

MILANO
MUSIC
WEEK

22 - 28
11
21



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DI CHI
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ITALIANA

NUOVOIMAIE
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assomusica
associazione italiana
organizzatori
e produttori
eventi musicali
dal vivo

Milan Music Week 2021

Music Rocks Here

The week dedicated to music and its main players returns from November 22nd-28th with a diverse program of scheduled events that will take place both in person and through live streaming.

Past artistic curator Luca de Gennaro is joined for the first year by Nur Al Habash, Director of the Italia Music Lab Foundation.

Live music and the world of live clubs is at the center of the 5th edition. After months of being on hiatus, live music is finally trying to restart and find its audience once again.

The new “home” of the Milan Music Week will in fact be the popular Apollo Milano music club where numerous insightful events will be held throughout the week regarding the music industry’s central themes.

Vasco Rossi will officially inaugurate MMW21 with an exclusive streaming interview.

www.milanomusicweek.it

Milan, October 21, 2021 – **Vasco Rossi** will officially inaugurate the 2021 edition of the Milan Music Week with **an exclusive keynote speech on the Milan Music Week streaming channel** to coincide with the release of his new album “Siamo qui” (“We are here”) on November 12th.

After the success of the online edition held exclusively online, the “music week” returns **from November 22nd to 28th with the most important names in the Italian music industry**. The main players in the supply chain, with **an extensive program of in-person and online events**, look together at the future of the music industry, involving both music professionals and enthusiasts alike.

Promoted and strongly supported by the **Municipality of Milan - Department of Culture, SIAE** (Italian Society of Authors and Publishers), **FIMI** (Federation of the Italian Music Industry), **NUOVOIMAIE** (New Mutual Institute for Artists and Performers), **ASSOMUSICA** (Association of Italian organizers and producers of live musical performances) Milan Music Week is confirmed as a consolidated and anticipated event, following the success of the 2020 online edition that saw 149 events including panels, webinars, workshops, meetings, concerts and DJ sets, over 50,000 of viewing hours and more than 500,000 live views, 198 artists, and more than 300 professionals involved.

Live music and the world of live clubs will be at the center of the 5th edition, entitled “**Music Rocks Here,**” to bring attention once again back to one of the sectors most affected by the pandemic, which, after months of being at a standstill and continuous political debates, is finally trying to restart and find its audience again.

It is no coincidence that **Apollo Milano** - a popular club in the heart of the Navigli and a reference point for the musical world - will become the **new home** of Milan Music Week this year, hosting various events including live performances, seminars and panels. It is an encouraging sign regarding the restarting of musical events in the Milan area and a positive message in support of the entire industry. Starting from the Metropolitan City of Milan, the Italian capital of music and city with the highest number of live clubs, the goal is in fact to highlight the pressing need to return to live the experience and emotion that comes with live performances, returning music to venues, where it was missing for too long.

*"Although Milan Music Week has never stopped, not even in 2020 in the midst of the pandemic, being able to return to live events in this fifth edition is exciting because it gives the impression that artistic activities are definitely restarting in the city. Putting music at the center of Milan's culture means not only rekindling enthusiasm and trust, but also restarting the engines behind creation, as well as those of production and the entire live music supply chain. The fifth edition's program also pays a lot of attention to one of sectors most affected by the pandemic, or the world of live clubs, which constitute a very important widespread network in the various districts of the city," declares **Tommaso Sacchi**, Councilor for Municipality of Milan's Culture.*

The opening edition of MMW is also enriched with a new artistic curatorship: **Nur Al Habash**, Director of the Italia Music Lab Foundation, the new hub born from an idea of SIAE to support young Italian music artists, will support artistic curator **Luca de Gennaro**, VP Talent & Music ViacomCBS Networks for Southern Europe and the Middle East, regarding the selection of proposals and content that will give life to the rich week-long program that includes concerts, showcases, exhibitions, panels, workshops, meetings and special events.

*“È per me un onore affiancare quest'anno Luca de Gennaro nella curatela di un evento prestigioso come la Milano Music Week, soprattutto nell'esatto momento in cui, dopo quasi due anni di fermo, finalmente si parla di una vera ripartenza anche nel mondo della musica dal vivo” – dichiara **Nur Al Habash** – “Il periodo pandemico ha dimostrato come la musica, e in particolare quella live, sia un elemento fondamentale per il benessere fisico e mentale dei cittadini, e per la costruzione di una socialità sana e forte. Milano è una delle città italiane che pone più attenzione all'offerta musicale e al dialogo con i live club, e un evento come la Milano Music Week lo dimostra. L'edizione 2021 sarà fondamentale per testare e impostare un nuovo standard, non solo per la modalità ibrida dell'evento che permetterà a tutti di seguire gli appuntamenti anche da casa, ma anche per una nuova consapevolezza sociale e politica attorno alla musica che porti nuova linfa a tutto il settore, a partire dagli stessi music creator.”*

*“La quinta edizione di Milano Music Week accoglierà il ritorno della musica nei luoghi fisici” – dichiara **Luca de Gennaro** – “L'esperienza della edizione digitale del 2020, seguita da un largo pubblico ben oltre i confini cittadini, ci ha insegnato che la tecnologia dello streaming può essere utile ad amplificare ciò che accade nel mondo reale, che è dove vogliamo tornare quest'anno. Gli eventi della Milano Music Week saranno ospitati soprattutto dai locali che programmano musica tutto l'anno, forniscono un palco agli artisti, producono arte e cultura, e negli ultimi due*

anni hanno sofferto, prima costretti alla chiusura e poi alla costante incertezza sulla riapertura. La fruizione online degli eventi sarà di certo una parte importante del programma, presentando anche contenuti esclusivi, ma le destinazioni che abbiamo scelto di privilegiare saranno i music club. Vogliamo che sia la prima Milano Music Week di una nuova era per la musica in città, e il primo segno di rinnovamento è il gradito ingresso nel nostro gruppo di lavoro di Nur Al Habash, che con me condivide oneri e onori come curatrice artistica, e con la quale stiamo costruendo il calendario di una settimana che vogliamo rappresenti una vera ripresa degli eventi musicali nella nostra città, che sia divertente e stimolante per il pubblico, e che serva al mondo della musica, con le sue professionalità e il suo indotto, per tornare finalmente a respirare”.

