

# EST- ONISHING kickoff

ALONETTE

MARIIN K.

DUO RUUT

PRIDIAN

ESTONIA AT  
REEPERBAHN FESTIVAL 2025

# ESTONISHING KICKOFF AT REEPERBAHN FESTIVAL

From ancestral zither minimalism to heavy-hitting metalcore, Estonia's bravest sounds return to Reeperbahn for a compelling second round!

ESTonishing Night presents Duo Ruut, Alonette, mariin k., and Pridian—four bold acts showcasing the wealth and adventurous spirit of Estonia's current music scene. Reflecting Reeperbahn 2025's theme "Imagine Togetherness", ESTonishing Night is all about musical unity—bridging tradition and bold experimentation.

Our main event takes place at Baalsaal on Wednesday—a reception for international industry professionals and media, followed by ESTonishing showcase night. Hosted by Music Estonia in collaboration with Tallinn Music Week, e-Residency, and Tallinn UNESCO City of Music.

OUR EVENTS:

## WEDNESDAY 17.09

ESTonishing Kickoff at the Reeperbahn Festival '25  
Baalsaal (Reeperbahn 25)

### 19:00 - 20:00

ESTonishing Reception

Meet Estonian movers & shakers and deep dive into the ESTonishing talent pool! Be our guEST!

RSVP: [musicestonia.typeform.com/ESTonishing2025](https://musicestonia.typeform.com/ESTonishing2025)

Live:

### ALONETTE 20:00 - 20:30

Tender folk-pop confessions that flow like glistening childhood dreams with '70s warmth and bittersweet wisdom

### MARIIN K. 21:00 - 21:30

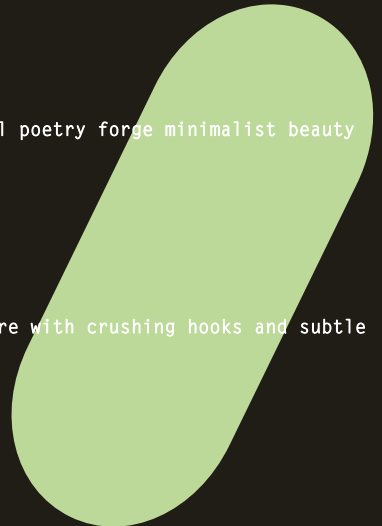
Cascading reverb and jangle pop create yearning soundscapes of love and self-discovery

### DUO RUUT 22:00 - 22:30

Shared kannel and ancestral poetry forge minimalist beauty with global crossover edge

### PRIDIAN 23:00 - 23:30

Shadowy industrial metalcore with crushing hooks and subtle technicality



# THURSDAY

# 18.09

## 12:00 - 14:00

**Matchmaking: Estonia x Ukraine x Germany**

Alte Liebe St. Pauli / Klubhaus am Spielbudenplatz  
(Hamburg Haus, Spielbudenpl. 21-22)

Meet and mingle with a varied mix of industry figures and musicians from Estonia, Ukraine and Germany, over light snacks and drinks.

Hosted by Music Estonia in collaboration with e-Residency of Estonia, in partnership with Hamburg Music and Music Export Ukraine.

## 13:00 - 14:30

**The Sound of Solutions: SyncHub**

Bacardi Lounge, East Hotel (Simon-von-Utrecht-Straße 31)  
Speakers: Alice Kattago, Heidi Reial

For the first time, a start-up contest at Reeperbahn Festival will spotlight innovative tools and services that are made to solve some of the music industry's most pressing challenges. We are very proud that Estonian startup SyncHub was selected by the international jury.

## 16:00 - 18:00

**MusicTech Germany x AFEM Drinks Mixer**

with Details, Listn, e-Residency of Estonia  
B2Beergarden (Spielbudenplatz 26)

# FRIDAY

# 19.09

MME Awards Showcase:

## NIGHT TAPES

## 15:30 - 16:00

(showtime)

Häkken (Spielbudenpl. 21-22)

## 16:00 - 17:00

**Eastern European Wave: Is the Global Music Industry Finally Paying Attention?**

Panellist: Britt Randma (Main Character Agency, Night Tapes, Music Estonia)

East Hotel / Ginger (Simon-von-Utrecht-Straße 31)

