

ESTONIAN DELEGATION AT REEPERBAHN FESTIVAL 2024

ORGANISATIONS

MUSIC ESTONIA

musicestonia.eu

Music Estonia is a national music industry development centre and export office which represents over 100 music companies in Estonia. Its members span across various sectors of the music business, including labels, promoters, venues, management companies, etc. Music Estonia fosters a collaborative environment, offering resources, educational and mentoring programmes, and international opportunities to help its members thrive. The organisation works to elevate the visibility of Estonian music and businesses both on national, regional and international levels.

Music Estonia is a member of EMEE, IAMIC, Live DMA, and EMMA, and a partner in European projects. Music Estonia has two branches – Music Estonia Live and Music Estonia Managers.



AVE SOPHIA TÖLPT

Director

ave@musicestonia.eu

Ave Sophia Tölp, currently serving her second term as the Director of Music Estonia, previously held the position of Executive Director at Jazz Estonia. She has also contributed to the field of music as a guest author and host at Estonian Public Broadcasting channels, including Klassikaraadio, as well as in other media outlets. She is the first Estonian Ambassador for Keychange and a Member of the Music Endowment Committee of Cultural Endowment Estonia. Additionally, since 2024, she has been honored to serve as the General Secretary on the board of EMEE, the European Music Exporters Exchange.



GREETE PARŠIN

Project Manager

greete@musicestonia.eu

Greete Paršin joined Music Estonia with a rich background in cultural management. Her expertise, gained as a music manager for Holy Motors and roles at prestigious labels like Beggars Group and Wharf Cat Records in NYC, aligns perfectly with ME mission. Greete's experience in promoting music globally, combined with her creative approach at organising events, marketing cultural products and services and running her own retail business equips her to significantly advance Estonian music on the global scale.



MARIİ REIMANN

Project Manager

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Mariï has been involved in the music industry across various roles for the past ten years. At present, she leads programmes at Music Estonia, helping music companies to shape their export approaches while also contributing to the strategic development of the music sector in Estonia. Mariï is also the co-founder of an artist management company Monday Morning, where she currently works with an established pop-R&B artist Daniel Levi as well as a young pop act and Tiktok sensation SANNA. Her past work includes also Intsikurmu Festival's booking and work in the design sector.

TALLINN MUSIC WEEK

Festival for Tomorrow's Music, Arts and Ideas

tmw.ee

Held annually in Tallinn, Estonia since 2009, Tallinn Music Week (TMW) is one of the most acclaimed new music discovery festivals and key networking events for music and creative industry professionals across Europe. TMW's music programme is renowned for its bold mix of unique talent with diverse genres from experimental electronica to contemporary classical, presented to an audience of around 20,000 festivalgoers and over 1,000 industry professionals. The TMW conference addresses music-related topics from practical workshops to inspiring pop-culturology talks and cross-sectoral future visions. The next edition of TMW is scheduled to take place on April 3 - 4 in 2025.

Founded and run by Shiftworks and NGO Muusikanädal, TMW is a co-founder of The Federation of International Music Conferences (FoMC), and a member of ESNS Exchange, Keychange and the European showcase platform for global music UPBEAT.



EVA JOHANNA LEPIKOV

Executive Producer

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Eva Johanna Lepikov is the recently appointed Executive Producer of Tallinn Music Week. Growing from assistant to digital to Head of Marketing to Executive Producer, she has been with the festival for over 5 years. Simultaneously she manages the marketing for TMW's sister festival Station Narva and the marketing for the organising company Shiftworks' projects. Eva has a degree in Music Business from BIMM Bristol and multifaceted experience in music marketing, PR, event promotion, stage management etc. Eva also handles artist liaison at Estonian festival Saund.



INGRID KOHTLA

Head of PR & Communications; Programme Curator

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Ingrid Kohtla is the Head of PR & Communications and programme curator of Tallinn Music Week and other Tallinn-based company Shiftworks' projects. She has also worked as a booker at Tallinn's influential culture club Von Krahl and as Head of Communications at MTV Estonia, directed a weekly music video chart show for Estonian Public Broadcasting channel ETV and lectured at the Estonian Academy of Arts on subculture & style. Ingrid's proudest TMW-moments include curating a meta-showcase titled "Brave new sounds of life-hacking, pirate utopias, relentless roar, digital punk, scripture socialism, shibuya strokes and other post-genre aftershocks a.k.a. CryptoMarket". She's a popoptimistic believer in "Nothing endures but change".

