

2021-  
2022

# Baltic Artists in Development

an innovation programme  
2021-2022



**Baltic Artists  
in Development  
1.0**

A common need...

Lots of support.

But still, they fell off the  
edge....



**Baltic Artists  
in Development  
1.0**

Music Management

... is pretty much a broken  
business...



# **Baltic Artists in Development 1.0**

## Aimed at...

... self-managing artists and independent artist managers, in creative events focusing on various music industry topics, music business innovation and local workshops, planned and executed by every partner organisation.

Our goal is to create a future platform where we can share knowledge, expertise and activities.

**Baltic Artists  
in Development  
1.0**

**Baltic Artists  
in Development  
2.0**

## **The first edition**

**June 2019 - February 2021**

Musikcentrum Syd, Malmö

Music Estonia, Tallinn

Adam Mickiewicz Institute,

Warsaw

## **The second edition**

**June 2021 - December 2022**

Musikcentrum Syd, Malmö

Music Estonia, Tallinn

Tak Brzmi Miasto, Krakow

Music Export Ukraine, Kyiv

# Project team



**Astrid Selling**

Sweden  
Executive Manager



**Marcus Bader**

Sweden  
Project and IT Manager



**Carolina Wiehe Welroos**

Sweden  
Communicator



**MARI  
REIMANN**

Estonia  
Programme manager



**JAANIKA  
LILLEMAA**

Estonia  
Programme manager



**ALONA  
DMUKHOVSKA**

Ukraine  
Co-foudner, manager



**OLEKSANDR  
SVERHUN**

Ukraine  
Project manager



**TOMASZ  
BYSIEWICZ**

Poland  
Project manager



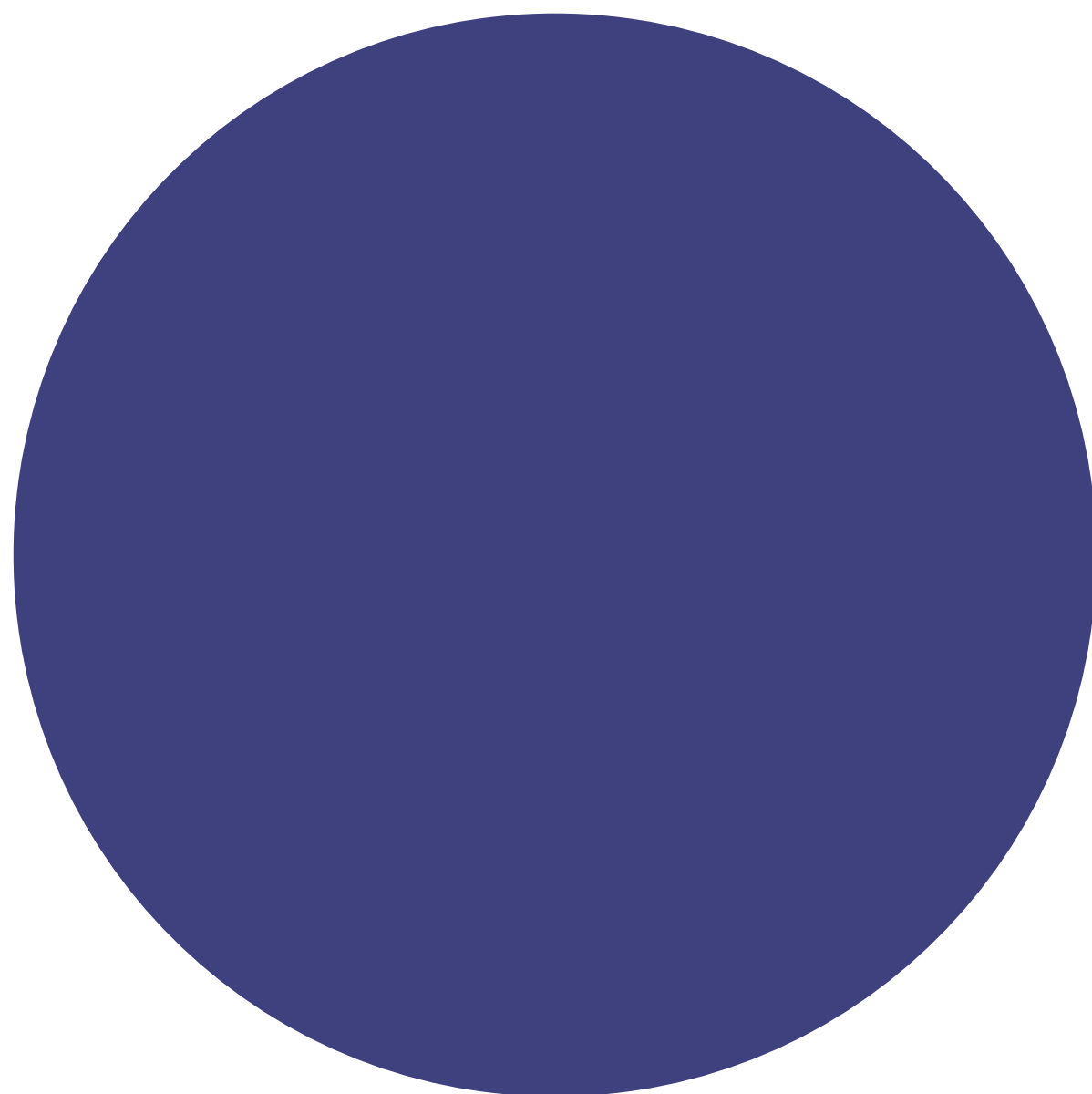
**MICHAŁ  
WOJCIK**

Poland  
Project manager

**SI.** Svenska  
institutet

M U S I  
K C E N  
T R U M  
S Y D .

MUSIC  
ESTONIA 



**me**   
music export Ukraine

TAK  
BRZMI  
MIASTO

# How...

2 self-managing artists  
2 independent managers  
2 organisation managers

from every country =  
24 persons



# How...

## ● **Shared management**

We plan the programme together - application, content, schedules, choosing participants, etc. Malmö is responsible for economy and final reporting.

## ● **Four events**

Malmö, Sweden 17 - 20 Nov 2021

Kiyv, Ukraine 18 -19 Feb 2022 - ONLINE

Tallinn, Estonia 6 - 9 APR 2022

Krakow, Poland 18 - 21 Aug 2022

## ● **Shared areas**

- planning, sustainable professional life, etc.
- communication, branding, storytelling, social media etc.
- Sustainable networking
- Innovative activities
- Knowledge toolbox

