

**”Sustaining music in
Ukraine and beyond”**

**Ukrainian Institute
&
Music Export Ukraine
for EMC**



Overview of the current situation in Ukrainian music industry



1. *Digital music market in 2022 grew +9% YoY (more than in big oversaturated markets)*
2. *New massive local names grew just over one year because of the interest to Ukrainian music and cancellation of russian monopoly on the Ukrainian market*
3. *DSP are growing, having 2M+ subscribers, Spotify is the most active supporting Ukrainian popular music via playlisting and special projects*





SadSvit



Struktura schastyia



KAZKA



Situation in Ukraine now: recording industry

1. *Concerts and tours in Ukraine are actively happening. Main purpose: charity. Many artists play next to frontline.*
2. *Concerts and tours abroad are a challenge:*
 - *male population needs special permit to leave the country for number of days*
 - *music industry is not really balanced, therefore not many Ukrainian female acts are active abroad*
 - *online activities are really needed*
3. *Foreign artists are coming back to Ukraine with concerts*





ROME, LU



Tiger Lillies, UK



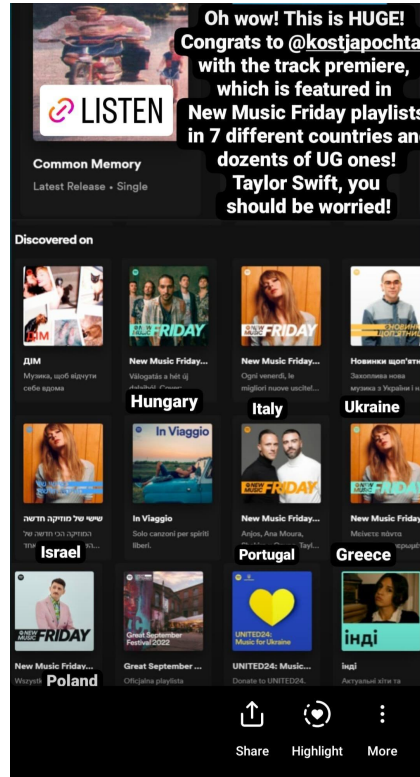
Ivan Paduart, BE



Situation in Ukraine now: recording industry



25 collaborations in the framework of 'Music is an answer' project



Music Export Ukraine: case study

- resilience and high adaptiveness to the rapidly changing situation
- private initiatives and NGOs
- reinventing identity and coming back to the roots in music and other arts (Jamala with new program QIRIM - Eurovision)
- reflecting on the current situation through using original sounds and instruments of the war in new music programs: Pokaz Trio (Odesa), Jazz performance “Music under siege” (Chernihiv).
Weapons as art objects and music instruments
- new initiatives: Institute of improvisational music (Lviv)
- “Jazz relocation” (Lviv) - important project in uniting musicians from eastern and western regions of Ukraine: new bands, new collaborations, also on academic level





Bugge Wesseltoft
Olesya Zdorovetska
Dennis Adu
Veselmøy Narvesen
Maryana Klochko
Si Process
Pavel Plastikk
Rune Lindbæk

23.11

IN OSLO
SVITANOK



New festivals:

- ***Kharkiv frontier jazz fest 2022***
- ***Chernihiv jazz summer days 2023***

New concert venues:

- ***Yermilov center (Kharkiv)***
- ***Fruits (Kyiv)***
- ***Odnodumzi (Kyiv)***

Emerging festivals and concert venues

1. **Bringing awareness** of Ukrainian current situation internationally
2. Implementing **cultural programs as a soft power** in solving the conflicts
3. Integrating Ukraine to **international discourse + decolonization**
4. **Medium** between UA artists and institutions and international community
5. Creating a **platform for UA culture internationally** through focus programs at the festivals, participance of UA artists at key international events.
6. Creating possibilities for **capacity building** of UA music industry representatives through their participance at the conferences, festivals and other key events in EU countries and beyond



UA JAZZMEN AT WAR

ui.org.ua



ukrainian
institute



Exhibition – documentary project



**“Jazz on the Dnipro”
festival on the road:
cooperation with
Szczecin Jazz Festival
(Poland)**

**Art Jazz School focus
program at Lublin jazz
festival 2023 (Poland)**

Festival partnerships



**Jazz Bez festival 2022
in Lviv, Rivne and
Uman hosted
Ivan Paduart,
Belgian jazz pianist,
and**

**Jazz Forum Talents
band from Poland**



International guests at UA festivals

Music during the war: Ukraine

Lessia Oliinyk,

Secretary General of the National Committee of Ukraine IMS

In the streets of Kharkiv, Ukraine-2022 - Bach Cello Suite no 5 in C minor BWV 1011, Prelude

Performed by Denys Karachevtsev

„My name is Denys Karachevtsev, I am a cellist and a citizen of Kharkiv. I love my heroic city which is now struggling to survive the war. I deeply believe that we can help. I believe we can restore and rebuild our city and our country when the war is over. I am launching my project I the streets of Kharkiv to raise funds for humanitarian aid f and restoration of the city's architecture. Let's unite to revive our city together!”

