



Medimex 2024 is back with a bang! Professional activities and music schools are back in action, and there's more!

With Puglia Sounds Musicarium and Medimex Music Factory 2024, Medimex is once again offering a wide range of professional events dedicated to the main themes of the music market and training activities. We are pleased to announce that some of the most talented musicians in the industry will be our guests at Medimex 2024! They include Diodato, Tommaso Colliva, Rodrigo D'Erasmo, Ditonellapiaga, Alex Braga, Alberto "Bebo" Guidetti, Joan Thiele and Ginevra Nervi.

Professional activities and music schools are back, among the most anticipated events of Medimex, International Festival & Music Conference, promoted by Puglia Sounds, the Programme of the Puglia Region for the development of the regional music system implemented with Teatro Pubblico Pugliese -Regional Consortium for Arts and Culture-, to be held in Taranto from June 19 to 23, 2024. with concerts by **The Smile**, **Pulp** and **The Jesus and Mary Chain**. It's going to be one of the most eagerly anticipated events of the year! As usual, Medimex is thrilled to offer a plethora of professional appointments in this edition, including panels, presentations, workshops, and networking activities. These will delve into the main issues of the music market, with a focus on artificial intelligence, and training activities with **Puglia Sounds Musicarium**, School of Music Professions, and **Medimex Music Factory**, produced/organized in collaboration with Sony Music Publishing Italy.

The University of Taranto is hosting a jam-packed program of professional activities from June 20-22. The lineup includes some of the most exciting topics in the music industry, like artificial intelligence, internationalization, challenges of jazz and world music, new perspectives of live music, gender equality in the Italian music industry, the digital revolution, international cooperation, sync and the artist-centric model. There's something for everyone! We kick things off on Thursday, June 20 at 10:30 a.m. with an amazing workshop called "*Music Export*." Don't miss this amazing opportunity to hear from three leading figures in the music industry: **Domenico Coduto** (Ipe Ipe Music) and **Giuseppe Bortone** (Zero Nine Nine) will be sharing their insights on how to successfully export your music, with a special guest speaker, **Damiano Miceli** (Panico Concerti). This is a must-attend event for anyone looking to take their music global! At 4:30 p.m./ at 16:30 "*The Value of World Music: Regeneration of Intangible Cultural Heritage and Sustainable Community Development*" in collaboration with **Rete Italiana World Music**, moderated by **Filippo Giordano** (President of Rete Italiana World Music) with **Claudio Carboni** (Producer and SIAE Board Member), **Maria Moramarco** (Researcher and performer of the traditional music from the Alta Murgia Barese.), **Maddalena Scagnelli** (Musician and Director of the "Appennino Festival"), and **Vincenzo Santoro** (In charge of cultural affairs Anci), then at 5:30 p.m./at 17:30 "*Is it possible to create diversity-centric music events in Italy?*" We are thrilled to announce a shared manifesto for an event for all curated by Equally with Josie Cipolletta (Equally co-founder, project manager), **Francesca Barone** (Equally co-founder, music supervisor), Letizia Angelini (cultural manager, activist), and at 6:30 p.m./at 18:30 **Riccardo Luna** duets with **Alex Braga** in *Reality is over*, introduced by **Daniela Caterino**.



Friday, June 21 at 11 a.m. *"The Human Element in the Machine: Live Clubs and Festivals as Outposts of Resistance to the Present,"* in collaboration with **KeepOn Live**, moderated by **Davide Fabbri** with **Giorgio Valletta** (Radio Raheem, Rumore, C2C), **Marco Licurgo** (Robot Festival), and **Alberto "Bebo" Guidetti** (Lo Stato Sociale). At 12:30 *"Focus on Italy at Eurosonic 2025,"* a discussion on Italy as a focal point with **Nur Al Habash** (Director Italy Music Lab / Export) and **Robert Meijerink** (Head of Program, EUROSonic).

At 4 p.m./At 16:00 *"Waiting Room, Creative Europe, and Livemx: "EU funds for the music industry"* by **Desk Italia Europa Creativa** with **Anna Conticello** (Project Manager Desk Italia Europa Creativa - MiC - Direzione Generale Creatività Contemporanea) and **Marzia Santone** (Project Officer Desk Italia Europa Creativa - MiC - Direzione Generale Creatività Contemporanea) and **Grace Puluczek** (LIVEMX Project Officer, Associate Professor at Berklee Valencia), **Vincenzo Barreca** (Co-founder and Co-Artistic Director of Ypsigrock Festival).

