the same time Nick Cave was on the Main Stage. In addition to them, the audience could also hear the multi-instrumentalist Praful, who took them on a journey through the soul with his healing music, playing his notes and chords.

Photo: Lea Bodor



## 9 JULY

## Creative industries, music export offices and great showcase on Pachamama



Photo: Alek Pesic

The second day of the Conference was opened by the panel was opened by the panel **“Regional development and promotion of creative industries”**, with panelists: Senior Advisor for Development of Creative Industries, Ministry of Education, Science, Culture and Sports of Montenegro **Petar Kovačević**, Expert on Competitiveness at Regional Cooperation Council (RCC) **Evisi Kopliku**, Deputy Secretary General at RCC **Tanja Mišćević**, as well as the relevant representatives of countries from the region – a specialist for creative industries **Martin Cuff**, Executive Director of the Council of Foreign Investors of Bosnia and Herzegovina **Sanja Miović**, Director and founder of the Click Fashion Studio **Nenad Radujević**, co-founder of the Women's Chamber of Commerce

of Albania **Klodiana Ajazi** and Secretary of the Creative Industry Association of the Chamber of Commerce of Serbia **Vida Samardžić**. The panellists talked about creative industries as the key drivers of economic growth and competitiveness, as well as cultural and touristic development of the Western Balkans and gave recommendations on how to encourage regional harmonisation and achieve economic and social benefits. Panel moderator was Expert on Cultural & Creative industries **Ivana Zečević**.

**Music** panel, led by **Balasz Weyer**, Hangvető - The speakers were the advisor to the Prime Minister of Serbia for creative industries and tourism **Martin Cuff**, the Director of "Music Estonia" **Ave Tölp**, the Manager of international projects

Photo: Lea Bodor



of the National Music Centre of France **Benjamin Demelemester** and the President of the Board of Directors of EXIT Foundation, **Ivan Petrović**.

“Like most music lovers and most music producers, I have always had the feeling that the music of the Balkans is underrated, because it has a large number of very good musicians, a lot of potential, but a lack of infrastructure and real support. That’s why only a few of them can make it to international stages. Even those who succeed in this, succeed thanks to Western

agencies, publishing houses, so their experience and income do not return to the region and the regional scene is not being built,” Balasz Weyer believes.

Representatives of the music export offices of France and Estonia shared their experiences and achievements in marketing domestic musical talents to the world, which in the case of these two countries have numerous systemic incentives, starting from support in production, mentoring and promotion, to subsidising the costs of performing at showcase festivals, as well as other events abroad.



Photo: Lea Bodor



Photo: Alek Pesic

On the second day, the offline training for performers started, which is part of the MOST - The Bridge for Balkan Music project, and which was preceded by the online part.

At EXIT’s Pachamama/ WOMBA stage on 9 July, the audience had the opportunity to enjoy the acoustic dark folk sound of the Macedonian band Perija, whose performance lasted longer

than planned due to the great enthusiasm of the audience. The visitors heard the authentic and light sound of the Croatian duo Dina e Mel, and the experience was completed by a wonderful view from one of the most beautiful parts of the fortress where the Pachamama stage is located. E.U.E.R.P.I. performed alongside them, presenting his meditative, minimalist, and discreetly psychedelic music.

# 10 JULY

## WOMBA tips&tricks - How to build a bridge in 4 days while listening to the World Music



Photo: Lea Bodor & Alek Pesic

The final day of the WOMBA Conference opened with the **“Building Bridges”** panel, moderated by the owner and founder of MESO Music Events **Georges Perot**, and the speakers were **Login Kočinski**, Goalkeeper at Password Production, **Jake Beaumont - Nesbitt**, Director of Innovations & Education, Acme Rights & IMMF, **Leila Chaibeddra**, Director, Development & Diffusion at Tartine Production and **Goran Milošević & Branislav Radojković** from the band Naked, which is one of the winners of the MOST competition for the Balkan Music Export. The panellists shared their experiences in making business connections and friendships, emphasised the importance and usefulness of networking, maintaining contacts and working on projects involving multiple partners, and then the participants had the opportunity to get to know each other better within the **“Speedmeeting MOST”** part of the Conference.

WOMBA Conference closed with the panel **“The Conscious Music is Coming!”**, led by **Una Senić**, which was held on

the Pachamama Stage in sunset ambience, relaxing atmosphere and beautiful surroundings. The main questions of this panel were where the music of the new consciousness comes from, who creates it and how do we listen to it, and these key points were discussed by artists and musicians **Mose, Satori** and **Laor**, Founder of EXIT Festival **Dušan Kovačević**, the President of the Board of Directors of EXIT Foundation **Ivan Petrović** and **Micky Karlholm**.

On the last night of EXIT Festival, the audience energetically danced to the sounds of Almir Mešković's accordion and Daniel Lazar's violin. The duo Flying Nomads, which combines ethno and modern style, presented the audience with a unique blend of Bulgarian tamboura and Iranian daf, and Lenhart Tapes and Tijana Stanković left absolutely no one indifferent with their characteristic sound. On the last evening, a meditative and spiritual melody by the artist Laor was heard on the Pachamama stage.

## And a few more words...

The special, premiere edition of the **WOMBA Showcase** on EXIT's **Pachamama Stage** from 7 to 10 July gave the audience the opportunity to hear the winners of the **MOST Balkan Music Export competition**, who exceeded all expectations with their incredible performances and authentic sound. The stars on this stage were Serbian band **Naked**, duo **Daniel Lazar & Almir Mešković**, Macedonian band **Perija**, Albanian duo **Shkodra Elektronike**, Bulgarian **Oratnitza**, **Flying Nomads** and **E.U.E.R.P.I.** from the same country, Bosnian Herzegovinian **Divanhana**, Croatian duo **Dina e Mel** and Serbian artist **Lenhart Tapes**, joined by the vocalist and violinist **Tijana Stanković**.

Thanks to the **MOST Project** and the **WOMBA platform**, these rising stars got the opportunity to show their extraordinary talent and present their artistic vision of the traditional Balkans music in fusion with contemporary music genres at a big festival like **EXIT**, as well as to connect with influential people from this sphere of the

music industry at the **WOMBA Conference** itself. Their creativity is important to support and make even more visible, because it is authentic, traditional, and at the same time modern, and as such can present the musical beauty and culture of the Balkans on the world market in the best light, and it was the WOMBA Conference and Showcase that made a significant first step towards the export of the Balkans music to the world.

In addition to them, the programme on the Pachamama Stage was coloured by meditative and spiritual melodies brought by the leading names of music of the new consciousness, the rising World Music subgenre - **DJ Mose and Sam Garrett, Laor, Maya Kamaty** and **Praful**.

EXIT and MOST Teams would like to thank all participants of the WOMBA Conference and Showcase for their trust and personal contribution. In its premier edition, WOMBA brought together about 20 countries, not only from the Balkans, but also from other parts of Europe and the world.

**It was WOMBAstic!**  
**See you next year!**

## VOCABULARY:

### WOMBA

World Music Balkans

### WOMBA Conference

self explanatory

### WOMBA Showcase

self explanatory

### WOMBA Delegates

some very, very nice people

### WOMBA Time

time / period spent at WOMBA

### WOMBA Memories

great memories during WOMBA Time

### WOMBAstic

something extraordinary but only has to do with WOMBA