

## KLAPA SINGING CONCEPT OF A 'NEW NORMAL' AND TECHNOLOGICAL STRATEGIES DURING PANDEMIC TIMES

Like many other musical forms in which the group (social) factor is of great importance, klapa singing underwent major changes during the pandemic time. The music genre that in the previous period experienced a "transition" from recreational amateur music activity from the socialist period to market-capitalist professional music work activity in post-socialist Croatia in this period shares the world destiny of freelance artists who have effectively lost their already meager income.

In addition to different (virtual) communications by which they maintained their insecure status, the singers themselves turned to exploring their backgrounds. In creating new repertoires, they were served with more accessible information from digital databases, emphasizing new technologies as an important, almost unavoidable element in learning and creating new repertoires.

The most complete publicly available database of total (domestic and licensed) Croatian record productions is being created within the project "Record Industry in Croatia from 1927 to the End of the 1950s", and is available within the Digital Repository of the Institute of Ethnology and Folklore Research. Relying on archival material, periodicals at the time and sales catalogs, funds of gramophone 78 rpm records in institutions (archives, libraries and museums) and in private collectors, reissues of recordings, online available contemporary material, listed database and / or other sources, today's klapa singers can more easily get an impression of musical tastes, repertoires and prominent singers whose musical activity preceded the movement of organized klapa singing.