## NIGHT TAPES

## 22:00 - 22:55

Knust (Neuer Kamp 30)



# ALONETTE

Alonette charms with tenderness, letting her confessional songs and odes to day-to-day existentialism flow with an ease reminiscent of a child's fantasy play. She conjures heartfelt folk-pop with a nod to the '70s, her voice carrying echoes of Karen Carpenter's crystalline demeanour and Joni Mitchell's vulnerability. Yet her music doesn't shy away from experimentation, creating songs full of unexpected twists and bittersweet sentimentality—establishing herself as an Estonian counterpart to Jessica Pratt and Aldous Harding. Acoustic guitar, strings, and soft-footed electronic sounds embrace each other empathetically.

In March 2025, Alonette released her debut album *Compass*, praised for its maturity, rich sonority, and ability to balance vulnerability with wit.

**Management and bookings:**  
Anett Tamm  
alonettemusic@gmail.com



# DUO RUUT

Duo Ruut represents the harmonious collision of two close friends whose vastly different musical backgrounds have forged an extraordinary creative partnership. Drawing inspiration from their ancestral heritage, they share a single kannel—transforming this traditional Estonian zither into their blank canvas for pioneering new playing techniques. Working with runo song texts, their music achieves glistening minimalism whilst maintaining crossover appeal. The duo's voices shift seamlessly from sweet to sharp, creating dynamic tension within deceptively simple arrangements.

This approach has captured global attention, earning them spots at Glastonbury and Roskilde. June 2025 brought their album *Ilmateade*, which reached BBC airwaves and earned recognition as The Guardian's folk album of the month.

**Management:**  
Moon Management (Marili Jõgi)  
marili@moonmanagement.ee  
**For all enquiries:**  
Duo Ruut, duoruut@gmail.com



# NIGHT TAPES

Night Tapes started out as night jams between housemates Max Doohan, Sam Richards and Iiris Vesik in London. A creature of the night, an idea born from the intoxicating rush between strobes and streetlights. A splash of neo-psychedelia, a few drops of downtempo and carefully sprinkled R'n'B vibes make the Night Tapes' recipe on their latest output *assisted memories* (2024) a trip without a return ticket

Their 2024 highlights include winning the Best Indie/Alternative Album title for perfect kindness EP at the inaugural Estonian Music Awards, release of fourth EP *assisted memories*, nomination for the coveted Music Moves Europe Awards and the successful US headline tour. The band is currently working on their long-awaited debut full-length.

**Management:** Main Character Agency (Britt Randma)

[britt@maincharacteragency.com](mailto:britt@maincharacteragency.com)

**UK/EU bookings:** ATC Live (Sinan Ors), [sinan@atc-live.com](mailto:sinan@atc-live.com)

**US bookings:** United Talent Agency (Adam Ogushwitz, Noah Friedlander), [NightTapesTeam@unitedtalent.com](mailto:NightTapesTeam@unitedtalent.com)



# MARIIN K.

Dream pop outfit mariin k. are carving out their own space in the shoegaze revival, led by Mariin Kallikorm's vision of yearning soundscapes wrapped in cascading reverb. Kallikorm brings serious credentials, having toured internationally with trip-hop pioneer Tricky and as part of London-based indie project Wyldest. Their debut album *rose skin*, released in May 2025 via Seksound, earned a spot on Seattle's influential KEXP and praise from Darla Records.

What sets them apart is their commitment to strong songwriting within the genre's atmospheric framework. Kallikorm and guitarist Paul Sild synchronise tremolo-drenched dream pop with jangle pop's melodic clarity, exploring love, self-discovery, and vulnerability with both ethereal beauty and emotional substance.

**Management and bookings:**

Mariin Kallikorm

[mariin.k.sounds@gmail.com](mailto:mariin.k.sounds@gmail.com)



# PRIDIAN

Pridian emerged in 2022 as Estonia's most promising metalcore export. What began as four musicians exploring heavy music has rapidly evolved into a cinematic metal project that prioritises storytelling as much as sonic brutality. The band weaves futuristic industrial soundscapes with atmospheric textures and narrative-driven concepts.

