

Milan Music Week 2021

The week dedicated to music returns from November 22nd-28th with a hybrid in person and online formula

Starting July 20, proposals to be included in the fifth edition's program and schedule can be sent to proposte@milanomusicweek.it

www.milanomusicweek.it

July 20, Milan – After the success of the 2020 online edition, which featured 149 events including panels, webinars, workshops, meetings, concerts and DJ sets, over 50,000 viewing hours, more than 500,000 live views, 198 artists, and more than 300 professionals, **Milan Music Week returns from November 22nd-28th 2021**. Featuring a **hybrid formula**, it once again brings together all the major players in the music supply chain for a week of first-rate music: artists, authors, record companies, training centers, promoters, music associations, operators, and technicians. It will focus on current issues facing the industry and future scenarios, working towards a definitive restart of the sector.

From **July 20 to September 15th**, content proposals for the 2021 edition of Milan Music Week can be sent to proposte@milanomusicweek.it. Proposals must be complete and include the name of the organizer, event title/band name, date and time, place/website, and access methods (in presence or online).

Sponsored by **The Municipality of Milan – Department of Culture**, **FIMI** (Federation of the Italian Music Industry) and **NUOVOIMAIE** (New Mutualist Institute for Performing Artists), Milan Music Week has been able to confirm a full event that is anticipated by professionals and music lovers alike thanks to its numerous and important **partners**.

While the pandemic has put a strain on the world of music, hitting artists, musicians, and workers in the live sector hard, the industry is trying to react and transform itself in the face of this crisis, responding to a strong and even more pressing “need” for music on the part of the public.

The next edition of MMW will therefore be an important opportunity to look towards the future of the music industry together, supporting the many professionals and different organizations that are part of it, contributing to the definitive restart of the sector, with the goal of finally bringing music to the public in all forms.

In fact, the MMW21 program schedule will see the return of **live events** broadcast from Milan, together with a series of **online initiatives** that, once again this year, will allow the event to expand beyond the borders of Milan with the goal of becoming an increasing international platform.

“After the extraordinary response received from the online edition of Milan Music Week 2020, we are working on a program that can combine the experiences of the digital world with the expected return of events that involve a live audience, which have been missing for too long. To meet this great challenge, together with the active participation of the music industry and involvement of the sector operators, we would like to organize a week of music that represents the beginning of a new era and the re-start of musical events in our city,” **Luca de Gennaro**, artistic curator of Milan Music Week and VP of Talent & Music ViacomCBS Networks for Southern Europe and the Middle East, remarked.

Filippo Del Corno, Councilor for Culture for the Municipality of Milan, affirms: *“MMW confirms that it is an event not to be missed for the entire music production chain, experimenting with a hybrid format in 2021 with many live events. This edition aims to be a strong sign of trust and recovery for a sector that has inevitably suffered from the consequences of the pandemic. The support of The Municipality of Milan, alongside the promoters of MMW who have been with us since day one, continues with the realization that Milan is now an integral part of the global circle of Musical Cities.”*

Linecheck - Music Meeting and Festival will be the main content partner again for this edition. From November 23rd to 25th, the event dedicated to professionals and music lovers returns, which this year will take place in a new hybrid format, in person and live streaming, with three days of meetings, workshops, panels, and showcases dedicated to the market and the national and international supply chain. Produced by Music Innovation Hub - Social Enterprise, Linecheck 2021 will have #Reverse as its main theme, which has been chosen to explore the present and future scenarios of the music industry from new and different points of view, outside the conventional framework.

MMW21 PROMOTERS

The Municipality of Milan

The Municipality of Milan is among the founders and promoters of the week. Milan Music Week is part of the city week format that is among the initiatives implemented by the Department of Culture to promote and enhance the music industry and the many creative resources of the Milan area.

FIMI

FIMI is a founding member of **Confindustria Cultura Italia** and a member of **IFPI** (International Phonographic Industry Federation). It represents important producers and distributors of the recording industry for 2,500 brands. It provides **Top of the Music** certifications and rankings, which gathers sales data for physical, digital and premium streaming products in Italy on a weekly basis, as well as collects and disseminates industry data and research (at a national and international level).

NUOVOIMAIE

NUOVOIMAIE is a copyright collection founded and governed by artists that manages the related rights of Performing Artists, sharing the fees that they have accrued in the audiovisual and music sectors. It represents over 1 million performing artists in the world and carries out promotion, training and support work to help artists, favoring any activity that is directly or indirectly aimed at protecting the cultural productions and work of actors and musicians.

INFORMATION

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