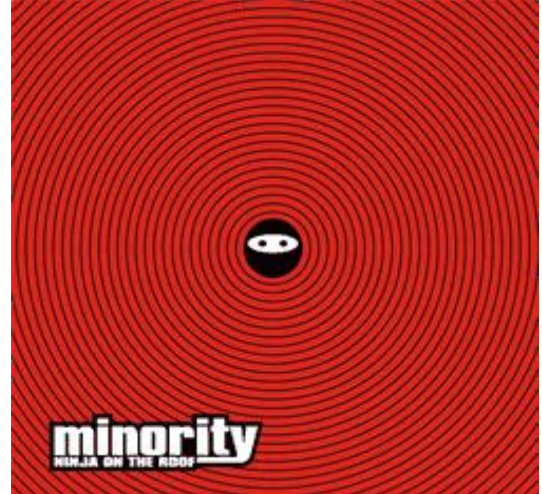


Establishment of a CD-Label in Bosnia-Herzegovina



Country / region or city:

**Bosnia-Herzegovina /
Sarajevo**

Name of Cooperation Project:

**Establishment of a CD-label
in Bosnia-Herzegovina**

Partner organization:

Gramofon (Sarajevo)

Coaching-/Monitoring Partner:

Intakt Records (Zurich)

Duration of project:

**January 2004 – December
2006**

The CD-Label “Gramofon” was founded in 2003 by the organizers of the Jazz Fest Sarajevo. The label is publishing music, which is innovative, urban, and authentic. Gramofon is also trying to preserve and document Bosnian music heritage. In establishing its label management, production and distribution, Gramofon is coached by the Swiss label Intakt Records.

During the process of post war in Bosnia-Herzegovina emphasis has been on achievement of the political stability and the country's economical development. Much less effort was put into support to culture and its role in development of civil society. Development of creative industries was especially neglected in that process, since they were not recognized as potentially strong carrier of both economic and cultural development. The challenge of such an endeavour is added by a generally difficult economic situation, huge social changes in the country and the rather small in-land market, and continuous breach of copyrights.

www.gramofon.ba

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(Swiss Agency for Development
and Cooperation SDC)

Music industry was reduced to a few labels having commercial success as the only criteria and goal. Young musicians who did not play highly commercial music didn't get a chance to present their work. Establishing of a label with focus on young musicians and high-quality music was therefore an important undertaking.

Gramofon was founded in 2003 by the organizers of the Jazz Fest Sarajevo. Main tasks of Gramofon are developing the label and its discography. Besides this, Gramofon is also working as a concert-agency to allow for its necessary financial sustainability - which (at the moment) cannot be secured with the sales of CDs alone. The developing of the discography focuses on artistic projects in Jazz and Pop, which are both innovative and authentic. Gramofon also does recordings of traditional singers and musicians in order to document the slowly vanishing Bosnian music heritage. In a third production line, Gramofon publishes each year one CD with contemporary classical music in cooperation with the ensemble Sonemus in Sarajevo.

The project includes also capacity building for the staff in label management, production planning and distribution in order to permit the label to establish itself successfully on the international music-market as well as in the (still weak) music-market in Bosnia-Herzegovina.

In the first one and a half years of the project, Gramofon has published nine CDs and one DVD. Several of the CDs have been nominated for the yearly music award Bosnia-Herzegovina and received prizes. Gramofon managed to set up a distribution network throughout Bosnia-Herzegovina, and launched an on-line shop. International contacts with music-producers in Switzerland and other countries are growing.

The Swiss Cultural Programme in the Western Balkans is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Macedonia, Serbia, Kosovo and the Ukraine.

It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■