Ingrid received the Award for Outstanding Contribution to Music at the Estonian Music Industry Awards 2023.

E-RESIDENCY OF ESTONIA

e-resident.gov.ee

e-Residency of Estonia is a government-issued digital identity which gives global entrepreneurs remote access to the world's most digital country. Estonia is the best place to register music industry company or non-profit umbrella organisation for cross-border business and operations. With e-Residency, you can start, run and manage an EU company 100% online. It's paperless and possible to run in English! It also simplifies cross-border collaborations and offers a favourable legal environment for tech innovations in the music industry.



RAIMO MATVERE

Head of Partnerships

raimo.matvere@eas.ee

Raimo is the Head of Partnerships at the e-Residency team. Estonia is the best place to register music industry company 100% online for cross-border business. Contact him for discussing how different type of music businesses and startups could benefit from e-Residency! He is also a co-founder of event sustainability management company and a big fan of music.

RAADIO 2 / ESTONIAN PUBLIC BROADCASTING

r2.err.ee

Raadio 2 is a promoter of Estonian fresh pop music. Albums and singles by homegrown musicians are introduced and the works of new musicians are transmitted via its wavelength. In addition to promoting Estonian music culture, Raadio 2's mission is to develop and expand their listeners's musical horizons and to be an expert and importer of new music on the Estonian radio scene.



KRISTO RAJASAARE

Head of Music

kristo.rajasaare@err.ee

Kristo is a Head of Music at Raadio 2 – Estonian Public Broadcasting station, specialising on for new and alternative music.

Kristo will be joined also by **Carola Madis**, Executive Producer of Raadio 2's annual "Hit of the Year" competition.

PROFESSIONALS

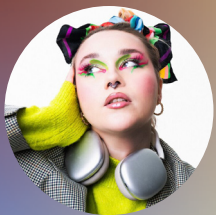


AUGUST SKJOLDBY

Booking Agent; Promoter

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August is a music promoter who works with headline shows, as well as in the field of festival and concert production. He also books both Estonian and international artists whom he believes in across the EU via organisations like Filter Music Group and Funk Embassy, and is the newly appointed Festival Director for Viljandi Guitar Festival. August is a firm believer in music's ability to heal, connect and inspire and is a perfect representative of artist-oriented industry movers & shakers.



BRITT RANDMA

Manager of Night Tapes

britt@maincharacteragency.com

Britt Randma can be a one-woman show or a team player – Kylie Jenner works hard but Britt Randma works harder. Her different endeavors have thrown her to a variety of roles. Her work as chief operator officer, project manager, PR&communication specialist, artist manager and marketing mogul at labels has led her to develop expertise and constant curiosity of the ever-changing music business world. Britt is currently in charge of Music Estonia's marketing and communications. She believes passionately in an equal, fair and transparent music market. She thrives to do things in a fresh and unique way with a goal to put Estonia as a landmark of overflowing talent to the world map. Britt is attending Reeperbahn Festival also as the manager for Night Tapes.



HENRIK EHTE

Ambassador at Funk Embassy;

Director of Selektor Studios; Manager of Rita Ray

Henrik Ehte is an award-winning music manager, label head, DJ and a studio owner. He heads the all-around artist agency and record label Estonian Funk Embassy that has been around since 2016. Estonian Funk Embassy is an all-around artist agency and record label that works with funk, soul and other similar genres with the mindset "booties shaken, souls stirred." Recently, Henrik opened the music house Selektor Studio that offers recording services, sync and bespoke music for ads and brands.



NEIT-EERIK NESTOR

Manager of manna
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Neit-Eerik is the manager of Estonian alt-pop act and ESTonishing talent manna, pop culture enthusiast and music&culture journalist at the Estonian Public Broadcasting culture portal. Having been surrounded and immersed by music his whole life, he has put that vast knowledge into practice during the past five years as a music manager as well as promoter and music selector for various events, most importantly for a former party series aimed at introducing fresh and modern Estonian hip-hop acts to the local public.



MARTIN KIKAS

Recording/Mixing Engineer; Founder of Ö Studio
kikas@ostuudio.ee

Martin Kikas is a self-taught music producer and sound engineer with 15 years of experience. He founded Ö Studio in 2008 as a music recording and rehearsal space, which has since evolved into a creative hub for talented Estonian artists and creatives. Kikas has been involved in the production of around 150 albums that have been nominated for the Estonian Music Awards nearly 40 times. Martin is an analog technology enthusiast, often relying on “real” mixing desks and his collection of outboard gear to create unique soundscapes. Over his career, Kikas has collaborated with a wide range of artists across different genres, including Rita Ray and Mart Avi from ESTonishing talent pool at Reeperbahn Festival, making a name for himself in original music projects, live recordings, and installations.



