

**MILANO
MUSIC
WEEK**

16 - 22
11
20



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Milan Music Week 2020 ONLINE EDITION

Milan Music Week, the annual festival dedicated to music and its key figures, runs this year from November 16th to 22nd. Never has it been so relevant, laying the foundation for the important restart of the entire music industry.

Support for work and digital events are at the center of the 4th edition, including daily streaming events featuring panels, training workshops, meetings, concerts, and DJ sets.

MMW20's grand opening event will focus on the future of the industry in the era of COVID.

Get ready for important appointments with the industry's leading artists in this year's edition of "MMW Encounters," including Negramaro, Ghemon, Max Pezzali, Edoardo Bennato and Diodato, as well as an evening tribute to celebrate what would have been John Lennon's 80th birthday.

www.milanomusicweek.it

November 4th, 2020. Milan - Following the success of the 2019 edition, which hosted over 300 events in more than 90 locations involving the entire city, **Milano Music Week** returns in an online edition from the **16th to the 22nd of November** with a special format that adapts to the difficult situation dictated by the pandemic. Never has it been so important as it is this year to share in this important moment of discussion regarding the restart of the entire industry, and to bring music—in all its forms and in the best way possible—to the public, the only real audience of the work in this important supply chain.

The objective of the promoters - **The Municipality of Milan – Department of Culture**, **FIMI** (Federation of the Italian Music Industry), **NUOVOIMAIE** (New Mutualist Institute for Performing Artists), **SIAE** (Italian Society of Authors and Publishers), **ASSOMUSICA** (Association of Italian Organizers and Producers of Live Musical Performances), with the support of **SIAE** (Italian Authors and Publishers' Society) and the patronage of **MiBACT (Italian Ministry for Culture and Tourism)** – is to first and foremost offer a **program of workshops, webinars, and conferences** aimed at those who work in the supply chain and all the music lovers on the topics that provide potential opportunities for the sector: live streaming, artificial intelligence, gaming, rights technologies, copyright, piracy, gender gap, management, and talent scouting among others. In this respect, the overall goal is to highlight **music's value** in all its aspects, as well as the **well-known and up and coming professionals** in the music industry.



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MMW20 will unfold through a **schedule of streaming events**, including panels, training workshops, meetings, showcases, and DJ sets that can be followed online through our **official Youtube channel** and the website www.milanomusicweek.it. The digital reorganization of many musical initiatives, and the entire Milan Music week, offers the opportunity to expand the event in the future within Italy and abroad, keeping in line with the international audience that MMW has always had as its goal.

Using the profound change that the music industry is experiencing as the launching pad, the intention is to transform the forced stoppage of the industry into a moment of renewal and intense training, creating new opportunities for professionals in the sector. The key figures involved in the Milan Music Week will, therefore, be able to explore their skills and experiences with Italian and international experts in the various business segments.

Filippo Del Corno, Councilor for Culture for the Municipality of Milan, affirms: *"Milan Music Weeks wants to tell the story of all the professionals connected to artistic production, including everyone from singers, musicians, and songwriters, to technicians, record companies, promoters, communications workers, and others. All these professions related to production and entertainment generate income and economic development. They are fundamental for a city such as Milan, which has always been devoted to creativity. In fact, their work is essential not only because it produces a cultural offering necessary for the growth of the community, but also because it is fundamental to its social and economic balance. This year's edition, therefore, which sees the workers in the industry facing a very difficult situation, will be important in laying the foundations for new ideas and strategies, in order to bring work back to the center of music"*.

"This unique edition of the Milan Music Week, which should have been a symbol of the entire music chain's restart, will have to do without the live events due to the latest government provisions. We want this week to serve as a moment of important reflection and dialogue, also among institutions, regarding the gravity of the situation for the world of music and entertainment. It is time to make the world understand that music is not effortless; it involves work, preparation, effort, seriousness, commitment, and professionalism. Without this work, music dies. Without music, we cannot live," declares **Luca De Gennaro**, artistic curator of the Milan Music Week and VP Talent & Music ViacomCBS Networks for Southern Europe and the Middle East.

While the third edition featured the slogan, "Music lives here", the tagline of the post-COVID19 edition will be, **"Music works here"**, once again demonstrating Milan's central position in the music and creative industry.