# New due to covid!

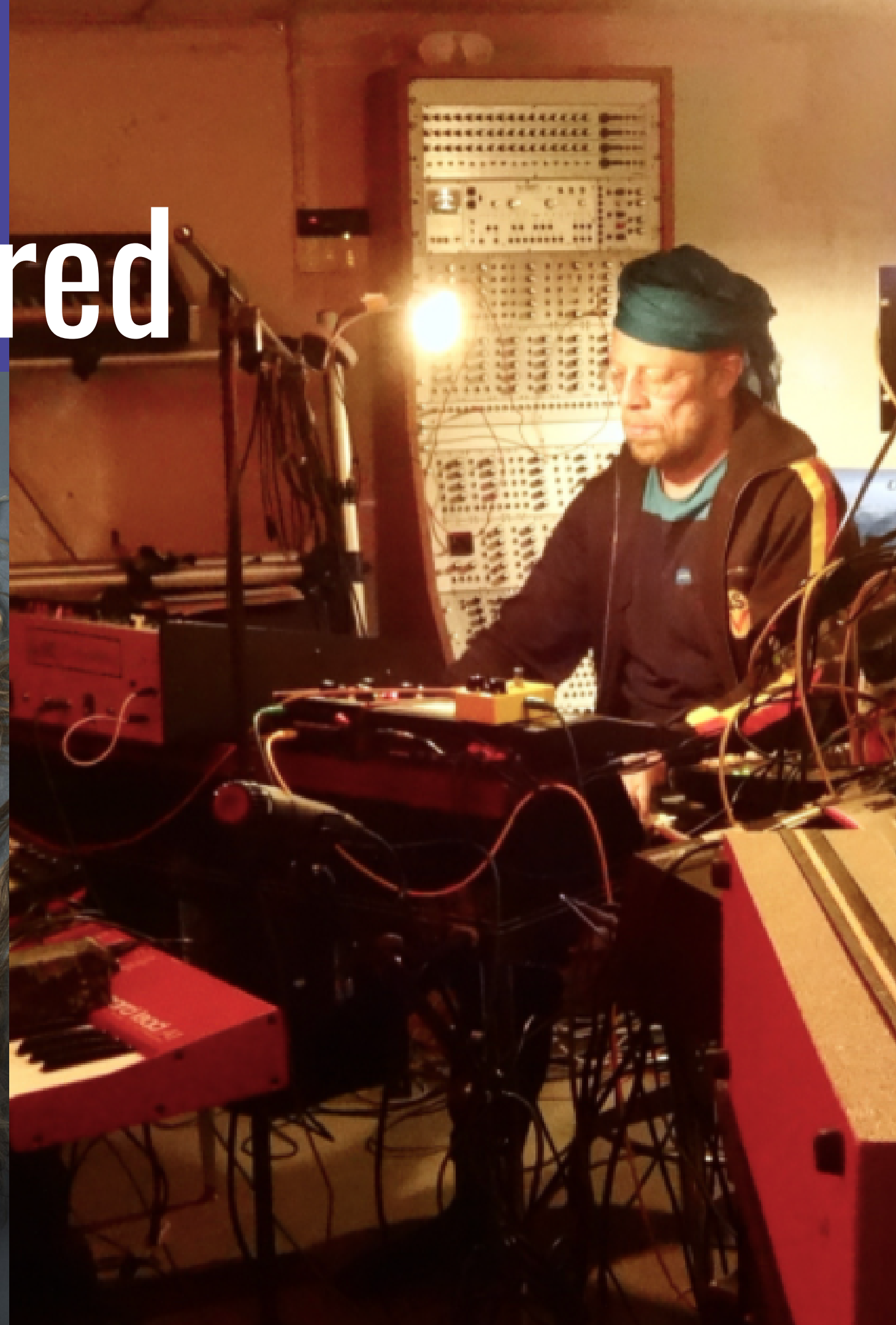
- **Art and artistry**
  - WHY am I doing this?
  - What is my contribution to the art scene
- **Community**
  - What is my role in the society I am living in?
- **From learning to innovation**
  - Connect the knowledge
  - New combinations
  - New solution

# Malmö, Sweden

**KILL THE FORMULA!!**

# Malmö, Sweden

# From analog to wired



# Malmö, Sweden



# 4 KEY FINDINGS

## "The support ring"

Artists and managers need to test the scene and the market. But they need a support in the base to function quickly again if failing.