At 5:00 p.m./At 17:00 *"Music Changes: creativity, royalties and intellectual property with the development of AI"* with **Nicola Migliardi** (COO SIAE), **Enzo Mazza** (FIMI), **Nico Regina** (Regina&Partners) moderated by **Alex Longo**. At 5:30 p.m./At 17:30 *"One to One"* by the Creative Europe Italy Desk, and at 6:15 p.m./ at 18:15 *"Toolbox! "Planning, networking and data collection by KeepOn Live: a set of tools for Live Clubs and Festivals by KeepOn Live moderated by Davide Poliani (Rockol) with **Federico Rasetti** (KeepOn Live), **Gaianè Kevorkian** (KeepOn Live).*

June 22 at 10:30 a.m. Get ready for the future of jazz with *"The space of jazz to come, New Places and Practices for Tomorrow's Jazz"* in collaboration with **I-Jazz**. The discussion will be moderated by **Enrico Bettinello** (I-Jazz) with **Valentina Fin** (Bacàn, AIKU Ca' Foscari University of Venice), **Alessandro "Gambo" Gambarotto** (Jazz Is Dead, TUM), **Fabrizio Versienti** (Corriere del Mezzogiorno).

At 12 noon, *"Writing Music (and Singing It) for Images"* moderated by **Tommaso Colliva** with **Rodrigo D'Erasmo**, **Joan Thiele**, **Ginevra Nervi**, and **Diodato**. At 3:30 p.m./at 15:30 the topic is *"How Do Events Change with Artificial Intelligence?" The services of the European Digital Innovation Hub CETMA-DIHSME*, an event organized in collaboration with **Distretto Puglia Creativa** followed by a B2B session and at 4:30 p.m./at 16:30 a discussion on the "Artist-Centric Model and the importance of the catalog in contemporary music", moderated by **Stefano Senardi** with **Dino Stewart** (Managing Director of BMG Italy), **Luca Fantacone** (Sony catalog manager), **Francesca Trainini** (Impala), with the participation of **Ditonellapiaga**. Participation in the professional activities is free of charge. Further details and the modalities of participation can be found at medimex.it.

Puglia Sounds Musicarium, the School of Music Professions, is back with another amazing series of events! The series will commence on June 20 and conclude on June 23. It will be held at various venues, including the Conservatorio Statale di Musica "Giovanni Paisiello," Teatro Fusco, and the University. This year's series will feature a selection of exceptional courses, some of which will be delivered in the field.



The following courses are open to enrollment:

1. *Beyond Frames: Creativity and Technology in Live Video for Events and Theater*, curated by **Fabio Dell'Anna**.
2. *Become a Professional Live Sound Engineer*, curated by **Antonio Porcelli**.
3. *Live Show Design*, curated by **Carlo Pastore**.
4. *Recording and Mixing*, curated by **Marc Urselli**.
5. *Rock Photography and So On*, curated by **Giovanni Canitano**.

Another two events will be organized in collaboration with **Rockit**: “Original content for podcasts” curated by Gabriele **Beretta** and **Teo Cremonini** and “A digital fanzine” curated by **Dario Falcini** (find out more about how to register and participate on the Medimex website). Additionally, the schedule includes the **Vocal Coaching** classes curated by **Carolina Bubbico**, “Writing a Song” curated by **Giuseppe Anastasi**, and “Content marketing for musicians - AI Edition” curated by **Gabriele Aprile** for participants in the **Next Generation Music Awards 2024**, the award aimed at Apulian musicians under the age of 30, supported by Teatro Pubblico Pugliese as part of the S.A. FAME Cluster project, which is funded by the Interreg IPA South Adriatic Program 2021-2027. Find out more about how to register and participate at medimex.it.

The annual event, **Medimex Music Factory**, will be held at the Conservatorio Statale di Musica “Giovanni Paisiello” from June 20 to 22. This year, the event is being organized in collaboration with **Sony Music Publishing Italy** and will include two categories: **soundtracks for film and TV series**, and **singer-songwriting**. The contest accepts submissions from 10 composers (aged 35 and under) and 18 singer-songwriters (aged 30 and under). Sony will select two trainees from among the participants to receive two prizes. A working day (in Rome, expenses paid by Sony) with one of the tutors will be awarded to the winners of the **soundtrack category**. The winners of the **singer-songwriting category** will be awarded the production, digital release and promotion of a single with a record label. The selection of participants will be made by Sony Music Publishing Italy. To participate, please fill in the form on the medimex.it website by May 27, 2024.

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