It is no coincidence that the novelty of this edition starts from the same **new guiding image** created by Daniele Amedeo, which was born this year from a video showing the unprecedented point of view of those behind the scenes, including the entertainment worker, the stage-manager who prepares the stage, the backliner who supplies the instruments, and the stage-hand that helps with all the production processes. "A reversed perspective of a concert without music."

The promoters of the event will kick off the MMW20 during the **grand opening** together with the Milan institutions, Innocenzo Cipolletta, President of Confindustria Cultura Italia, Frances Moore, CEO IFPI (International Phonographic Industry Federation) and some representatives of entertainment workers. The central theme of the meeting, which will be broadcast in live streaming, will be "Music in the Covid era," with the aim of exploring future scenarios for the music sector starting from the challenges imposed by the pandemic.

For the first time, the Milan Music Week calendar of musical events will offer many events that

are accessible via streaming, including live performances, showcases, DJ sets, encounters with artists, and special events.

Thanks to the well-established **MMW Incontra** ("MMW Encounters") event, a format created by Milan Music Week, the public will have the opportunity to attend **exclusive streaming encounters** where they can listen to interesting anecdotes from the careers and lives of extraordinary artists throughout the week. The fourth edition will feature important artists from the Italian music scene such as **Negramaro, Ghemon, Max Pezzali, and Diodato**, as well as special guest **Edoardo Bennato** in a special edition of "Ascoltiamo un disco" ("Let's listen to a record"), a monthly appointment with Mare Culturale Urbano curated and hosted by Luca De Gennaro. In addition to these encounters, there is also the special **MMW encounter** with **New Gen** hosted by Filippo Grondona, one of the youngest radio hosts in Italy.

The main content partner of the initiative, the **Linecheck Music Meeting and Festival**, returns again this year from November 17th to 19th with the most important Italian music conference. This year, it will be a virtual square dedicated to music, the market, and the music supply chain, featuring panels, masterclasses, and live streaming showcases on linecheck.it. Produced by **Music Innovation Hub Imprese Sociale**, the main theme of Linecheck this year is "**Sound Values.**" After the meeting, the Music Festival will begin in the evening with an avant-garde line-up made up of showcases of established artists together with the most interesting up-and-coming musicians on the European scene such as **Birthe, Cecilia, Camilla Sparksss, Fuera, Fivequestionmarks, Godblesscomputers, Kharfi, Ko Shin Moon, Los Bitchos, Marta DG, Mòn, MYSS KETA, Neue Grafik Ensemble, Penelope Isles, QuinzeQuinze, Speranza** and many others.

The training content offered by MMW, which includes everything from webinars to panels, is produced again for this edition by our educational partners **CPM Music Institute, SAE Institute, and ALMET – Master in Musical Communication** and made possible thanks to contributions by our promoters and other partners involved in the initiative.

MMW20 will also host a series of meetings that will focus on the key organizations born to support workers in the music and entertainment industry during this difficult period. Events include those organized by **BAULI IN PIAZZA**, the cultural association that gave birth to the recent protest movement comprised of workers in the sector, the panel "Music workers united" by **LA MUSICA CHE GIRA**, the platform that facilitates discussion between music workers that was created specifically to support and relaunch the industry curated by the **FAS Forum Arte e Spettacolo (Art and Entertainment Forum)**, which is joined by over 50 associations, organizations, and groups belonging to the entertainment industry with the ultimate goal of giving life to a new system through a project that encourages the structural reform of the entertainment world.

Don't miss special events such as "**LENNON80**", a true party in pure Rock and Roll style organized and produced by LIVE ALL to celebrate what would have been John Lennon's 80th birthday. Masterpieces by the great artist will be interpreted by a resident band composed of **Roberto Angelini** (Propaganda Live), **Gianluca de Rubertis**, (Il Genio), **Roberto Dell'Era** (Afterhours, The

Winstons), **Dansol**, **Sebastiano Forte**, **Walzer**, **Enrico Gabrielli**, (Calibro 35, PJ Harvey), **Lino Gitto** (The Winstons) and **Andrea Pesce** (Tiromancino). To date, **Morgan**, **Arisa**, **Selton**, **Noemi**, **Federico Poggipollini**, **Cristiano Godano**, **Dente**, **Omar Pedrini**, **Ketama126**, **Galeffi**, **Leo Pari**, **Camilla Magli**, **Filippo Graziani** have confirmed their attendance. The event will be broadcast in live streaming on the LIVE ALL platform (www.live-all.com) and all the proceeds—net of production and SIAE expenses—will be donated to the “Covid-19 Fund, Support Music,” promoted by Music Innovation Hub and supported by FIMI, which was founded to support musicians and professionals in the music industry during the global crisis.