# 4 KEY FINDINGS

## "Reflection"

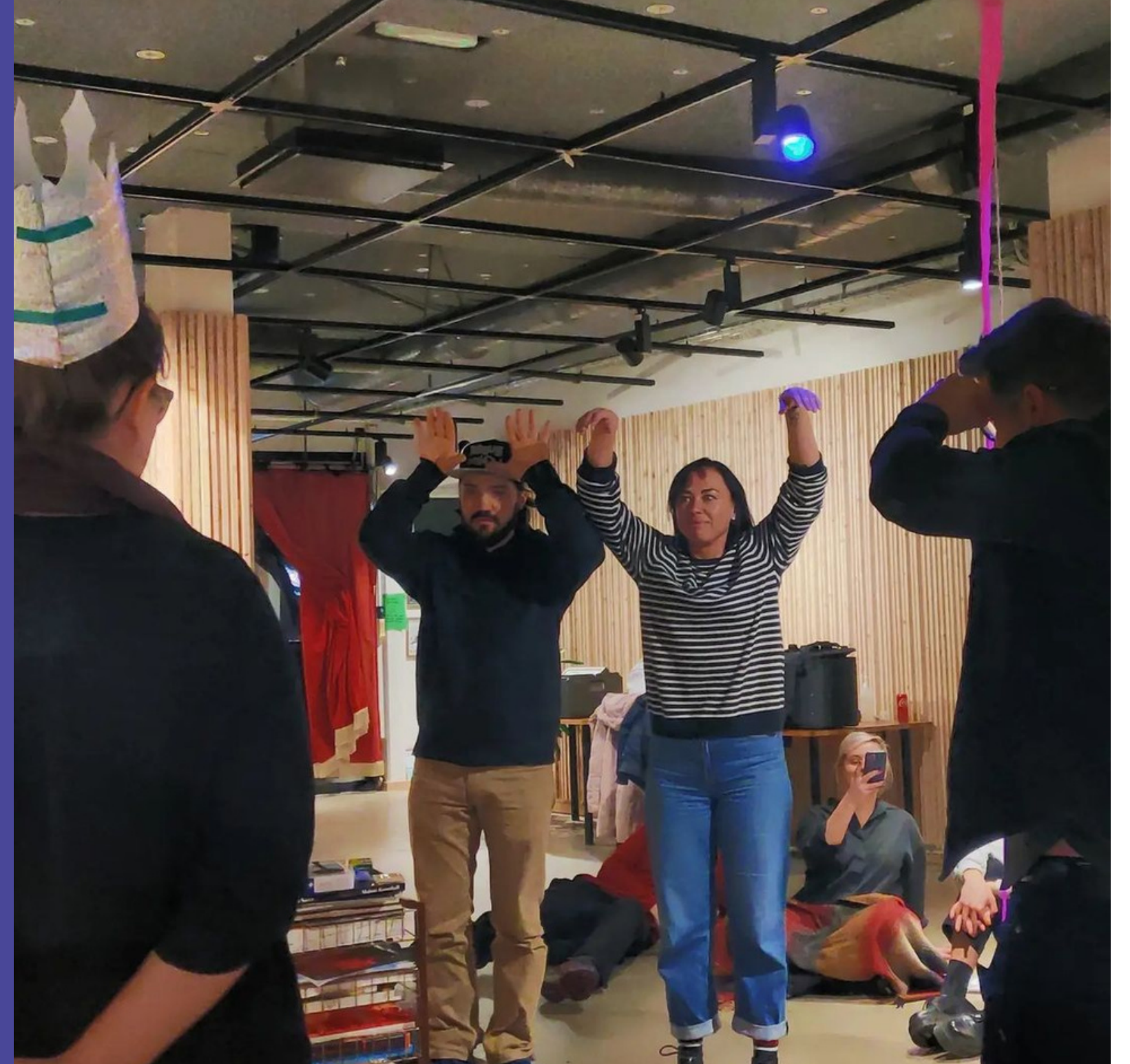
Artists and managers need a space where they can change perspectives. Self-reflection, as well as reflecting the market and the surroundings.



# 4 KEY FINDINGS

"Follow your instinct"

Artists and managers need to be able to follow their instincts. Not getting trapped in strategies and formulas that fit someone else.





# 4 KEY FINDINGS

"Touch the string!"

Artists and managers need constant reminders that they are connected. Keep on touching the string!



# Said by our participants

When I woke up Friday morning:

"Why did I sign up for this...? I don't have time...."

When I woke up Saturday morning:

"Wow! This was a great experience I am so inspired now"

Before coming to Sweden I was focusing on finding bookings for a tour. Now I'm thinking I want to explore my artistry and uniqueness.

I couldn't imagine I would actually find future collaboration partners in this small group!

# The beginning of our universe

