

# ETHNO

USA

GLOBAL MUSIC  
GATHERINGS



**JM International**  
Official Program

**folk**  
ALLIANCE INTERNATIONAL

**NCFolkFest**



## WHAT IS ETHNO

Ethno is JM International's program for folk, world and traditional music with a 33-year history that began in Sweden in 1990. Present today in over forty countries, Ethno engages young musicians up to the age of 30 through a series of international music camps and activities.

Ethno's democratic peer-to-peer learning approach facilitates and promotes intercultural dialogue in the spirit of generosity, respect and openness.

[www.ethno.world](http://www.ethno.world)



## ORIGINS

Ethno began in Sweden in 1990 at the Falun Folk Music Festival when the festival's director Magnus Bäckström gathered 120 musicians from Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania and the UK (Shetland Isles). The aim was to create an international folk music equivalent to the JM World Orchestra and JM Jazz Orchestra (both JM International programs). The method was to have peer-to-peer workshops mentored by experienced artistic mentors, culminating in performances by a global orchestra that shared folk music and culture with the world!



## JM INTERNATIONAL

JM International (JMI) is the world's largest youth music non-profit, with members in more than 70 countries worldwide. JMI's network of 40,000+ annual musical activities reaches out to over 7 million young people, using the power of music for social change.

Ethno is one of JMI's fourteen international programs.

[www.jmi.net](http://www.jmi.net)



## HOW ETHNO WORKS

Ethno is based on peer-to-peer workshops wherein participants from around the world teach each other music from their respective cultures. Musicians are asked to prepare a song or tune in advance. All teaching and learning is done by ear and participants are divided into workshop groups by section — rhythm, melody, wind, vocal, etc. Ethno artistic mentors are present before and during workshops to lend a helping hand. During an Ethno, participants attend around 12-16 workshops and learn as many tunes. It all culminates in public showcases which can be standalone concerts, or connected to a larger festival. Ethnos also make professional audio recordings and livestream their concerts.



Picture: Ana Monteiro

## WHY ETHNO WORKS



Peer-to-peer,  
**no hierarchy**



**Respect**  
for world  
traditions



**Breakdown  
of barriers**  
through non-  
verbal contact



Co-creation  
and co-ideation,  
**common  
identity on stage**



**Youthful**  
spirit of  
**can-do**



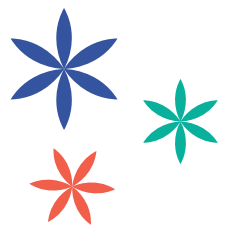
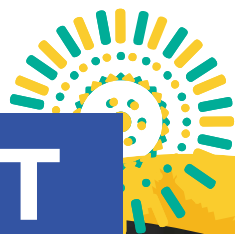
Gathering and  
dispersion **allows**  
**real-world  
integration**



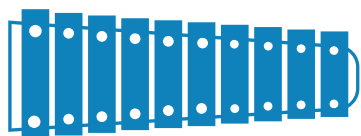




# ETHNO IMPACT



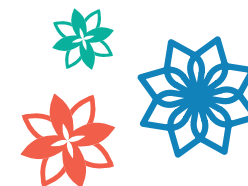
**10,000+**  
Musicians  
Engaged



Picture: Ana Monteiro



**50+**  
Annual  
Ethno  
Activities



**Participants  
from  
80+  
Countries**

# GROWTH OF ETHNO



1990  
to  
1999



2000  
to  
2009



2010  
to  
2019



2023





# ETHNO USA



After two successful editions in Asheville NC, Ethno USA 2023 moves to the youth and cultural hub of Greensboro, NC. The 3rd edition of Ethno USA will welcome between 30-40 musicians from around the world, and 3-5 artistic mentors, plus a crew of 5-6 persons.

Ethno USA is partnered with the North Carolina Folk Festival (NCFF) and will perform on the main stage on Friday 8 September, and again on Saturday 9 September in the evening.

Our home base will be the Haw River State Park, 1,485 acres of parkland, around 15 miles north of Greensboro. At Ethno USA 2023, besides the workshops by participants and concerts at the NC Folk Festival, there also will be workshops by guest mentors — experts in the field of history, lore and music — who will share their knowledge and wisdom with attendees. School and university visits are also foreseen, as is a community concert, as part of Ethno USA's social and community outreach.

If you are a young musician between 21-30 years of age and would like to attend Ethno USA –

## APPLY HERE

<https://www.mubazar.com/en/opportunity/ethno-usa-2023/>

Questions? Need more info?  
Write to us at [usa@ethno.world](mailto:usa@ethno.world)

Picture: Ana Monteiro





# FOLK ALLIANCE INTERNATIONAL



JM International has partnered with Folk Alliance International to bring Ethno to the US, together with local and national stakeholders.

Folk Alliance International is the world's largest member organization for the folk music industry and community. Founded in 1989, FAI's mission is to serve, strengthen, and engage the global folk music community through preservation, presentation, and promotion.

[www.folk.org](http://www.folk.org)

Picture: Katie Rich



FAI's International Conference is the world's largest gathering of the folk music industry and community showcasing a diverse array of genres including Appalachian, Americana, Blues, Bluegrass, Celtic, Cajun, Global Roots, Hip-Hop, Old-Time, Singer-Songwriter, Spoken Word, Traditional, Zydeco, and various fusions. The event features music showcases, interactive networking events, industry expert-led panels, and more.

FAI's next conference will be on February 21-25, 2024, in Kansas City, Missouri, USA.

Picture: Scott Rohr



# NORTH CAROLINA FOLK FESTIVAL



[ncfolkfestival.com](http://ncfolkfestival.com)

The North Carolina Folk Festival's mission is to honor, celebrate, and share the meaningful ways communities express their creativity and cultural traditions through music, dance, food, crafts and other folk arts to enhance appreciation of diverse traditions and contribute to community vibrancy and inclusivity.

Through a growing portfolio of year-round initiatives, the North Carolina Folk Festival endeavors to create and present inclusive, multicultural programs and celebrations that showcase the diverse cultural knowledge and artistic expression of the “folk” (aka, the “people”) who make up our community and communities around the world.

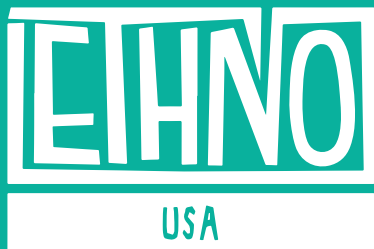


Picture: Jerry Samet



Picture: Lynn Donovan

Our signature annual event, the NC Folk Fest, is a free-admission, three-day event featuring performing groups representing a diverse array of cultural traditions from around the world on multiple stages, including continuous music and dance performances, a crafts marketplace, regional and ethnic foods, festival merchandise and more. The 2023 NC Folk Fest will take place in downtown Greensboro September 8 through 10.



[usa@ethno.world](mailto:usa@ethno.world)

[www.ethno.world/usa](http://www.ethno.world/usa)

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