Their debut EP *Cybergnosis* (2023) established them as rising stars whilst catching international attention with its marriage of crushing riffs and catchy hooks. The breakthrough came in 2024 when Century Media Records signed them. The band's full-length debut *Venetian Dark* (May 2025) showcases wide-ranging influences whilst maintaining subtle technicality—modern metalcore that carves out distinctive territory.

**Management:** Robert Leht, [pridianmusic@gmail.com](mailto:pridianmusic@gmail.com)

**Bookings:** Benjamin Bats, [benny@triplebookings.com](mailto:benny@triplebookings.com)

# COORDINATOR

# MUSIC ESTONIA

[musicestonia.eu](https://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  
[ave@musicestonia.eu](mailto:ave@musicestonia.eu)

Ave Sophia Demelemester, currently serving her second term as 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 radio host at Estonian Public Broadcasting, including Klassikaraadio, as well as other media outlets. She is the first Estonian Ambassador for Keychange and a member of the Music Endowment Committee of the Cultural Endowment of Estonia. Additionally, since 2024, she has served as General Secretary on the board of EMEE, the European Music Exporters Exchange.

# GREETE PARŠIN



**Project Manager**  
[greete@musicestonia.eu](mailto:greete@musicestonia.eu)

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



# PARTNERS

## 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 9-12 April 2026.

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

# INGRID KOHTLA



Head of PR & Communications; Programme Curator  
ingrid@tmw.ee

Ingrid Kohtla is the Head of PR & Communications and programme curator of Tallinn Music Week, Station Narva festival and other projects of the Tallinn-based company Shiftworks. She has worked as a music and lifestyle journalist, a booker at Tallinn's influential alternative culture club Von Krah!l, and as Head of Communications and editor at MTV Estonia, directed a music video chart show for Estonian Public Broadcasting channel ETV2, and lectured at the Estonian Academy of Arts on subculture and style. Above all, she focuses on fostering underdogs and new "glocal" talent. She's a optimistic believer in "Nothing endures but change".

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

# ESTONIAN PUBLIC BROADCASTING (ERR)

err.ee

Estonian Public Broadcasting (ERR) is Estonia's national public service media organisation, providing TV, radio, and online content in Estonian and other languages. Established in 2007 through the merger of Eesti Raadio and Eesti Televisioon, ERR operates under a mandate to serve the public interest by delivering independent, high-quality journalism, cultural programming, and educational content. Its services include popular TV channels such as ETV and ETV2, a range of national and regional radio stations, and the multilingual news portal news.err.ee, which offers Estonian news in English, Russian, and other languages. ERR plays a vital role in strengthening Estonia's democracy and cultural identity, ensuring that reliable information, diverse viewpoints, and locally produced culture are accessible to all citizens.

## TÕNU KARJATSE



Journalist

tonu.karjatse@err.ee

Tõnu Karjatse is a cinephile and music lover working as a radio journalist at ERR (Estonian Public Broadcasting). He specialises in cultural news, and besides radio and TV news broadcasts, he has written about music for main dailies and weeklies in Estonia, covering festivals, interviewing artists, and reviewing new albums. News is his work, but music and cinema are his passion. His main interest lies in undercurrents and new waves in music and how music history is rewritten. He believes that music can save the world.

# KRISTO RAJASAARE



Head of Music at Raadio 2

Kristo Rajasaare is the Head of Music at Estonian Public Broadcasting channel Raadio 2 and a member of EBU's Eurosonic Group.

Raadio 2 presents new Estonian music and aims to develop listeners' musical horizons. They are new music experts, a home channel for musical subcultures and alternative music amongst the national radio stations.

# CAROLA MADIS



Producer at Raadio 2

Carola is the Head Producer for Estonian Public Broadcasting channel Raadio 2's annual Aastahitt (Hit of the Year) song contest, "a role she has held for the past eight years. Aastahit) is the biggest and oldest public music poll and awards show in Estonia, broadcast on national radio since 1994.

# E-RESIDENCY OF ESTONIA

[e-resident.gov.ee](https://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 a 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@eis.ee](mailto:raimo.matvere@eis.ee)

Raimo Matvere leads global partnerships at e-Residency of Estonia, building and strengthening relationships that help entrepreneurs around the world start and run businesses fully online. He works closely with service providers, business communities, and ecosystem partners to expand opportunities for e-residents and ensure they have access to trusted support when establishing and growing Estonian companies. With professional roots in the creative sector, he has also been focusing on researching and introducing e-Residency and the Estonian business landscape for creative (especially music) entrepreneurs.

