

ESTONIA at

WOMEX

DELEGATION COORDINATED BY:

MUSIC ESTONIA

Greete Paršin
greete@musicestonia.eu

IN PARTNERSHIP WITH:

ESTONIAN TRADITIONAL MUSIC CENTER

Margit Kuhi
margit.kuhi@folk.ee

MUSIC
ESTONIA 



Eesti
Pärimusmuusika
Keskus

TALLINN
MUSIC WEEK



REPUBLIC OF ESTONIA
MINISTRY OF CULTURE



EMBASSY OF ESTONIA
HELSINKI

STUDIO SOUND
FOREST SOUND / MEET BALTIC

At WOMEX 2025 in Tampere, Estonia turns up the volume with a programme that captures the bold, borderless spirit of a country whose music scene punches far above its size. From ancient runo songs and hypnotic electronic beats to dazzling cross-genre collaborations, Estonia's artists show how a small nation can make a big noise on the world stage.

The Estonian presence at WOMEX is coordinated by Music Estonia in partnership with the Estonian Traditional Music Center and Tallinn Music Week, supported by the Ministry of Culture of Estonia, the Embassy of Estonia in Finland, and Studio Sound. Together they present a snapshot of Estonia's vibrant cultural landscape—deeply rooted, fearlessly innovative, and always in motion.

Three showcases tell the story:

KASS-TALSI-MINN, a genre-bending trio where jazz, folk and early music collide in thrilling, unexpected ways.

OOPUS, an audiovisual folktronica crew fusing ancient melodies with pulsing beats, immersive visuals and Finno-Ugric mythology.

THE BALTIC SISTERS, an international trio weaving Estonian, Latvian and Lithuanian voices into the unique harmony of Baltic polyphony.

Alongside the live performances, Estonia hosts the Meet Estonia Reception, collaborates on a Nordic-Baltic joint area with meet-ups, and presents the conference panel Navigating the Baltic Music Ecosystem, creating opportunities to connect, collaborate and discover the region's creative potential.

Estonia's presence at WOMEX embodies curiosity, courage, and collaboration—a meeting point of tradition and innovation, north and east, intimacy and ambition. From the quiet forests to the global stage, this is the sound of Estonia: distinctive, daring, and ready to be heard.

ARTISTS



SATURDAY, 25 OCTOBER
21:45 - 22:30
NORDIC CONNECTIONS STAGE

What happens when three musicians from entirely different worlds collide? A versatile jazz bassist, a brilliant mandolinist from the folk and bluegrass scene, and an emerging viola talent from Estonia have joined forces to create something unexpected.

The trio's repertoire weaves together original compositions, inventive arrangements of 16th–17th-century English music, and vibrant adaptations of traditional folk melodies. They prove that great music transcends era and genre.

Bassist and composer Peedu Kass is a household name on the Estonian music scene. Renowned for his electric, acoustic, and synth bass prowess—with ensembles ranging from intimate groups to full orchestras—Kass has expanded into arrangement and composition, winning the 'Jazz Composer of the Year' prize at the Estonian Jazz Awards 2022.

Mandolinist Villu Talsi is celebrated for his work with popular folk/bluegrass group Curly Strings. A dynamic improviser with magnetic stage presence, he also holds a bachelor's degree in jazz guitar and lights up every major music festival in Estonia.

Simone Minn is a young viola player whose artistry springs from folk tradition whilst enriched by jazz explorations. Her music blends the viola's lyrical voice with compelling storytelling shaped by diverse cultural influences. Two years ago, she stunned audiences with a distinctive solo album as a guitar-playing singer-songwriter.

KASS-TALSI-MINN

ARTISTS



FRIDAY, 24 OCTOBER TO SATURDAY, 25 OCTOBER
00:45 - 01:30
NORDIC CONNECTIONS STAGE

OOPUS

OOPUS is an Estonian audiovisual folktronica band formed in 2017 by musicians Mari Meentalo and Johannes Ahun. They fuse ancient runo songs with contemporary electronic dance music—from techno and acid to dub and ambient. Blending analogue synthesisers with traditional instruments like Estonian bagpipes and overtone flutes, they reimagine folk heritage as a soundscape of the future. Visual artist Aleksander Sprohgis and dancer Raho Aadla later joined, expanding the project's creative vision through dance and interactive visuals.

Every OOPUS show merges live music, immersive visuals, and Finno-Ugric mythology. Their performances feature custom-built light installations, movement-reactive visuals, and club-inspired energy, placing audiences at the centre of the experience.

Since their debut album *Nõidus* (2019), nominated at the Estonian Music Awards, OOPUS have performed from underground raves to major international festivals including Viljandi Folk Music Festival at home, Burning Man in the USA, ESNS in the Netherlands, and Linecheck in Italy. Their second album *Folk On Acid* (2022) won the Raadio 2 Special Prize at the Estonian Ethno Music Awards. Their third album, *Reivlender*, arrives in 2025.

OOPUS collaborate widely, from projects with conductor Kristjan Järvi to Tartu 2024 European Capital of Culture, whilst producing stages for Tallinn Music Week and I Land Sound festival.

ARTISTS



THURSDAY, 23 OCTOBER
23:15 - 00:00
NORDIC CONNECTIONS STAGE

The Baltic Sisters is an international traditional music project born at WOMEX Lisbon in late 2022, where singers from Estonia, Latvia, and Lithuania united through their passion for *sutartinės*—ancient Lithuanian multipart songs. Their repertoire now encompasses traditional music from all three Baltic nations.

