

ESTONIAN DELEGATION IN ICELAND

COORDINATOR

MUSIC ESTONIA

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

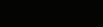
Director

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.

Music Estonia



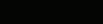
Marii Reimann

Project Manager

marii@musicestonia.eu

Marii Reimann has worked in Estonia's music and creative industries for over a decade. At Music Estonia, she designs and runs development programs that help music companies expand their reach and strengthen the sector's long-term capacity. She's also the co-founder of Monday Morning, an artist management company representing Daniel Levi.

Music Estonia

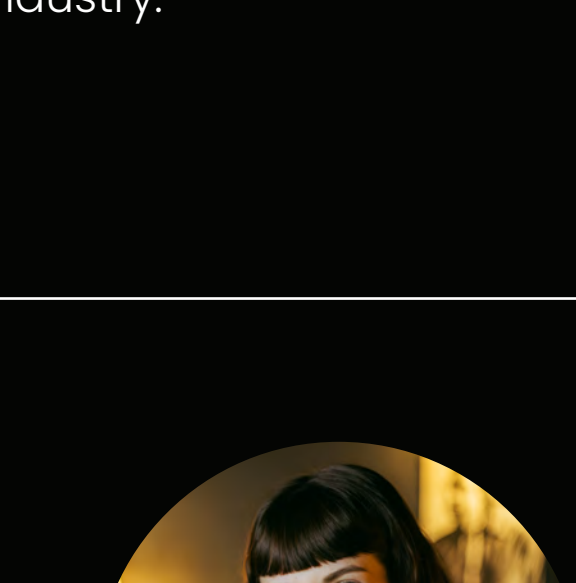


PROFESSIONALS

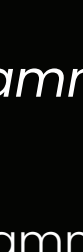
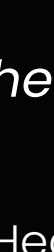
Gerli Tooming

Blind Sound Studio / Musaklubi

gerli.tooming@gmail.com



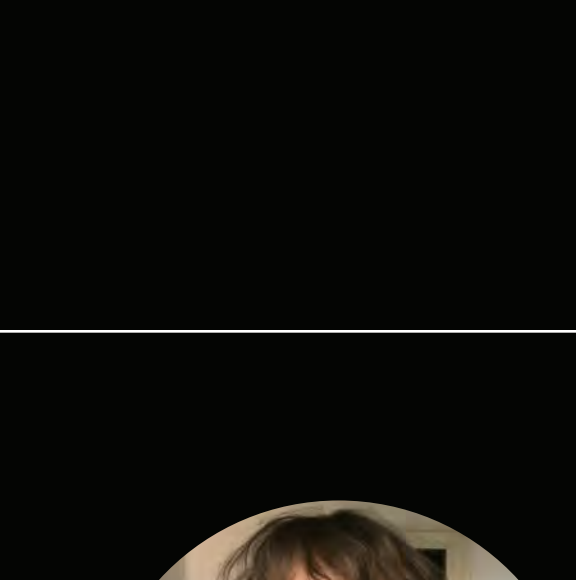
Gerli Tooming is a co-founder of Blind Sound Studio and Creative Space, a vibrant hub for artists and music professionals. A graduate of the Georg Otis Music School with a degree in Music Entrepreneurship, she has spent the past five years working actively in management, PR, and event production. Through her work with Musaklubi, she helps organize large-scale concerts and cultural events. Gerli is passionate about building creative networks and fostering meaningful collaborations across the music industry.



Hedi Tamm

Fairmus Technologies

heditamm.th@gmail.com



Hedi Tamm, also known as Tamhiis, has been a music producer and DJ in the Estonian underground electronic scene for over 10 years. Alongside her musical career, she has played a key role in developing Fairmus over the past three years, which is an Estonian fair-trade music streaming platform that aims to help independent artists monetize their craft.