# UNESCO TALLINN CITY OF MUSIC

[muusikalinntallinn.ee/eng](https://muusikalinntallinn.ee/eng)

Tallinn was designated a UNESCO City of Music in 2021, becoming part of the UNESCO Creative Cities Network that highlights cities with rich cultural heritage and innovative creative sectors. The title recognises Tallinn's vibrant and diverse music scene, which spans everything from choral traditions and classical ensembles to cutting-edge electronic and contemporary genres. As a City of Music, Tallinn has committed to strengthening its cultural infrastructure, fostering international collaboration, and ensuring that music remains a central part of urban life and identity. The initiative also supports Tallinn's goals of inclusivity, sustainability, and cultural exchange, positioning the city as a dynamic hub where local talent and global creativity intersect.

# GRETTEL KILLING



Head of UNESCO Tallinn City of Music projects  
[grettel.killing@tallinnlv.ee](mailto:grettel.killing@tallinnlv.ee)

Grettel Killing is 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. Currently, Grettel runs Killing Music, representing award-winning Estonian artists such as NOËP and Karl Killing. She is also a highly regarded vocal arranger and backing vocalist. As Project Manager for UNESCO Tallinn City of Music, she fosters the development of Tallinn's music scene. Nominated for Artist Manager of the Year 2024, Grettel also mentors young musicians in both Estonia and the UK.

# PROFESSIONALS

## ALICE KATTAGO

**SyncHub**  
Co-Founder; Marketing & Partnerships  
alicepiakattago@gmail.com

Alice Kattago is the co-founder of SyncHub, a platform that brings together music buyers and music sellers, facilitating the entire licensing process. She has a background in sync, music publishing and artist management, and is currently also a research coordinator for pan-European projects European Music Exporters Exchange and Europe in Synch.



## BRITT RANDMA

**Main Character Agency**  
Founder and CEO  
BRITT@maincharacteragency.com

Britt Randma packs over 11 years of international experience in the music industry. She's worked everywhere from music e-commerce and sublabels of Sony and Warner Music Baltics to Eesti Kontsert, lecturing on digital marketing. Currently, she's responsible for communication and marketing at Music Estonia and manages internationally rising dream-pop band Night Tapes, MME Awards 2025 winners. She won the Manager of the Year and Exporter of the Year titles at the Estonian Music Industry Awards in 2025. Britt also DJs under the name brittiimpeerium and runs the Reivile Minuga party series in Tallinn.



# HEIDI REIAL



**SyncHub**  
**Co-Founder and CEO**  
reialheidi@gmail.com

Heidi Reial is the co-founder and CEO of SyncHub, a platform that brings together music buyers and music sellers, facilitating the entire licensing process. Aside from her work at SyncHub, she also works in parallel for the Estonian Performers' Society (EEL) as a data analyst.

# KITTY FLORENTINE



**Artist**  
info@kittyflorentine.com

Kitty Florentine is an Estonian multidisciplinary artist whose performances fuse music, movement, and inventive visual aesthetics. From festivals like Sziget and Õyafestivalen to ESNS, she continues to draw audiences around the world with her powerful vocals and unmatched humour.

# MERIT MAARITS



**Radio Presenter; Music Journalist and Publicist;**  
**Artist Manager**  
maarits.merit@gmail.com

Merit Maarits is an all-round music person. With a well-established background in music journalism, she now mainly works as a radio presenter and music critic whilst also mentoring young bands driving the new wave of Estonian alternative music. She has hosted shows on public broadcaster Raadio 2 and Amsterdam's Echobox Radio, and is the resident of Tallinn's community radio IDA and one of the returning guests at the weekly new music podcast Muusikanõunikud. From time to time she also organises music events and selects tunes at local venues and festivals.

# MARTA VATSFELD

Photographer; Content Creator  
mvatsfeld@gmail.com

Marta Vatsfeld is a photographer, videographer, and content creator for the rising metalcore band Pridian. She also works as a product designer, bringing a multidisciplinary approach to her creative projects.