On stage, Latvian, Lithuanian, and Estonian folk songs interweave to create a distinctive Baltic sound. The singers also lead masterclasses in Baltic traditional singing styles.

In January 2025, The Baltic Sisters released their debut album *Vārav / Vārti / Vartai* (gateway in Estonian, Latvian, and Lithuanian) on German label CPL-Music. The album features polyphonic folk songs arranged by the group, including a long call from Southern Kurzeme, the lyrical ‘Soka saule rītedama’ from Latgale, UNESCO-listed Lithuanian *sutartinės*, Seto songs from Estonia, and compositions blending all three traditions.

‘Our first album is a gateway to the world of Baltic traditional music, as we hear, feel, and share it with others. The songs we chose are those through which we met and got to know each other,’ they explain.

The Baltic Sisters have performed at Lithuania’s largest ethno music festival Mėnuo Juodaragis, Valmiermuiža in Latvia, Viljandi Folk Music Festival and Tallinn Music Week in Estonia, Buskers Festival de Neuchâtel in Switzerland, and Festival Arrée Voce in France.

THE BALTIC SISTERS

OUR EVENTS

THURSDAY, 23 OCTOBER

18:00 - 19:30

KULTTUURITALO TELAKKA

MUSIC ESTONIA X

TALLINN MUSIC WEEK PRESENT:

MEET ESTONIA

Come and meet us at Telakka, Tampere's red-brick cultural hub just behind the railway station—where music, art, and conversation thrive. Its laid-back charm and creative spirit make it the perfect setting for genuine encounters.

Join our artists and industry over light drinks and snacks to discover what drives one of Europe's most curious music markets, meet the people behind it, and catch the pulse of Estonia at WOMEX.

Supported by the Estonian Embassy in Helsinki.

THURSDAY, 23 OCTOBER

23:15 - 00:00

NORDIC CONNECTIONS STAGE

SHOWCASE: THE BALTIC SISTERS

OUR EVENTS

FRIDAY, 24 OCTOBER

13:30 - 15:30

TAMPERE HALL RECEPTION SPACE

**SPEED MEETINGS: NORDIC-BALTIC
(INVITE ONLY)**

Connect with key professionals from the Baltic and Nordic music industries in a fast-paced networking session designed to spark collaboration, exchange ideas, and build new partnerships across the region.

FRIDAY, 24 OCTOBER

16:00 - 17:00

NORDIC-BALTIC MEETING AREA AT

TAMPERE HALL

GET-TOGETHER:

NORDIC-BALTIC (AFTER)NOON

Join us at the Nordic-Baltic meeting area for a relaxed get-together introducing artists, delegates, and industry professionals from across the region. Enjoy good company, great conversations, as we celebrate Nordic-Baltic collaboration in music.

OUR EVENTS

OUR EVENTS

OUR EVENTS

**FRIDAY, 24 OCTOBER to
SATURDAY, 25 OCTOBER**
00:45 - 01:30
NORDIC CONNECTIONS STAGE
SHOWCASE: OOPUS

SATURDAY, 25 OCTOBER
16:30 - 17:30
CONFERENCE ROOM 2
**PANEL: NAVIGATING THE BALTIC
MUSIC ECOSYSTEM**

The Baltic music market is gaining visibility, with Estonia, Latvia and Lithuania forming a strong regional circuit grounded in collaboration and shared ambition. Whilst united by geographical proximity—and closely connected to both the Nordic and Central European markets—each country contributes unique strengths, supported by increasing cross-border ties.

Panellists:

Daina Zalane, Founder of Culture Management Centre Lauska
Marija Astromskaite, Project manager at Music Lithuania
Tarmo Noormaa, Programme Director at Viljandi Folk Music Festival

Moderator:

Ave Sophia Demelemester, Director of Music Estonia

OUR EVENTS

SATURDAY, 25 OCTOBER
21:45 - 22:30
NORDIC CONNECTIONS STAGE
SHOWCASE: KASS-TALSI-MINN

THURSDAY, 23 OCTOBER
15:16 - 16:15
CONFERENCE ROOM 1
**MUSIC MOVES EUROPE DIALOGUE
SESSION**
**FUTURE-PROOFING THE MUSIC
ECOSYSTEM: NEW SKILLS, INCLUSIVE
EDUCATION, AND LIFELONG
LEARNING**

The dialogue is part of the MME series of 10 structured dialogue sessions with the music sector steered by the European Commission, taking place at music conferences across Europe from 2022-2026, co-hosted by TMW (EE) with ESNS (NL), Reeperbahn Festival (DE), Linecheck (IT), EEMC (RO) and MaMA (FR).

OUR EVENTS

OUR EVENTS

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

ave@musicestonia.eu



Ave Sophia Demelemester is currently in her sixth year as Director of Music Estonia. With a strong background in strategic leadership and international collaboration, she previously served as Executive Director of Jazz Estonia. She has also contributed as a guest author and radio host for Estonian Public Broadcasting's Klassikaraadio and other media platforms.

An advocate for diversity and equality in music, Ave Sophia 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.