“**FIGHT! - IS HipHop Alive?**” instead is a special talk show hosted by rapper **Othelloman** in the company of special guests. The event, which would have been held live on Mare Culturale Urbano’s stage, had to be redesigned due to the Covid-19 health crisis. It will instead take place exclusively online, where it can expand its audience and attract participants throughout Italy.

MMW20 can never forget its audiences of young children and will host a special edition of “**Rodari Rocks**”, a format born in the year that celebrated Gianni Rodari’s 100th birthday. As part of the music week evening at 9 p.m., **Jack Jaselli**, **Alessio Bertalot**, **Anna Belle** and many others will tell interesting bedtime stories. On Sunday, November 22nd, all the episodes of the project, which Mimmi Maselli conceived of, will be broadcast on Milan Music Week’s official Youtube channel.

A special event with the **Billboard** brand, our official media partner of the initiative, will offer the public access to a series of panels and showcases with important artists such as **Boosta**, **Francesco Gabbani**, **Boro Boro** and many others.

Rockol, which renews its traditional media partnership with Milan Music Week, will instead present a series of events within the **Rockol Bubble**, the virtual space where the difficult themes and dynamics of the change in music will be explored.

IMAGinACTION – international video clip festival – will also be present at Milan Music Week with a special event that will see important artists from the Italian music scene participate.

MMW20 will involve many metropolitan **cities** where culture and entertainment are produced every day, albeit via online streaming due to the pandemic.

This year the spectacular **Terrazza Martini** would have been the **home of the Milan Music Week**: the top floors of the skyscraper in Piazza Diaz will in fact become, in this online edition of the event, the special venue from which to watch the music of Milan.

Several familiar locations are back for the event, including the **Nolo district**, which, again for this edition, will present a special schedule of live streaming events dedicated to music including DJ sets, live shows, and workshops.

There are many important partnerships that support MMW20. **SEAT Italia** is a sponsor and partner of the Milan Music Week again this year, solidifying its support for the music world. The Barcelona car manufacturer offers the public an unprecedented version of the **SEAT MUSIC TOUR**: an **entirely digital** journey that takes you through the most significant places with respect to the Milan music scene: neighborhoods, clubs, and historic recording studios.



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The three itineraries will explore **Cantautorato DOCG, Trap Rap and Pop Music**.

Enel Green Power debuts as a green partner, **offsetting the co2 produced by the event**.

ViacomCBS Networks Italia is confirmed for the fourth consecutive year as the main partner of the Milan Music Week and the VH1 and MTV brands which, during the week of November 16th-22nd, will offer special programs linked to the main artist of MMW20.

PMI Produttori Musicali Indipendenti, SCF, A.F.I. Associazione Fonografici Italiani, FIPE – Federazione Italiana Pubblici Esercizi, DOC Servizi, and KeepOn LIVE are once again key partners of the event, with **Confindustria Cultura Italia** acting as an institutional partner. **DICE**, another important addition to this year's edition, will be the ticketing partner.

Accordo.it, Billboard, Rockol, Spotify and Vevo are among the media partners to which **Radio Capital** and **Radio Bertalot** will be added to the list this year.

As the technical partner of MMW, the **LIVE ALL/EXTRA** team will manage the supervision, coordination, and direction of the scheduling of events, respectively, through LIVE ALL, while EXTRA will managing the streaming infrastructure and digital engagement side.

Information

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Press Office Milan Music Week 2020

ddl studio | T +39 02 8905.2365 | mmw@ddlstudio.net

Alessandra de Antonellis | alessandra.deantonellis@ddlstudio.net | 339 3637.388

Ilaria Bolognesi | ilaria.bolognesi@ddlstudio.net | 339 1287.840

Municipality of Milan Press Office

Elena Conenna | elenamaria.conenna@comune.milano.it