

Tallinn, recognised as a UNESCO City of Music since 2021, is a place where tradition and modern creativity blend in harmony. The city's musical roots run deep – from its centuries-old choral traditions and the legendary Song Festival to a vibrant contemporary scene spanning jazz, folk, classical, and electronic music. Music is woven into the city's daily life, filling concert halls, clubs, and public spaces with diverse sounds. Tallinn actively supports musicians, promotes international cooperation, and encourages innovation across musical genres. With a strong focus on accessibility and education, the city ensures that people of all ages can engage with music both as listeners and creators. This enduring passion and openness make Tallinn truly worthy of its title as a UNESCO City of Music.



ESTONIAN DELEGATION TO DAEGU

MUSIC
ESTONIA



LEAD ORGANISATION

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 at national, regional and international levels.

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



Ave Sophia Demelemester
Director

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Current Director is Ave Sophia Demelemester, serving her sixth year. She is Estonia's first Ambassador for Keychange, the global movement for gender balance in the music industry. She plays a key role in shaping Estonia's cultural policy landscape as a member of the Music Endowment Committee of the Cultural Endowment of Estonia and serves as General Secretary on the board of EMEE – the European Music Exporters Exchange – furthering international collaboration in music policy and export strategy.

IN COLLABORATION WITH TALLINN UNESCO CITY OF MUSIC

MUUSIKALINTALLIN.EE/ENG

Music in particular is important for Tallinn, both in terms of history and identity, as well as culturally, socially and economically. Tallinn is home for world class music institutions, venues and festivals. Tallinn has left its mark to the world of music through talented composers, conductors, musicians and producers from classical to techno, from jazz to folk. As a designated UNESCO City of Music, Tallinn will offer world-class opportunities to create and enjoy music in all its diversity.



Grettel Killing
Chief Specialist

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Chief Specialist for UNESCO Tallinn City of Music is Grettel Killing, a music professional based in Estonia and the UK, whose work spans artist management, live performance and the development of the music industry, including policy-making and cultural initiatives. As a focal point in the city, she fosters the development of Tallinn's music scene.

DELEGATION MEMBERS

DELEGATION COORDINATOR



Greete Paršin
Project Manager

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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 New York, aligns perfectly with Music Estonia's 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.

PROFESSIONALS

DELEGATION MEMBER

BREAKDEALER AGENCY/ SELEKTOR STUDIO/ FUNK EMBASSY

BREAKDEALER.EU

The fresh international jazz music-focused booking agency Breakdealer was named after a brilliant tune by his favourite musician, Pat Metheny. The current roster includes Anatole Muster, Gilad Hekselman, Tom Ford, Amelia Rose, M Field, Akinroots, Mathei Florea New Grounds, Flow Rea, and Nikita Korzoun. The agency mainly books in Europe but is also working on building long-lasting relationships with promoters in Asia.

Mihkel Mäekalle
Head of Booking

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Mihkel Mäekalle comes from a musical background himself, having studied jazz with a specialisation in accordion. However, he has always been deeply passionate about the industry side of the music world. He began promoting events at the age of 17 and later served as the executive producer of Rakvere Funkfest-the largest funk music festival in the Baltics. Today, Mihkel divides his time between London, UK, and Estonia. After completing his music business degree, he fulfilled a long-held dream by founding his own booking agency. While he still occasionally performs, Mihkel finds his greatest joy in supporting the music and musicians he loves, helping them achieve greater success in their careers. Mihkel has also been working with the Funk Embassy record label and Selektor Studio in Tallinn, helping them develop their music publishing and synchronisation arm.

DELEGATION MEMBER

JAZZ ESTONIA/ ESTONIAN JAZZ FEDERATION

JAZZ.EE

The aim of Jazz Estonia (Estonian Jazz Federation) is to develop and promote Estonian jazz music both at home and abroad. Jazz Estonia organises concerts and thematic events, collects and shares information about Estonian jazz music and musicians, supports cooperation between musicians and organisations at both the national and international level and searches for financial resources for promoting jazz music.

Elo-Liis Parmas
Executive Director

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Elo-Liis Parmas has been active in the field of culture since 2004, having previously worked as a producer, project manager and marketer in theatre, music and film industry. She is the CEO of Jazz Estonia (Estonian Jazz Federation). She is responsible for the daily work of the organisation and its executive team and represents Jazz Estonia both locally and internationally.

DELEGATION MEMBER

THE STATE CONCERT INSTITUTE EESTI KONTSERT

CONCERT.EE

The State Concert Institute Eesti Kontsert (hereinafter Eesti Kontsert) organizes 1000 concerts and different musical events per year in Estonia and abroad as well including 8 to 10 international music festivals from different styles. The musical scope of Eesti Kontsert encompasses symphonic and chamber music, jazz, choral music, electronic acoustic music and music for children. Eesti Kontsert services music institutions, individual performers and other concert agencies.

Eesti Kontsert manages four largest concert houses in Estonia – in Tallinn, Tartu, Pärnu and Jõhvi. All halls have excellent acoustics, the latest technical equipment and capacity to seat approximately 1000 visitors per hall. Both the large casts of major symphonic works and pop musicians have felt equally at home on stage.

Lauri Aav
Concert Producer

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Lauri Aav graduated from the Estonian Academy of Music and Theatre in choral conducting and music education, studying under Prof. Venno Laul. After graduating in 1992, he joined Eesti Kontsert, where he has worked ever since, holding positions such as producer, head of marketing, media director, and chief producer.

From 2005 to 2008, he organized the Tallinn Old Town Days festival and served as head of sales and marketing at Rakvere Theatre. Since 2008, he has been back at Eesti Kontsert. Alongside his work, Lauri has conducted various choirs – including the studio choirs of the Estonian Boys' Choir and the mixed choir Sõprus. Since 1998 he has been the chief conductor of the Tallinn Old Town Mixed Choir and also one of the conductors of Hānike Mixed Choir. He served on the board of the Estonian Choral Conductors' Association from 2002 to 2011. Since 2008, Lauri has hosted weekly music programs on different radio stations. In his free time, he enjoys playing bass guitar in various bands.

DELEGATION MEMBER

VIDEOLEVELS

VIDEOLEVELS.COM

Videolevels is a software as a service platform to create custom video and streaming solutions that serve as digital concert halls and stages – empowering artists, festivals, and venues to grow their audiences, monetize their content, and preserve their creative legacy.

Silver Laadoga
CEO

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Silver Laadoga previously built and successfully exited Estonia's largest streaming service provider. He has extensive experience across the entire content-distribution chain—including event production, video production, encoding, streaming, player configuration, and the development of landing pages, portals, and paywalls. With Videolevels, he has created around 100 custom video solutions, helping artists, organizers, festivals, and venues enhance audience engagement and generate more revenue from their content.

[GET TO KNOW THE ESTONIAN MUSIC MARKET \(EN\)](#)

[GET TO KNOW ESTONIA \(KR\)](#)