GREETE PARŠIN

Project Manager

greete@musicestonia.eu



Greete Paršin joined Music Estonia with a rich background in cultural management. Her expertise spans music management for Holy Motors and roles at notable labels including Beggars Group and Wharf Cat Records in New York. Greete brings a multifaceted skill set spanning global music promotion, creative event curation, cultural marketing, and entrepreneurship—all of which she channels into advancing Estonian music on the world stage.

ESTONIAN TRADITIONAL MUSIC CENTER

folk.ee

The Estonian Traditional Music Center is a nationwide NGO that supports and organises traditional music education whilst promoting live performance in an open and innovative manner. The centre bases its activities on the traditional music curriculum of the University of Tartu Viljandi Culture Academy's music department and serves as a partner and information hub for music schools, civic associations, traditional music ensembles, folklore groups, individual musicians, and traditional music enthusiasts across Estonia.

Since spring 2008, the Estonian Traditional Music Center has operated from the beautiful Traditional Music Barn in Viljandi Castle Hills, hosting year-round concerts. The centre also runs a training facility and houses a traditional music information collection.

ANDO KIVIBERG

**Chairman of the Board;
Head of Viljandi Folk Music
Festival**

ando.kiviberg@folk.ee



Ando Kiviberg is a folk musician, politician, and heritage conservationist whose main musical instruments are the bagpipes and double bass. He is the founder and leader of the Viljandi Folk Music Festival since 1993, playing a key role in promoting traditional music in Estonia.

HEDI ARMULIK

Head of Production

artist@folk.ee



Hedi Armulik is Head of Production at Viljandi Folk Music Festival. Over the past decade, she has worked as an event manager in Estonia. Hedi recently completed her Master's in Creative Project Management at the University of Tartu.

LEE TAUL

**Project Manager in the
Youth Sector**

lee.taul@folk.ee



Lee Taul is a project manager and youth leader at the Estonian Traditional Music Center, where she develops projects for young traditional musicians including for the Viljandi Folk Music Festival. She is an international Ethno mentor, guiding collaborative, cross-cultural music projects. Lee also works with the band Sounds and Stories from Ruhnu Island, reviving local heritage through artistry and the Ruhnu Fiddle Festival.

MARGIT KUHI

**Head of Programme &
Education**

margit.kuhi@folk.ee



Margit Kuhi is the Head of Programme and Education at the Estonian Traditional Music Centre. She has over 17 years of experience creating cultural and educational projects that inspire young people. Margit has built a unique Ethno ecosystem in Estonia, bringing together youth from around the world to share and learn through music. She is a passionate organiser of international collaborations, including YAMsession and Ethno Estonia. At the core of her work is the belief that music empowers, connects generations, and keeps traditions alive in new and meaningful ways.

TARMO NOORMAA

Head of Programme

artist@folk.ee



Tarmo Noormaa is a musician and organiser of events in Estonia's cultural scene with over two decades of experience. He serves as Programme Director of the Viljandi Folk Music Festival and Director at the Estonian Traditional Music Centre.

TALLINN MUSIC WEEK

tmw.ee

Festival for Tomorrow's Music, Arts and Ideas

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 spanning diverse genres from pop to contemporary classical and folk, presented to an audience of around 20,000 festivalgoers and 1,300 industry professionals. The TMW conference addresses music-related topics from practical workshops to inspiring pop-culture talks and cross-sectoral future visions.

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.

TMW also contributes to the Music Moves Europe (MME) structured dialogue series steered by the European Commission and implemented by a consortium composed of ESNS (NL), TMW (EE), Reeperbahn Festival (DE), Linecheck (IT), EEMC (RO) and MaMA (FR). The next dialogue on music will take place on 23 October in Tampere, exploring how to future-proof the European music ecosystem through new skills, inclusive education, and lifelong learning.

The next edition of TMW takes place on 9–12 April 2026.

HELEN SILDNA

Founder & Director

helen@tmw.ee



Helen Sildna is the founder and director of Tallinn Music Week. Having worked as a booker at the Baltics' biggest concert agency BDG (now LiveNation), Helen established her own music promotion company Shiftworks in 2008. In 2018, Shiftworks launched Station Narva festival in the easternmost Estonian city of Narva, whilst also being one of the initiators of Narva's bid to become European Capital of Culture in 2024.

Helen is an outspoken member of the Baltic-Nordic creative community. She is a former board member of Music Estonia and President Toomas Hendrik Ilves' Think Tank. In 2014, Helen was awarded the Tampere Music Award at Music & Media Finland's industry gala for Exceptional Achievements in Music Business. In 2015, she was nominated Citizen of the Year by the Estonian Ministry of Culture, and in 2016 Estonian President Toomas Hendrik Ilves awarded her the Order of the White Star, IV Class, for her contribution to Estonian music life and civil society. In 2022, Helen received the Budapest Ritmo Award for her contribution to enhancing collaboration within the Central-Eastern European music community.

INGRID KOHTLA

**Head of PR & Communications;
Programme Curator**

ingrid@tmw.ee



Ingrid Kohtla is the Head of PR & Communications and a programme curator for Tallinn Music Week, as well as other projects run by the Tallinn-based company Shiftworks. She is responsible for numerous international PR initiatives promoting Estonian and Baltic music and championing adventurous regional talent.