Fairmus



Iren Rakaselg

Catjira

rakaselg.iren@gmail.com



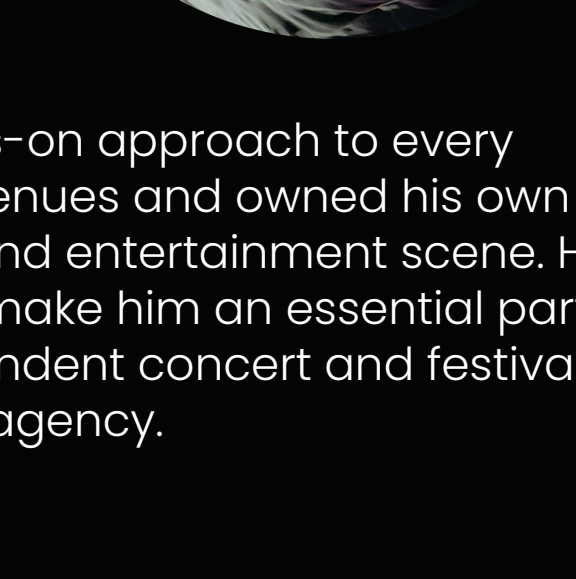
Iren Rakaselg has experience as an event producer, merchandise manager, and booking agent. She also offers her services to Oktober Promotion, an international music promotion agency, as Promotion Manager, overseeing content creator projects as well as traditional PR campaigns. Iren's special interest lies in underground and DIY culture.



Janelyn Harzija

Paavli Kultuuriklubi

jana@kultuurivabrik.ee



Paavli Kultuurivabrik is a versatile venue with a rich daytime and nighttime program and is part of the Liveurope network. Janelyn Harzija initially joined to mentor young volunteers and foster community engagement, quickly becoming a vital part of the team. She now assists the management, actively contributing to the venue's ongoing development.

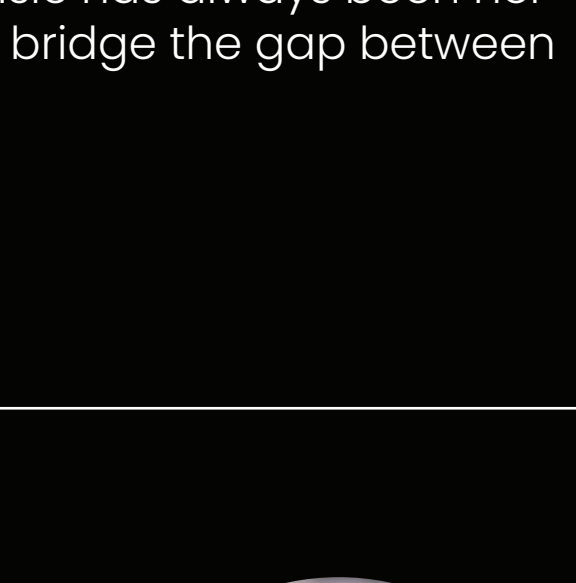
Paavli Kultuuriklubi



Madis Eek

Damn.Loud Agency

masaeeek@gmail.com



Madis Eek brings a highly practical and hands-on approach to every project he undertakes. Having built multiple venues and owned his own nightclub, he's deeply rooted in the nightlife and entertainment scene. His sharp mind and instinctive decision-making make him an essential part of the team at Damn.Loud Agency, an independent concert and festival promoter as well as booking and production agency.

