

ADRUM

ASSOCIATION FOR THE DEVELOPMENT OF INTERNATIONAL RELATIONS
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About the project

The MUSIC.UA International Music Festival is a video clip competition and a special project of the 2220 International Music Festival, which has been organized since 2019 in Kyiv by the Association for the Development of International Relations ADRUM and the promotion and production company STUDIORAR under the patronage of the Ministry of Foreign Affairs of Ukraine, the Ministry of Culture and Information Policy of Ukraine and Kyiv City Government. The festival develops the vocal and visual aesthetics of the world music space, creates and strengthens international ties, promotes young talents and the development of cultural diplomacy. In total, 23 countries of the world participated in the festival: Ukraine, Canada, USA, Great Britain, France, Belgium, Germany, Poland, Lithuania, Latvia, Georgia, Belarus, Philippines, Montenegro, Slovenia, Croatia, Serbia, Albania, Azerbaijan, Moldova, Armenia, Kazakhstan, Turkey. The project is part of the large-scale International Music Festival MUSIC.UA.WAR, which has been going on for the second year and is planned to be held until the end of the war. Currently, during the insidious war of the Russian Federation against Ukraine, international cohesion and interaction in all spheres, including cultural ones, is especially important. Holding the Winners' exhibition in the heart of the capital of Ukraine in the Central Park of Culture and Recreation of Kyiv near the Arch of Freedom of the Ukrainian People on March 1 - 31, 2024 will demonstrate to the world that even in difficult times, the capital of Ukraine is the center of world culture.

PLACE OF EXHIBITION OF WINNERS

The best video clips participate in the exhibition, which will be held in the Central Park of Culture and Recreation of Kyiv near the Arch of Freedom of the Ukrainian People on March 1 - 31, 2024!

Photos of the best video clips will be presented at the exhibition, next to each photo there is a QR code with a link to the video clip on the festival YouTube channel.

The Arch of Freedom for the Ukrainian People is located in Kyiv on the highest point of the right bank of the Dnieper. This is one of the most visited places in the city, where residents of Kyiv and guests of the capital come for a walk. This is an amazing place with a stunning view of Kyiv and the Dnipro. The exhibition of the Winners of the MUSIC.UA International Music Festival will be held here.



Terms of participation in the MUSIC.UA International Music Festival

- Musicians of any age can take part in the project, from children to the older generation - there is no age limit.
- Duration of the festival: October 2023 - March 2024.
- Application deadline: until February 14, 2024.
- The number of works submitted by one participant is one.
- Video language – any one.
- Authorship of the song/work: any one.
- Video topic: any one.
- Format: vocalists, instrumentalists, dancers, etc. can participate in the project - the main thing is that the video should have music.
- There are no restrictions on the number - it can be a solo, duet, trio, quartet, choir, band, dance group, etc.

- Technical requirements: full HD is welcome, but there are no restrictions, the main thing is a clear image and good sound:

- ✓ the video can be recorded on a camera/cameras or on a phone;
- ✓ it must be horizontal;
- ✓ one frame or mounted;
- ✓ sound - combined voice and music; for instrumental - studio recording;
- ✓ the video must be without subtitles - the festival imposes its own subtitles.

First round

To participate, you need to send to the festival's email address 2220festival@gmail.com:

- a link to the video on a file exchange (WeTransfer, Fex.net, etc.) or on Google Drive with access to the file and a link to YouTube;
- your data:

- ✓ name, surname or team name
- ✓ age
- ✓ country, city/village
- ✓ title of the song
- ✓ authors of music/lyrics
- ✓ authors of the video: the director of the video (whose idea) - must be specified, others are optional
- ✓ your Facebook and Instagram accounts
- ✓ phone with messengers (Viber, WhatsApp, Telegram)

Selection technology:

- All applications are accepted by the organizing committee via e-mail 2220festival@gmail.com. After consideration of the application, each participant receives a letter by e-mail whether he passed the casting. If for some reason the video did not pass the casting, the participant is also notified by email. Possible reasons why a video may not pass casting:

- ✓ Poor technical quality (blurred video, bad sound, etc.).
- ✓ Inadmissible ethical points - are considered purely individually in the context.
- ✓ Insufficient aesthetic level of the song or video according to the festival organizers.

Due to possible bombings, shelling, blackouts and other circumstances in the state of war, the answer to your application may not come immediately. But the organizers will definitely accept the application of each participant and give an answer regarding the passing or not of the casting.

The second round

Your application is considered by the organizing committee (usually from several hours to three days). If you passed the second round and received an e-mail confirming the casting, you need to pay a fee 100 € or 110 \$ or 4000 UAH. to the

details specified in the letter. Participants' fee go to the organization of the festival and support for Ukrainian people. The participant who passed the casting and made a fee becomes the Winner of the MUSIC.UA International Music Festival.

What the Winner will get

- The Winner will receive a Diploma of the Winner of the MUSIC.UA International Music Festival;
- The Winner's video clip is posted on the festival's resources:
https://www.youtube.com/channel/UCPsjaUNg9g769mX_UNm3BIQ
<https://www.facebook.com/2220InternationalMusicFestival>
https://instagram.com/2220_festival?igshid=1f0quqts8zw4p
- The Winner's video clip will be presented at the exhibition, which will be held in the heart of the capital of Ukraine in the Central Park of Culture and Recreation of Kyiv near the Arch of Freedom of the Ukrainian People from March 1 to 31, 2024. The exhibition will feature photos of the best video clips, next to each photo there is a QR- code to go to the video clip on the festival channel.
- Photo and video from the exhibition will be sent on Winner's email, post on the resources of the Festival and media.

**We will be glad for your participation in
the MUSIC.UA International Music Festival!**

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https://www.youtube.com/channel/UCPsjaUNg9g769mX_UNm3BIQ

<https://www.facebook.com/2220InternationalMusicFestival>

https://instagram.com/2220_festival?igshid=1f0quqts8zw4p