

## ZARINA PRVASEVDA WON THE UPBEAT BEST NEW TALENT AWARD

**UPBEAT Platform powered by Budapest-based Hangvető announced the winner of the Best New Talent Award 2023 that directs the limelight to Europe's best upcoming artists! Among the 10 shortlisted nominees, the audience selected the final winner: through a Europe-wide public voting, Zarina Prvasevda, the upcoming North Macedonian singer got chosen to receive the very first UPBEAT Award! Bringing a soulful interpretation of her native folk heritage, Zarina Prvasevda creates a heartfelt and fresh take on Macedonian folklore. As her prize, she records with Blogothèque in their coveted Take Away Show and performs at vibrant and vogue PIN Showcase & Conference in Skopje.**

UPBEAT, the first European platform of showcase festivals launched the Best New Talent Award in order to direct the limelight on emerging artists; musical treasures otherwise quelled by generic pop. An expert jury consisting of renowned music professionals, critics, and industry insiders carefully selected the 10 shortlisted nominees out of nearly hundred artists who have featured at any of UPBEAT's member festivals throughout the year. The final winner was chosen by the audience, nearly 4000 voters from all over Europe supported their favourite artists on the online voting.

### **The winner is**

With the most eligible votes, the winner is the exceptional North Macedonian artist, **Zarina Prvasevda** playing both Macedonian and global traditional music. She's collaborated with artists around the world and worked on film projects as well. Balancing her rich heritage with authentic self-expression, Zarina Prvasevda found her own voice on her debut album, Eho. Her vocal technique is rooted in Eastern European and oriental traditions, which she combines with instrumental and rhythmic diversity. A heartfelt and fresh take on Macedonian heritage, Eho features 11 traditional songs in 4 different languages. As an artist not limiting her engagement to music, Zarina is known for joining the effort to declare Shar Mountain to become a National Park, besides genre-crossing artistic collaborations and bringing the Macedonian heritage to an ever wider audience.

*"Coming from a small country, the road to visibility is undoubtedly more difficult, but my faith, effort and hard work, as well such platforms as UPBEAT which manage to successfully perceive it, pays off in the end. This award is a big thing for me and for my country as well. Thanks to all the good people who voted, thanks UPBEAT, we're moving forward with even more music that warms the soul, the one that when I share it multiplies." - said Zarina Prvasevda.*



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## The prize

As the winner, Zarina Prvasevda will perform at the vibrant and vogue **PIN Showcase & Conference** in Skopje in November where the official Award Ceremony will take place too. Furthermore, she will have the chance to shoot a video clip with the Paris-based **La Blogothèque** team featuring in their coveted Take Away Show.

Shortlisted nominees will also receive support from the platform, their career journey will be mentored by prominent music professionals.

Nominees of UPBEAT Best New Talent Award 2023:

**Deva (Дева)** - Hungary / **Duo Ruut** - Estonia / **Erdőfű Band** - Hungary / **Júlia Kozáková** - Slovakia / **Lenhart Tapes** - Serbia / **Magali Sare & Manel Fortiá** - Spain-Catalonia / **Perija** - North Macedonia / **Suonno D'Ajere** - Italy / **Wernyhora** - Poland

## UPBEAT Platform

**UPBEAT - The European Showcase Platform for World Music** is an international platform project coordinated by Budapest-based **Hangvető** and co-funded by the Creative Europe Programme of the European Commission. UPBEAT is a quickly growing initiative, currently counting 14 prestigious members from A to Jazz festival, Tallinn Music Week or Budapest Ritmo. The platform acts as a quality label and professional network, supporting emerging artists via its members. UPBEAT members receive support for hosting upcoming acts, making way for heritage inspired, diverse and original language music sidelined by the mainstream.

More info:

UPBEAT Awards: [Upbeatawards.eu](https://upbeatawards.eu)

UPBEAT Platform: [Upbeat-platform.eu](https://upbeat-platform.eu)

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Contact:

Sara Venczel

[sara.venczel@hangveto.hu](mailto:sara.venczel@hangveto.hu)

+36-30-954-86-36