Ingrid has previously worked as a music and lifestyle journalist, a booker at Tallinn's influential alternative culture venue Von Krah!l, and as Head of Communications and editor at MTV Estonia. She has directed a weekly music video chart show for the Estonian Public Broadcasting channel ETV2 and lectured at the Estonian Academy of Arts on subcultures and style.

Ingrid is dedicated to supporting emerging voices and fostering new, locally rooted yet globally connected cultural models. She serves on various national award committees and tastemaker panels and is a optimistic believer in the idea that "nothing endures but change." In 2023, she received the Award for Outstanding Contribution to Music at the Estonian Music Industry Awards.

ESTONIAN NATIONAL BROADCASTING (ERR)

ERR is the Estonian Public Broadcasting company with a mission to offer the best quality journalism and a wide range of public media services in Estonia. ERR is the most trusted media company and one of the most trusted public institutions in Estonia.

JOHANNA MÄNGEL

Editor; Producer; Presenter
johanna.mangel@err.ee



Johanna Mängel is an editor, producer, and presenter at Klassikaraadio, the cultural channel of Estonian Public Broadcasting. She has represented Estonia at the International Rostrum of Composers since 2015 and has produced numerous projects highlighting young musicians and contemporary music. Johanna writes articles and reviews for leading Estonian culture magazines and newspapers. Passionate about music, media, and culture, she develops engaging radio programmes, coordinates live broadcasts, and organises concerts and festival showcases. She is also a classically trained cellist.

AURELIA KUUM

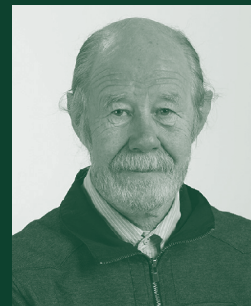
**OOPUS
Manager**
aurelia@kuum.eu



Aurelia Kuum is the manager of the Estonian folktronica band OOPUS. She is currently completing her studies in cultural management at Viljandi Culture Academy. As manager of OOPUS, she helps curate the Folktronica stage at Tallinn Music Week and the Forest Stage at I Land Sound festival. Additionally, Aurelia organises the Viljandi Folk Music Festival and TRESKI FEST. She works as a cultural manager with project management roles across various cultural fields.

AVO KARTUL

**University of Tartu Library
Librarian**
avo.kartul@ut.ee



Avo Kartul has been working at the University of Tartu Library since the creation of the music department in 1983. From the beginning, one of his tasks has been developing the archive, determining what music and in which volumes are chosen for the archive of the music department.

BIRGIT KRULLO

Jazzkaar Festival Programme Manager & Producer

birgit@jazzkaar.ee



Birgit Krullo is the programme manager for the highly regarded Jazzkaar Festival. Working closely with Jazzkaar's artistic director Anne Erm, Birgit helps shape the festival's diverse and vibrant programme, bringing together everything from jazz legends to fresh voices. With a keen sense for variety and flow, she plays a key role in ensuring each edition of Jazzkaar offers something exciting for every listener.

ELO-LIIS PARMAS

Jazz Estonia Executive Director

eloliis@jazz.ee



Elo-Liis Parmas has worked in the cultural field since 2004, previously serving as a producer, project manager, and marketer in the theatre, music, and film industries. As Executive Director of Jazz Estonia, she is responsible for the organisation's daily operations and management team, and represents Jazz Estonia both locally and internationally.

EVA SAAR

Jazzkaar Festival Executive Producer & CEO

eva@jazzkaar.ee



Eva Saar is responsible for the daily production of the Jazzkaar Festival, leads international marketing efforts, and takes part in shaping the festival's unique and engaging programme. She has more than 20 years of experience in cultural event production and marketing in Estonia.

JULIANA VOLOŽ

JVPromotion Booking Agent

info@jv-promotion.com



Juliana Voloč has been active since 2005 representing adventurous global music. Juliana co-organises showcase festivals, curates showcases and panels, and offers mentoring programmes. Her bands showcase at significant international festivals and tour around the world. In 2023, Juliana received the Estonian Music Industry Award as Best Music Exporter. Currently, JVPromotion works with 11 international bands including three Estonian top acts: Puuluup, Mari Kalkun, and Sadu.

KAIRI LEIVO

Ruhnu Cultural Space
Artist

kairi.leivo@gmail.com



Kairi Leivo is a folk musician, singer-songwriter, and storyteller. She has co-founded the ensembles Sounds and Stories from Ruhnu Island, Laudaukse Kääksutajad, and Naised Kõõgis. She has led a folk music school, organises violin festivals and camps on Ruhnu Island, and serves as UNESCO heritage city master of Viljandi. She writes articles about culture, translates books, and is an award-winning author recognised by the Estonian Cultural Endowment.

KAISA LING

Teet ja Pojad
Artist

kaisa@kaisalingthing.ee



Kaisa Ling is Estonia's best (albeit the only) vaudeville blues broad, cabaret producer, writer and activist, clown and philosopher. At the moment writing librettoes for several musical productions.

KAROLIINA KREINTAAL

Sounds and Stories from
Ruhnu Island

Artist

ruhnumusic@gmail.com



Karoliina Kreintaal is an Estonian violinist, singer, and cultural storyteller whose work bridges traditional music and contemporary expression. She performs in several acclaimed ensembles, including Sounds and Stories from Ruhnu Island, Tintura, and Candango Trio, blending fiddle, voice, and narrative with a deep sense of place and heritage.