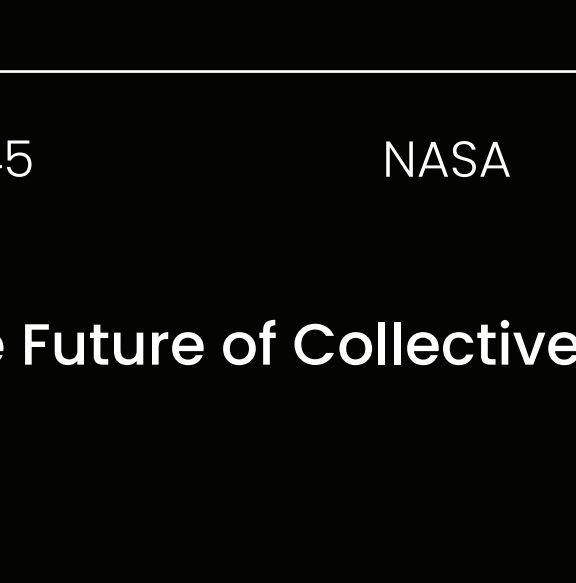
Damn.Loud Agency

Music Estonia

Marina Žilkina

Fairmus Technologies

marina.zilkina@gmail.com



Marina Žilkina is a developer at Fairmus, a streaming platform built to make the music industry more transparent, fair, and artist-friendly. She develops systems that help artists manage their music, royalties, and listeners in a simple and empowering way. Music has always been her passion, and through technology, she aims to bridge the gap between creators and audiences.

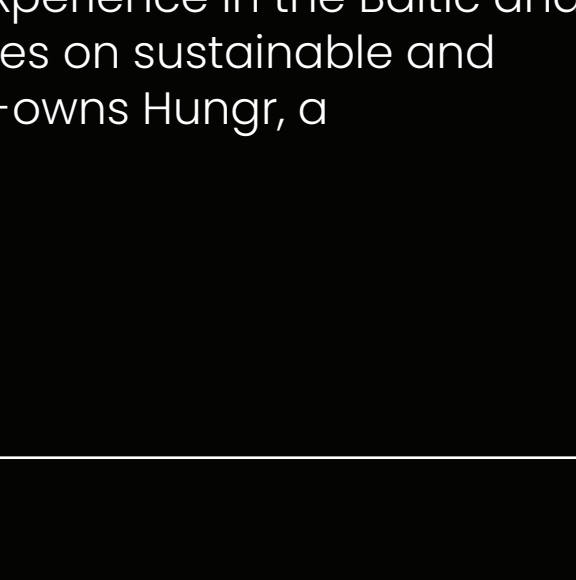
Fairmus



Sandra Perens

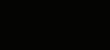
Tier Music Publishing

sandra@tiermusic.com



Sandra Perens' career began in 2011 at Tallinn Music Week, later becoming the Program Manager. She has worked at Music Estonia, Weekend Festival Baltics, and Sony Music. A former Partnerships Manager at the Arvo Part Centre, she now co-manages Tier Music & Publishing, the latter of which is one of two music publishers in Estonia representing talented Estonian songwriters and producers, and serves on the boards of the Estonian Authors' Society and Music Estonia.

Tier Music



Villem Reimann

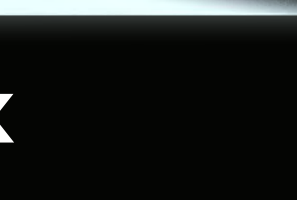
villemdrillem

Artist

villemreimann@gmail.com



Musician and rapper villemdrillem rose to fame in 2018 with songs released on SoundCloud, which garnered over a million plays. In February 2020, he signed a contract with Universal Music Baltics. villemdrillem likes to keep his discography fresh, mixing genres with rap. In 2023, he won Rap Album of the Year at the Estonian Music Awards.

