



Get ready for an amazing week in Taranto next year!

We are thrilled to announce that Medimex will be back in town from June 17 to 21, 2025!

We're happy to say that Medimex 2024 was a big success, with 75 scheduled events attracting lots of participants. There was also lots of great media coverage and over a million people reached across social media. We reached 3 million users on social media, all the accommodation was sold out, and we had important participation from professionals in the music industry.

Taranto was once again the epicentre of international music with an outstanding edition of Medimex, International Festival & Music Conference, promoted by Puglia Sounds, the Puglia Region Program for the development of the regional music system, implemented by *Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura*, which was held from 19-23 June. Medimex 2024 saw great participation in all events, sold out accommodation in Taranto, lots of media coverage, with reporters from the main Italian newspapers and media, tickets sold in more than 30 countries, 300 music operators who took part in the professional activities and a global reach – the numbers are still growing! We reached over 1.35 million users, with a wide age range, mostly between 25 and 50 years old. The majority of social media users came from the UK, Spain, the US, Ireland, the Netherlands, France, Germany, Greece, Portugal, Switzerland, and Belgium (in descending order of coverage and interactions). We also saw some great national coverage, with lots of engagement from Puglia and huge numbers from Lombardy, Lazio, Basilicata, Emilia-Romagna, and Piedmont. Plus, there were over 500,000 interactions with posts and 250,000 shares, and around 3,000 stories shared by accounts that used the hashtag #Medimex2024. Then, see you in Taranto from June 17 to 21, 2025!

*"Medimex will be returning to Taranto from 17 to 21 June 2025!", said President **Michele Emiliano**. The edition that has just ended was a great success and garnered unanimous acclaim from the public, which by now arrives from every corner of the planet, and from industry insiders. For five days Taranto was the center of international music and showed all its beauty to the world. My thanks go to the irreplaceable team of Puglia Sounds/Teatro Pubblico Pugliese that once again managed to build an extraordinary event that opened, in the best possible way, the great Puglia summer of culture and live entertainment".*

*"It was the best Medimex since we moved to Taranto. An ambitious edition, centered on the theme of artificial intelligence, which once again raised the bar with a really important offer of live events, showcases with a very high musical level, a great participation in all the events, a beautiful video mapping that illuminated the nights of Taranto and a general schedule that worked very well - comments **Cesare Veronico**, Medimex/Puglia Sounds coordinator - And the credit goes to the group of people who worked on Medimex again this year and to the thousands of people who participated in the 75 events we held during this very hot week, from all points of view. To them goes my thanks along with the Puglia Region and its president Michele Emiliano. And I would like to stress that this year through sponsorships, takings and other income costs have been cut by*

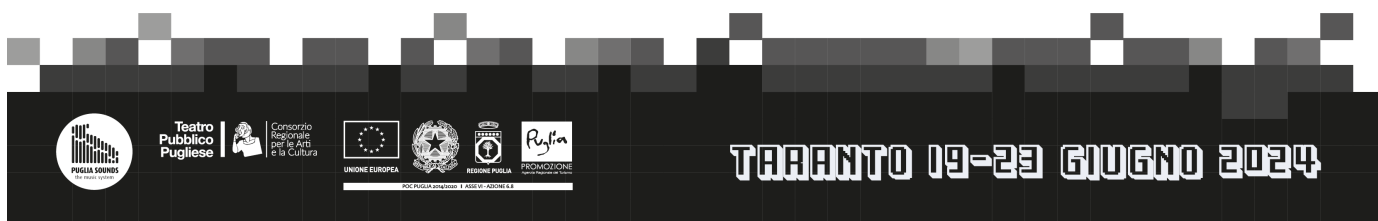




almost 1 million euros, a significant amount that makes Medimex more sustainable. All in all, we are incredibly tired but also extremely satisfied and energized as we look forward to 2025. We are ready, as always."