Karoliina is the Head of Traditional Music Studies and a lecturer at the Estonian Academy of Music and Theatre, where she mentors the next generation of folk musicians. She is also a respected voice in traditional and world music broadcasting, hosting the radio shows Fantaasia (Klassikaraadio) and Bassein (IDA Radio).

Her projects revive cultural memory through sound and story—most recently with Sounds and Stories from Ruhnu Island, which was awarded Best Authentic Folk Music of the Year in Estonia.

MAIMU JÕGEDA

Maimu Jõgeda Music

Artist

maimu.jogeda@gmail.com



Maimu Jõgeda is an Estonian accordionist whose music blends Nordic folk traditions with her own luminous compositions, giving the instrument both fragility and power. She brings a distinctive voice to the accordion, shaping it into a versatile medium for both folk music and newly composed music. In 2025, she released her third solo album, *Nordic Reflections*, weaving together Nordic folk influences, original music, and Estonian folk songs, with the addition of her singing. As Ants Johanson wrote in *Muusika* magazine, Jõgeda ‘paints music, mostly with a fine brush, but using a rainbow of colours and shades’.

MARI KALKUN

Artist

info@marikalkun.com



Mari Kalkun possesses a voice that seems to speak to us from the heart of the Estonian forest. Her music is at once rooted in place and deeply personal, an intimacy born of Baltic winter forests and icy landscapes—and yet there is renewal, hope, and celebration to be heard.

Mari Kalkun’s music has a timeless quality and an unhurried sense of time and space. Rooted in ancient Estonian and Võru traditions and played on a variety of instruments including vocals, kannel, piano, electronics, and percussive instruments, her music resonates deep within us to touch our spirits and souls, even when the language is strange to us.

With her latest album *Stories of Stonia* (Real World Records, 2023), co-produced with Sam Lee, Mari has taken the album to more than 20 countries around the globe, receiving much international acclaim. It reached number one in the Transglobal World Music Chart and was shortlisted for the Songlines Best New Albums list. Mari’s music has been supported by respected media including the Financial Times, BBC, and Lira Music Magazine. Success has continued with the live version of the album (Real World Records, 2025), which also features a collaboration with the Estonian National Male Choir.

MARILI JÕGI

Moon Management
Artist Management & booking
marili@moonmanagement.ee



Founder and CEO of Moon Management, Marili Jõgi manages several top Estonian artists and future-makers (Duo Ruut, Mari Kalkun, etc.). Among many nominations, Marili has been awarded Manager of the Year 2024 and Music Exporter of the Year 2022 by the Estonian Music Industry Awards. In 2024, she also received high recognition at the Annual Music Awards of the Estonian Cultural Endowment.

MARKO VEISSON

Puuluup
Artist
puuluupband@gmail.com



Marko Veisson, a former anthropologist, is a member of one of the most beloved, surprising, entertaining and positive Estonian bands, PUULUUP, which was founded in 2014 together with Ramo Teder. Crossing talharpa and electronics, Puuluup teeters on the border of tradition and modern musical styles, flirting with world music, underground and pop. In addition to numerous performances in Estonia, Puuluup has performed in 29 countries from Chile to Australia and from Norway to India, performing at important festivals such as Colours of Ostrava, Transmusicales, Europavox, WOMEX, Mundial Montreal, Zandari Festa and JodhpurRIFF, among others. Together with the band 5MIINUST, they represented Estonia at the 2024 Eurovision Song Contest in Sweden and—against all odds—actually reached the grand final!

MERJE LAIAPEA

**Cultural Researcher &
Programme Manager**
merje.laiapea@gmail.com



Merje Laiapea works as a cultural researcher, producer, project manager, and designer, collaborating internationally with artists, academia, civil society, and industry. She addresses local and globally connected issues through creative means, exploring how culture and the creative economy can drive systemic societal transformation.

She has previously worked with the Creative Impact Research Centre Europe, SOAS Concert Series, Khalili Foundation, Avant-Garde Lawyers, and UNESCO. Her academic work spans music, audiovisual media, and cultural studies, and has been published in Sounding Out! and Screenworks. Merje has an MA in Global Creative and Cultural Industries from SOAS University of London and is an alumna of the 2024 EU Global Cultural Relations Programme.

MERLI VAJAKAS

**Open Room Agency
Director**
merli.vajakas@gmail.com



Merli Vajakas is an experienced cultural manager from Estonia with more than a decade in the music and creative industries. She is the founder of Open Room Agency, working in event and tour management, PR, and marketing, and has collaborated with a wide range of artists, festivals, and film institutions. Her work combines strategic vision with a deep passion for supporting artists and bringing cultural stories to wider audiences.

MERYLIN POKS

MYM.EE
Founder & Creative Leader
merylin@mym.ee



Merylin Poks is the founder of MYM.EE, a boutique music PR and management agency based in Estonia. With a background in cultural entrepreneurship, she works with artists across jazz, global, and contemporary music. MYM.EE specialises in crafting tailored strategies for global visibility, focusing on album releases and touring. Merylin's mission is to create sustainable careers for artists through authentic storytelling and strategic partnerships.