OTT EVESTUS

Founder and CEO of Heavy Music Estonia
ott.evestus@heavymusic.ee

Evestus has been active as an industrial rock artist since 2005, made waves on the MTV Baltic charts and toured with the likes of Ministry and Youth Code. In 2022 he founded NGO Heavy Music Estonia in order to improve the learning, creation, consumption and export opportunities for the heavier and harder strands of Estonian music.



TAMBET MUMMA

Co-Owner and General Manager; Artist Manager; A&R
tambet@moonwalk.ee

Tambet Mumma is managing several chart-topping Estonian artists and is a Co-Founder and Co-Owner of Estonian music company and record label Moonwalk which focuses primarily on the local market. He is also responsible for artist management and A&R of Moonwalk’s roster.

ARTISTS



AJUKAJA & MART AVI

porridgebullet.bandcamp.com

Manager: Mart Avi, postmartavi@gmail.com

Ajukaja is the longest-serving slinger and shaker of the Estonian underground and the figure-head of the weird and wonderful Porridge Bullet label. Mart Avi is the swiftest-moving twilight samurai of outernational avant-pop and a chap with a golden voice. Their joint venture takes dance pop and sends it off the beaten path by their very own Yellow Brick Road.

Autumn 2024 sees the release of their joint double LP *Death of Music*, a monolith made to seduce you to live thousand lives hearing truths that you didn't know you need to know.

“Effortless Detroit-inspired electro-soul swang, spidery breakbeat and hair-kissing vocals feeling out carousel melodies and rude disco-not-disco.” – Boomkat



MANNA

music4manna.bandcamp.com

Manager: Neit-Eerik Nestor, music4manna@gmail.com

manna's airy alt-RnB vocals cut through the darkness with an assured and beguiling note and she is unapologetic in her quest to make everyone feel safe, offering her music as a shelter.

Starting out in 2019 by posting demos on SoundCloud, she has released three albums, and lent her voice to the überhits of Estonian rap stars, while plunging into the bass-heavy electronica, indie, industrial and hyper-pop with her collaborator and producer Markus Palo. On her 2024 LP *76tape*, manna has dived into a deep dark pond of off-kilter, genre-bending sounds. Her potent blend is poised to appeal to both underground and wider audiences, but instead of trying too hard to position herself on the alternative vs. pop scale, manna invests in creating her very own beautiful vistas, where her descendants could also be lost and found.



NIGHT TAPES

nighttapesmusic.bandcamp.com/music

Manager: Britt Randma, britt@maincharacteragency.com

Dream-pop trio Night Tapes started out as evening jams between housemates Max Doohan, Sam Richards and Estonian Iiris Vesik. Night-time London, genre-blending, multi-fidelity recordings and honest reflection contribute to their atmospheric soundscapes lined with the of hypnagogic sensibilities, soft twinkling beats and irresistible twee-ness. Their envelope-pushing output has been featured on the biggest official playlists and tastemaker shows from KCRW to BBC Music.

2024 is shaping up to be the trio's biggest year yet, with support from BBC Radio and their Spotify following growing by over 50% to nearly 30k. Long-awaited debut LP is in the works and a headline tour in the EU, UK and the US is ahead in autumn.

“Night Tapes combine Iris’s layered vocals with minimalist drum loops and languid electronic beats that will leave you melting blissfully into their luscious soundscape.”

– Injection Magazine



RITA RAY

ritaray.bandcamp.com

Manager: Henrik Ehte, ambassador@funkembassy.eu

From humble beginnings to becoming a force of the national scale, there’s a lot of depth and drive in this former small-town girl. Inspired by the likes of Aretha Franklin and Norman Whitfield, Rita Ray can carry a lot of weight – from writing music & lyrics, co-producing, arranging for orchestras and delivering soul-stirring live performances to sold-out audiences.

From blue-eyed soul and classic R&B to old-school disco, her releases have been embraced by the classic soul cognoscente, rotated from domestic stations to BBC Radio 2, gained over 1 million streams on Spotify and scored numerous nominations and wins at Estonian Music Awards. Miss Ray sure proves that she can let rip with the best.