*Taranto reaffirms itself as a sophisticated and attractive stage for great international music and music professionals", says **Rinaldo Melucci**, Mayor of Taranto. "Medimex, like the other major events of this summer of 2024, fits in perfectly with the strategy for a just transition and the process of sustainable growth, product diversification and development that we launched in 2017 together with the Puglia Region, also in terms of cultural emancipation, innovation and opportunities for young people and businesses, repositioning the image of the city of the two seas - in short, the goals and principles of the Plan Ecosistema Taranto plan and the related regional strategic plan. Once again, the entire community of the Ionian Sea has shown that it is ready, welcoming and hard-working, more than interested in artistic cross-fertilization and positive development. Behind the sound of high quality music, Taranto showed its best side, a stupendous, efficient town, invaded by festive people in search of high quality content, never inattentive to the messages coming from a world in constant transformation. From Medimex, Taranto's resilient and innovative voice was heard loud and clear. Many thanks to all the organizers, authorities and collaborators who made this great showcase possible".*

On Saturday, June 22, The **Smile**, the first Italian concert of the band, and Sunday, June 23, **Pulp**, only Italian date, and **The Jesus and Mary Chain**, only southern Italian date, gave absolutely unforgettable, powerful, and exciting concerts on the stage of the round terrace overlooking the sea. What an incredible weekend of music! We were absolutely thrilled to see so many amazing artists performing at Spazioporto and absolutely blown away by the incredible performances by **Accasaccio**, **Eleonora Bordonaro**, **Francesco Moramarco**, **Kyoto**, **Salvio Vassallo** and **Monica Pinto**, **Sandro Joyeux**, **Comrad**, **Leland Did It**, **Nebula**, **PinhDAR**, **Rareş**, **Samia**, **Antonello Losacco**, **Evita Polidoro**, **NEROVIVO**, **Jacopo Ferrazza**, **Maladè**, **Pasquale Calò**, **Valentina Fin Cohors**, and **Wasted Generation!** But there is more to it: the Teatro Fusco was absolutely buzzing for the highly anticipated national premiere of the film **Angelheaded Hipster**. The Songs of **Marc Bolan & T.Rex** and for the meetings of **The Notorious B.I.G. & Tupac Shakur** with **Tormento**, **Michael Jackson & Prince**, **The Beatles & The Rolling Stones**, and **Lou Reed & David Bowie** with **Manuel Agnelli**—**what an incredible lineup!** And let's not forget the incredible success of the video-mapping **Infinite Loop, the AI Endless Exploration**, an original work by Roberto Santoro, and Blending Pixels, as well as of the exhibition **Bob Gruen: John Lennon, The New York Years** on view until July 14 at MARtA, the National Archaeological Museum in Taranto! This year's three-day event was a resounding success! An incredible 300 operators took part in a series of engaging activities, all focused on the exciting topic of artificial intelligence. The three days were absolutely jam-packed with a number of thought-provoking panels, presentations, and workshops on a range of topics, including internationalization, gender





equality in the Italian music industry, the digital revolution, international cooperation, Sync, the Artistic Centric Model, and new perspectives for live music. We are also pleased to announce that that **Puglia Sounds Musicarium**, a school of music crafts, **Medimex Music Factory**, realized in collaboration with **Sony Music Publishing Italy**, and the many activities planned all had excellent results!

Medimex is a project of Puglia Sounds, the Program of the Puglia Region for the development of the regional music system. It is implemented in collaboration with *Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura* and funded by POC/COP PUGLIA 2014/2020 Axis VI Action 6. 8, carried out in the framework of the Agreement between Teatro Pubblico Pugliese and Pugliapromozione, the Regional Tourism Agency, in collaboration with Assessorato alle Politiche Giovanili Regione Puglia/ARTI with the support of SIAE (The Authors and Publishers' Licensing and Collecting Society of Italy), the contribution of Birra Raffo, Medimex official beer, and with the patronage of Radio Rai. Medimex is an event organized in collaboration with the Italian Ministry of Tourism - *Fondo Unico Nazionale Turismo*.