REBECCA KONTUS

Rebecca Studio

Artist

rebecca@rebeccakontus.com



Rebecca's voice has been described as smooth as molten Swiss chocolate, yet it can also carry an almost explosive power. She has released six studio albums and collaborated on numerous recordings with professional musicians from Estonia, the UK, the USA, and Australia. Whilst her earlier albums have a spiritual quality, offering a calm and relaxing atmosphere, her latest release *Homme* marks a new chapter. This collection of 12 cross-genre tracks is vibrant, upbeat, and infused with an irresistible, danceable energy.

TERJE TROCHYNSKYI

Svjata Vatra

Manager

svjatavatra@gmail.com



Terje Trochynskyi is a music manager, festival promoter, and lecturer who has worked in the music business and education field for more than 20 years. She manages the Estonian-Ukrainian folk rock band Svjata Vatra. She served as a board member of Music Estonia from 2018 to 2020 and has been involved with Tallinn Music Week since its founding in 2009 as a consultant, world music showcase programmer, speaker, and founder of the Kids and Youth Programme.

TMW.EE

TALLINN MUSIC WEEK

9—12 APRIL
2026

**Artist applications
open until 27 October!**

FESTIVAL FOR TOMORROW'S
MUSIC, ARTS AND IDEAS

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MUSIC
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**the radio channel of
Estonian Public Broadcasting,**

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listeners with the wider world
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the elegance of classical music
to the rhythm of jazz and
the colours of world music.

*Tune in and travel the
world through music.*

klassikaraadio.err.ee



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FESTIVALS

AUGUST BLUES FESTIVAL (AUGUSTIBLUUS)

Period: August

Website: augustibluus.ee

Contact person: Raul Ukareda, raul.ukareda@augustibluus.ee

Augustibluus, the largest blues festival in the Baltics, is known for its vibrant atmosphere in a charming coastal town. With a refined musical line-up, it has attracted significant public interest and praise, earning a place amongst Europe's top blues festivals.

FOLK MUSIC HARVEST PARTY (PÄRIMUSMUUSIKA LÕIKUSPIDU)

Period: October

Website: folk.ee

Contact person: Tarmo Noormaa, artist@folk.ee

The Folk Music Harvest Party is a lively two-day autumn festival celebrating Estonia's top folk artists, special projects, and emerging talents. As an annual gathering for folk musicians, it features concerts, jam sessions, dances, and the prestigious 'Etnokulp' awards, honouring the year's standout musicians, albums, and songs.

FESTIVAL ORIENT

Period: August

Website: erpmusic.com/festival-orient

Contact person: Peeter Vähi, info@erpmusic.com

Festival Orient is the Baltic region's only festival dedicated to authentic non-European, primarily Asian, music. Held in both Lithuania and Estonia, it celebrates Asian traditions with vibrant performances, offering a unique cultural experience.

FESTIVALS

FESTIVAL TARTU FOLK-OFF (FESTIVAL TARTU FOLK)

Period: November

Website: tartufolk.ee

Contact person: Halliki Pihlap, halliki@pihlap.ee

Tartu Folk is a dynamic folk music festival with a focus on unscripted heritage and young audiences. It features live performances and a web show called 'Tartu Folk-Off', celebrating and bridging traditional and contemporary folk music and arts.

HAAPSALU EARLY MUSIC FESTIVAL (HAAPSALU VANAMUUSIKAFESTIVAL)

Period: July

Website: studiovocale.ee

Contact person: Toomas Siitan, info@studiovocale.ee

The Haapsalu Early Music Festival has solidified its reputation as a premier festival for historically informed performance practice in the Baltic region. Every summer, celebrated European and Estonian musicians gather in the town's churches and various venues throughout Haapsalu, a charming seaside town.

HIIU FOLK

Period: July

Website: hiufolk.ee

Contact person: Astrid Nõlvak, astrid.nolvak@gmail.com

Hiiu Folk is a folk music festival held as an alcohol-free festival on the island of Hiiumaa, Estonia. The event focuses on family and environmental friendliness, offering a unique blend of traditional music and natural surroundings.

FESTIVALS

FESTIVALS

IDEEJAZZ

Period: October

Website: ideejazz.ee

Contact person: Oleg Pissarenko, info@olegpissarenko.com

IdeeJazz, an international festival founded in 2011, has been a vibrant part of Tartu's cultural scene for over a decade. As the successor to Rainbow Jazz, it features a diverse mix of jazz, rhythmic, and world music. The festival unites top musicians from around the globe, offering immersive musical experiences in Tartu and Narva.

I LAND SOUND

Period: July

Website: ilandsound.ee

Contact person: Paap Uspenski, piidivabrik@gmail.com

I Land Sound is a music festival on the island of Saaremaa, taking place in Orissaare and on Illiku islet. Known for its eco-conscious practices, high-quality music, and community involvement, the festival thrives in the beautiful coastal nature of the region.

JAZZKAAR

Period: April / year-around

Website: jazzkaar.ee

Contact person: Birgit Krullo, birgit@jazzkaar.ee

Jazzkaar is Estonia's premier jazz music festival, renowned as the largest of its kind in the Baltic states. Since its inception in 1990, Jazzkaar has evolved into a 10-day extravaganza featuring around 3,000 international artists from approximately 60 countries. In addition to the grand festival in spring, the NGO Jazzkaare Sõprade Ühing also organises Jõulujazz (Christmas Jazz) festival and concert seasons Talvejazz (Winter Jazz) and Sügisjazz (Autumn Jazz).