The MMW21 program will therefore see the return of **live events** all over 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 aim of becoming an increasing international platform for music. Among the consolidated events for the week is "**MMW Incontra**" ("**MMW Encounters**"), the format created by Milan Music Week with a series of interviews in which some of the most loved names in Italian and international music tell the public about their music through personal anecdotes and stories.

The graphic image that represents Milan Music Week, conceived and created by **Daniele Amedeo**, is a **3D hand, an iconic rock hand gesture par excellence**, which "re-emerges" illuminated by a cutting light that is lively and nocturnal at the same time. **Music Rocks Here** is the title that echoes those of the previous editions, highlighting this year the driving role of an event increasingly at the center of the music scene, strong and direct, which is committed to music during a necessarily operational and restart phase. At the center of the promotional video that will accompany all the communication is a sequence of **hands that perform actions related to the music played and reproduced in its spaces and in the different worlds**.

Linecheck - Music Meeting and Festival will also be the main content partner of MMW for this edition. From November 23rd to 25th, the event dedicated to professionals and music lovers returns, which will take place in a new hybrid format – both in-person and live streaming - with three days of meetings, workshops, panels and showcases dedicated to the market and national and international music industry. Produced by Music Innovation Hub - Social Enterprise, Linecheck, the most important Italian music conference, this year it presents itself with a whole new look inspired by the REVERSE theme. Milan will encounter the European innovators in the music industry, the main players in the digital and green revolution that will be the key to sustainable development also in the music industry. Through the digital platform live.linecheck.it, the festival will connect London, Berlin, Hamburg, Haldern, Paris and Madrid, where many in-person evening events will occur simultaneously with Milan and will make up the musical program of the program. The choice is also a sustainable one, as it coincides with the goal of reducing the environmental impact of travel and business trips. At Base Milano, on the other hand, the real headquarters of the festival, over 30 start-ups and innovators will propose their technological solutions to service the supply chain to over 1000 national and international delegates and to 150 speakers and institutional representatives engaged in telling their story in 80 thematic panels focused on the future of the music industry.

Among the media partners already confirmed are **Billboard Italia, Rockol, Radio Capital, Accordo.it, CPM Music Institute, SAE Institute and ALMED - Master in Musical Communication** also are confirmed as educational partners for this fifth edition, while DICE returns as ticketing partner of the initiative.

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 exist alongside the initiatives implemented by the Department of Culture to promote and develop the music industry and the many creative resources located in the Milan area.

SIAE Società Italiana degli Autori ed Editori (Italian Association of Authors and Publishers)

SIAE is a collective management organization. It is a non-profit company that protects the rights of artists to guarantee authors and publishers the right compensation for their creative work. SIAE supports the Milan Music Week in the belief that it is necessary to support the music industry as it finally begins to relaunch itself. There is nowhere better to start than Milan, as its centrality in terms of being the most important site for music and creativity in the country. In the context of an increasingly global and digital market, the protection of copyright represents a guarantee with respect to the ability to create music. Without the work of the authors, the new productions that feed the entire music chain would not be born.

FIMI

FIMI is a founding member of **Confindustria Cultura Italia** and a member of **IFPI** (International Phonographic Industry Federation) and represents the major producers and distributors of the recording industry to make up a total of over 2,500 brands. It provides **Top Of The Music** certifications and rankings, which is an organization that collects sales data for physical, digital and premium streaming products in Italy on a weekly basis, as well collects and disseminates sector data and research (nationally and internationally). It protects and supports initiatives related to the recording industry and for this reason is pleased to promote Milan Music Week as a cultural event that promotes the connection and development of the cosmopolitan artistic fabric, which legitimizes Milan as a true **Music City**.

NUOVOIMAIE

NUOVOIMAIE is a collective founded and governed by artists. It manages the rights related to Performing Artists, distributing the fees 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 activities on behalf of artists, favoring any activity directly or indirectly aimed at protecting the cultural product and the work of actors and musicians.

ASSOMUSICA

Assomusica is an association of organizers and producers of live musical performances that is active throughout the national territory. It connects the most important companies that carry out about 80% of the concerts for millions of spectators. Assomusica carries out continual awareness-raising campaigns to protect the sector, as well as its operators and users, and is the main interlocutor for national and international bodies and institutions, having promoted at European level the birth of a network focused on the development of community policies in support of the industry. This is thanks also to constant research and study, in collaboration with universities and private entities, which is aimed at understanding the changes, opportunities and constraints of this constantly evolving context of the industry. Assomusica has always supported the important events in Italian and European music because it considers them fundamental to establishing the cultural, social and civil value of music in all its forms and expressions and, at the same time, wants to enhance every initiative aimed at promoting the growth of young talent,

the industry's main resources united with the professionalism of the operators, and encourage their mobility and circulation at a national and international level.

INFORMATION

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