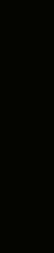
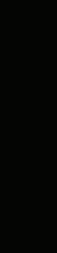
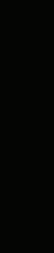
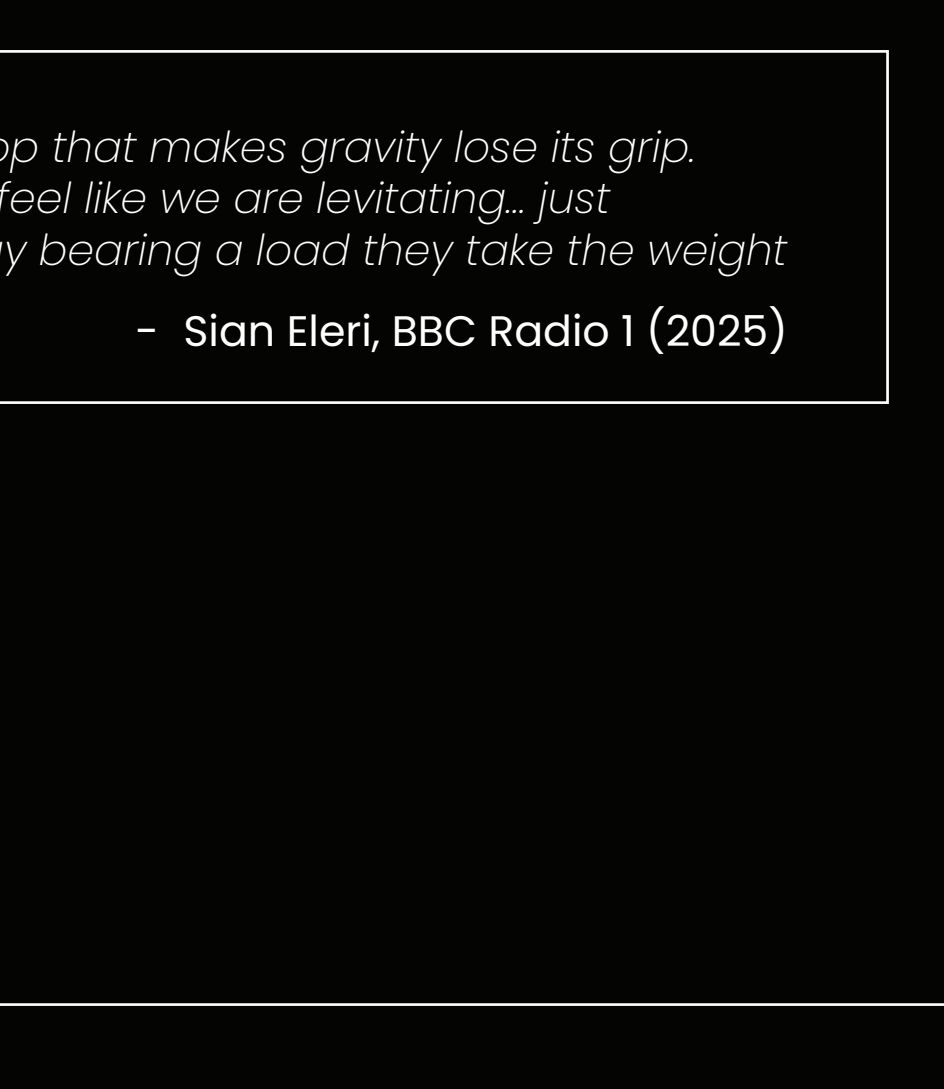


PERFORMING AT ICELAND AIRWAVES

NIGHT TAPES

EE/UK

Night Tapes began as evening jam sessions between London housemates Max Doohan, Sam Richards and Iiris Vesik. Influenced by nocturnal London, their atmospheric soundscapes blend multiple genres and recording styles into fresh, boundary-pushing dream pop. The English-Estonian band has released four EPs: "Dream Forever In Glorious Stereo" (2019), "Download Spirit" (2020), "Perfect Kindness" (2023), and their latest release "assisted memories" (2024), featuring the fan-favourite track "drifting." They are currently working on their debut album released in autumn while touring the UK, Europe and US. Night Tapes won the Music Moves Europe Award at ESNS in January 2025.



They make transportive music. The type of dream pop that makes gravity lose its grip. They lighten loads and soften the edges, making us feel like we are levitating... just gloriously buoyant. Honestly, if I'm having a heavy day bearing a load they take the weight off my shoulders. It's pure magic what they do!

– Sian Eleri, BBC Radio 1 (2025)

Iceland Airwaves

Saturday, 8 November

NASA
23:30 – 00:10

TALLINN MUSIC WEEK –

the festival for tomorrow's music, arts and ideas –

takes place on 9–12 April 2026.

Find out more at tmw.ee

Tallinn Music Week

GET TO KNOW THE ESTONIAN MUSIC MARKET

SEE THE LIVE MAP FOR FESTIVALS AND VENUES

LISTEN TO ESTONIAN TALENT

COORDINATED BY MUSIC ESTONIA

MUSIC
ESTONIA