# PJOTR LATÕŠEV

FOH Sound engineer  
platosev@gmail.com

Pjotr Latõšev is a freelance sound engineer, actively collaborating with Estonia's biggest rock and metal acts, and is also working at the Paavli Kultuurivabrik venue in Tallinn, Estonia as well as a recording/mixing engineer in Damn.Loud studio.



# OTT EVESTUS

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

Ott Evestus has been active in the Estonian heavy music scene for 25 years with bands like Solwaig, Forgotten Sunrise and, to this day, an industrial rock project Evestus. In 2023, Ott decided to take Estonian heavy music to the next level with a focused support organisation that collects and connects all of Estonian heavy music under one banner to create a community where musicians, producers, engineers, and other industry professionals can come together to share knowledge, network, and support one another. The Estonian heavy music scene has never been more active than now!





# MARILI JÕGI



**Moon Management**  
Founder and CEO; Artist Manager  
marili@moonmanagement.ee

Marili Jõgi manages several top Estonian artists and future makers. Among others, she takes care of the beloved folk acts Duo Ruut and Mari Kalkun. She has never put herself into the box genre-wise and her approach has an international focus. Marili has been awarded Manager of the Year 2024 and Music Exporter of the Year 2022 by the Estonian Music Industry Awards.

# MART TARLAP



**Lightning Designer**  
mart@soundhouse.ee

Mart is a lighting designer and programmer working with numerous bands across Estonia. He specialises in heavy and metal music productions, with his work extending to festivals, intimate events, and music videos.

# SANDER MÖLDER



**Black Cat White Cat**  
Executive Creative Director  
sander@bwcatmusic.com

Sander Mölder is a classically trained Estonian composer, music producer, artist, and DJ whose work fuses classical tradition with electronic expression. He has written for the stage, including five contemporary ballets, an opera, and numerous theatre projects, such as a dance adaptation of Yukio Mishima's *The Temple of the Golden Pavilion* and an Estonian National Ballet commission honouring Louis XIV. He also scores for film, TV, and advertising with placements for Uniqlo, Shiseido, Nissan, Mazda, Balmuda, Oculus Quest, Tallink, and LHV, and has earned Best Original Music (Perrier-Jouët, CICLOPE Asia 2021) and Best Syncs (Estonian Music Entrepreneurship Awards 2024). Sander currently runs the Estonian branch of Black Cat White Cat Music.

# STEN ARVI

Sound Engineer  
sten@culpro.eu

Sten Arvi is a Culture Manager and Sound Engineer who has been active in the industry for more than 20 years.



# TANYA KORENIKA

U.C.E. Agency / HUNGR Venue  
Founder and CEO; Co-Owner  
tanya@uceagency.com

Tanya Korenika is the founder and leader of U.C.E. Agency in Estonia, which specialises in promoting alternative music. She co-owns HUNGR, a queer-friendly venue, and manages Estonian alternative acts Kannabinõid and Kaschalot, and plays drums in various alternative acts. Tanya has experience as a tour manager and is part of the production team for Norway's Midgardsblot festival.

A researcher in gender equality and comparative studies in the Baltic region, Tanya holds a Master's in Cultural Management and is actively supporting grassroots venues through the Cindy & Kate project. She works with the Baltic Artists In Development network, helping Baltic music professionals gain visibility and connections. Tanya is a regular speaker at conferences on Eastern European touring, gender equality and nightlife sustainability and is also participating in the Wunderkinder - German Music Talent programme at RBF.



# TUULIKKI BARTOSIK



Artist  
[info@tuulikkibartosik.com](mailto:info@tuulikkibartosik.com)

Tuulikki Bartosik is a versatile multi-instrumentalist, composer, and producer. Her music has been compared to neo-classical icons like Philip Glass and minimalist artists such as Ólafur Arnalds. She is particularly renowned for her innovative approach to the accordion. Bartosik has released several internationally acclaimed, award-nominated albums, been featured on BBC, CBC, and MDR, and collaborated with symphony orchestras and renowned conductors. Throughout her career, she has focused on developing her unique voice, blending various styles and genres, whilst also exploring innovative approaches to the traditional music of Sweden and Estonia.

Read more about the  
Estonian  
music market



Discover Estonian  
sounds beyond  
borders



Coordinator:  
Music Estonia

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