JUU JÄÄB

Period: July

Website: juujaab.ee

Contact person: Villu Veski, info@juujaab.ee

Juu Jääb is a future music festival on Muhu Island that unites international and Estonian artists across various genres. Renowned for its relaxed atmosphere, the festival fosters innovation and encourages musical improvisation, creating a unique space for creative expression.

STATION NARVA

Period: September

Website: stationnarva.ee

Contact person: Taavi Esperk, taavi@tmw.ee

Station Narva is the premier music and city festival in Narva, Estonia's easternmost border town, breathing new life into this post-industrial community whilst shining a spotlight on undiscovered gems. The festival blends music, art, culture, and communal life through a diverse programme spanning genres from pop to contemporary classical and from techno to global, showcasing both local favourites and international names. Beyond the music, Station Narva explores local identities, new business models, and the cultural richness of border life, attracting artists and audiences from near and far.

ORIENT ET OCCIDENT

Period: September

Website: festivitas.ee

Contact person: Raho Langsepp, raho@festivitas.ee

The Tartu Early Music Festival Orient et Occident, founded in 1996, explores the interplay between European mediaeval and oriental cultures through concerts, performances, exhibitions, and workshops.

MOOSTE ELOHELÜ (ESTONIAN FOLK MUSIC ARRANGEMENTS FESTIVAL)

Period: July

Website: moostefolk.ee

Contact person: Tuuli Metsoja, tuuli.metsoja@moostefolk.ee

Mooste Elohelü at Mooste Manor is an inclusive Estonian festival modernising folk music through competition.

Musicians of all levels are evaluated on vocal and instrumental skills, creativity, and technique, bridging traditional and contemporary Estonian music.

SETO FOLK

Period: June

Website: setofolk.ee

Contact person: Kermo Kuk, kermokukk@gmail.com

Seto Folk is a unique world music and hiking festival set in Setomaa's beautiful landscapes. It offers exceptional music, unique venues, and immersive Seto culture with UNESCO-recognised leelo singing, traditional feasts, handicraft workshops, and authentic cuisine.

TALLINN GUITAR FESTIVAL (TALLINNA KITARRIFESTIVAL)

Period: June

Website: kitarrifestival.ee

Contact person: Tiit Peterson, tallinnguitarfestival@gmail.com

Since 2006, the Tallinn Guitar Festival has showcased diverse guitar styles and exceptional talent. It features an international competition for guitarists under 35 and, as a member of the European Guitar Festival Collaborative, serves as a central hub for guitar enthusiasts across Europe.

TALLINN MUSIC WEEK

Period: April

Website: tmw.ee

Contact person: Taavi Esperk, taavi@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 spanning diverse genres from experimental electronica to contemporary classical and folk.

TRESKI FEST

Period: August

Website: treski.ee

Contact person: Jalmar Vabarna, jalmar.vabarna@gmail.com

Treski Music and Inspiration Festival, set in the forests of Setomaa, southern Estonia, is a music and lifestyle event. It features a diverse line-up of folk, world, and pop music, all centred on a unique wooden stage, an architectural gem in its own right. The festival blends music, culture, and nature into a one-of-a-kind experience.

VILJANDI GUITAR FESTIVAL

Period: October

Website: kitarrifestival.ee

Contact person: Ain Agan, ain.agan@gmail.com

Since 2006, the Tallinn Guitar Festival has showcased diverse guitar styles and exceptional talent. It features an international competition for guitarists under 35 and, as a member of the European Guitar Festival Collaborative, serves as a central hub for guitar enthusiasts across Europe.

FESTIVALS

VILJANDI FOLK MUSIC FESTIVAL (VILJANDI PÄRIMUSMUUSIKA FESTIVAL)

Period: July

Website: viljandifolk.ee

Contact person: Tarmo Noormaa, artist@folk.ee

Viljandi Folk Music Festival, the largest annual folk music event in the Baltics, has captivated audiences for over 31 years. Taking place every July amidst the enchanting scenery of Viljandi Castle Hills, the festival offers over 75 concerts and diverse workshops led by folk and world music masters from across the globe, drawing an audience of 25,000 people. This cherished event is enriched by the presence of the ETHNO International music camp.

VIRU FOLK

Period: August

Website: virufolk.ee

Contact person: Peep Veedla, peep@virufolk.ee

Viru Folk, held in the seaside village of Käsmu, is a Northern European folk music festival featuring folk and world music artists. Known for its family-friendly atmosphere, the festival immerses visitors in Northern European traditions, offering captivating performances. Each year, a new folk theme adds to its cultural richness.

VÕNGE FESTIVAL

Period: July

Website: vonge.ee

Contact person: Tarmo Sikk, tarmo@acoussion.com

Võnge ('vibe') is a nomadic cultural festival in Estonia that annually rotates through picturesque locations. Showcasing both local and international artists, the festival offers a blend of music and art that appeals to a diverse and youthful audience.

FESTIVALS

ALEXELA CONCERT HALL

Website: kontserdimaja.ee

Contact person: Aivar Sirelpuu, aivar@kontserdimaja.ee

Alexela Concert Hall, located in Estonia's capital, is a premier music venue known for hosting international concerts. With a seating capacity of 1,829, it features 1,030 arena seats, 491 in the dress circle, and 308 in the upper circle, providing an immersive artistic experience.

