

Discover
and be
discovered

up **heat**

A man with a beard and long hair is shown in profile, playing an acoustic guitar. He is looking upwards and to the left. The scene is dramatically lit from the right, creating a series of vertical, wavy light patterns that cast shadows across his face and the guitar. The background is dark, and the overall mood is artistic and contemplative.

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upbeat

The European Showcase
Platform for World Music

UPBEAT is the **first world music showcase platform** in Europe, it supports 14 showcase festivals. With UPBEAT's financial help, festivals can **book emerging artists**, international acts or collaborations more easily, they can hold networking and other **professional events**, and they can meet their sustainability goals as well.

UPBEAT is here to **support showcase festivals**, the backbone of the European music expert hub. Our mission is to foster a **forward-thinking** and **thriving** world music industry in Europe, with a focus on talent discovery, music in original language, an international network of European world music professionals, and a more sustainable festival scene.

Follow UPBEAT

Stay updated on the latest showcase news, green festival ideas, and more!

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Funded by
the European Union



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