ARVO PÄRT CENTRE

Website: arvopart.ee/en/arvo-part-centre

Contact person: Riin Eensalu, riin@arvopart.ee

The Arvo Pärt Centre combines the archive of renowned composer Arvo Pärt with a concert hall, music hub, gallery, and arts center. Nestled in modern architecture amid pine trees, it offers an inspiring setting with an Orthodox chapel for reflection. The 150-seat chamber hall provides an intimate space for concerts.

ERM (THE ESTONIAN NATIONAL MUSEUM)

Website: erm.ee

Contact person: Merle Roomets, merle.roomets@erm.ee

The Estonian National Museum, located on the historic Raadi airfield in Tartu, is a cultural hub dedicated to preserving and showcasing Estonian history and heritage. It serves as a versatile venue for concerts, with a B-wing known for its excellent acoustics and flexible seating options. This modern space accommodates both large-scale performances and intimate gatherings, making it ideal for a variety of musical events. The museum's striking architecture and rich historical backdrop further enhance the concert experience.

ESTONIAN TRADITIONAL MUSIC CENTER

Website: folk.ee

Contact person: Margit Kuhi, margit.kuhi@folk.ee

The Estonian Traditional Music Centre, a not-for-profit organisation in Viljandi, is dedicated to promoting and educating about traditional Estonian music. It offers concerts, training, and seminars year-round and houses a Traditional Music Library with an extensive collection of recordings. The centre also organises the Viljandi Folk Music Festival, one of the largest in the Baltics.

FOTOGRAFISKA

Website: fotografiska.com/tallinn

Contact person: Liis Tartlan, booking.tallinn@fotografiska.com

Fotografiska Tallinn, located in Telliskivi Creative City, is a hub for world-class photography, art, and culture. In addition to exhibitions and diverse events, it features a renowned restaurant offering some of the best local food. With stunning views, it's a versatile venue for both intimate and large-scale gatherings.

JAZZ ESTONIA NETWORK

Website: jazz.ee

Contact person: Anna-Sophia Sevagin, annasophia@jazz.ee

Jazz Estonia is dedicated to developing and promoting Estonian jazz music locally and internationally. Beyond organising concerts and events, it serves as a key resource for information on Estonian jazz and musicians. The network currently includes 13 venues across Estonia, offering a versatile programme and remaining open to international collaborations.

PHILLY JOE'S JAZZCLUB

Website: phillyjoes.com

Contact person: Eeva Trei, booking@phillyjoes.com

Philly Joe's Jazzclub is a celebrated venue in Tallinn known for revitalising the local jazz scene. The club stands out for its all-vinyl playlist, creative freedom for musicians, and exceptional guest experience.

TALLINN CREATIVE HUB (KULTUURIKATEL)

Website: kultuurikatel.ee

Contact person: Kristiina Kütt, kristiina.kytt@kultuurikatel.ee

The Creative Hub in Tallinn is a versatile event space with a unique industrial setting, hosting approximately 300 events a year and attracting over 200,000 attendees. Offering eight halls and 16 rooms with an industrial aesthetic, the venue is perfect for a range of events including conferences, concerts, and exhibitions.

THE WIDGET FACTORY (APARAADITEHAS)

Website: aparaaditehas.ee

Contact person: Karmen Otu, karmen@aparaaditehas.ee

Aparaaditehas, located in Tartu, Estonia, is a vibrant cultural hub transformed from an old industrial factory. It houses creative entrepreneurs, art studios, designer ateliers, restaurants, cafés, and small shops. Known for hosting festivals and events, it plays a key role in the local cultural scene.

TRIIGI PHILHARMONIC

Website: facebook.com/TriigiFilharmonia

Contact person: Teele Vares, teele.vares@gmail.com

Triigi Philharmonic (Triigi Filharmonia) is an experimental theatre and concert stage located in a village on Saaremaa island in Estonia. The venue was designed by young architects and constructed with the intent of becoming a cultural hub. It has hosted a range of events including seasonal concerts, stand-up comedy, dance performances, and public recordings, and received a special prize in a national wooden building competition in 2016.

OUR EVENTS

THURSDAY, 23 OCTOBER

18:00 - 19:30

Kulttuuritalo Telakka

MUSIC ESTONIA X TALLINN MUSIC WEEK PRESENT: MEET ESTONIA

THURSDAY, 23 OCTOBER

23:15 - 00:00

Nordic Connections Stage

SHOWCASE: THE BALTIC SISTERS

FRIDAY, 24 OCTOBER

13:30 - 15:30

Tampere Hall Reception Space

SPEED MEETINGS: NORDIC-BALTIC (INVITE ONLY)

FRIDAY, 24 OCTOBER

16:00 - 17:00

Nordic-Baltic meeting area at
Tampere Hall

GET-TOGETHER: NORDIC-BALTIC (AFTER)NOON

FRIDAY, 24 OCTOBER TO

SATURDAY, 25 OCTOBER

00:45 - 01:30

Nordic Connections Stage

SHOWCASE: OOPUS

SATURDAY, 25 OCTOBER

16:30 - 17:30

Conference Room 2

PANEL: NAVIGATING THE BALTIC MUSIC ECOSYSTEM

SATURDAY, 25 OCTOBER

21:45 - 22:30

Nordic Connections Stage

SHOWCASE: KASS-TALSI-MINN

GET TO KNOW THE ESTONIAN
MUSIC MARKET



LISTEN TO ESTONIAN TALENT

