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#### ROMA

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#### MADRID

C/Agustín de Betancourt, 3 28003 Madrid Tel. +34 915 974 737 e-mail: madrid@ice.it www.ice.it/it/mercati/spagna DIRECTOR Giovanni Bifulco TRADE ANALYST Margarita Sánchez

For the 2023 edition of WOMEX, ITA - Italian Trade Agency set out to coordinate and finance the Italian collective participation "ITALY AT WOMEX" for the first time, collaborating with some of the most important associations and companies in the local music industry: Assomusica, Italia Music Export, Puglia Sounds, Emilia-Romagna Music Commission with ATER Fondazione, Italian World Beat and Italian World Music Network.

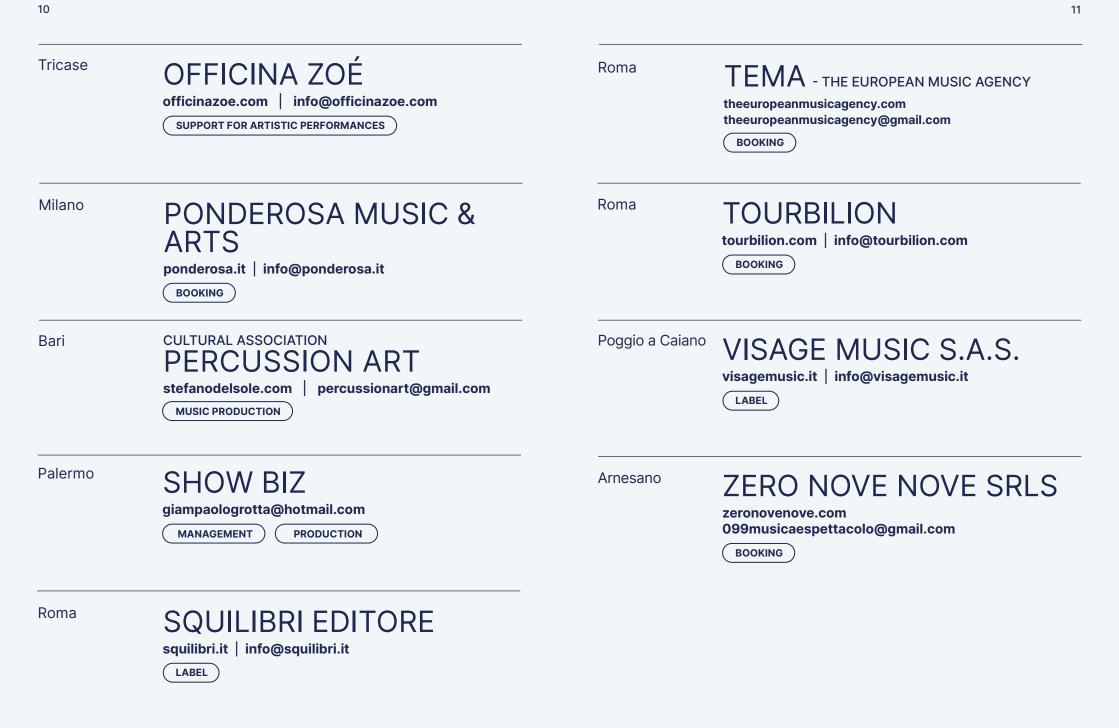
# AT 23 WORLDWIDE | MUSIC | EXPO



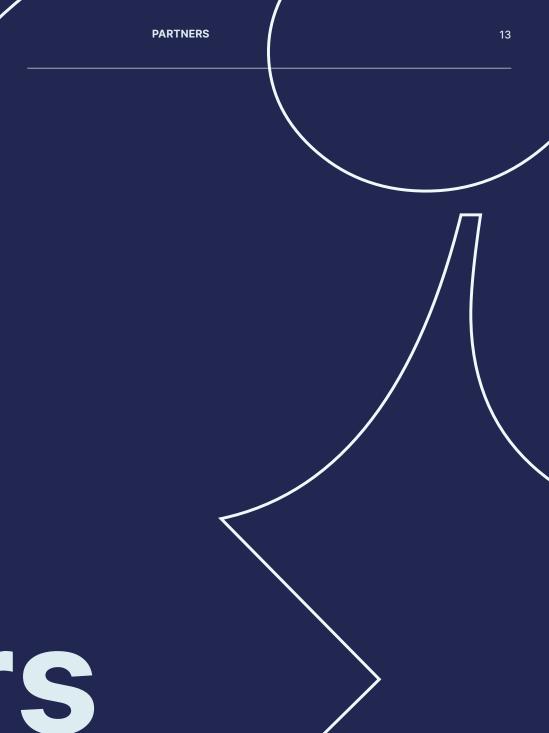








# Partners







madeinitaly.gov.it

#### **ITA - Italian Trade Agency**

is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

#### **ICE ROMA**

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#### Assomusica

is the association of Italian producers and organizers of live music shows since 1996. Assomusica is the main interlocutor of institutions and the Italian representative of the sector for the European Union.

assomusica.org

Carlo Parodi - President presidente.assomusica@assomusica.org

Fulvio De Rosa - Vice President f.derosa@assomusica.org

Rita Zappador - Board Director on internationalization matters r.zappador@assomusica.org



MUSIC

#### **Emilia-Romagna Music** Commission

promotes and supports the regional music industry and the development of its artists and emerging artists. EMILIA ROMAGNA Activities are carried out abroad COMMISSION through its Music Export office, a function run in close collaboration with ATER Fondazione.

musicommission.emiliaromagnacultura.it

Simona Giuliano, Director Laura Di Salvo, Communication Manager music.commission@regione.emilia-romagna.it

Gianluca Giusti, Export Manager music.export@regione.emilia-romagna.it +39 333 25 44 269





#### **Italia Music Export**

is the first official Italian music export office supported by Italia Music Lab Foundation. The office aims to promote Italian music worldwide, boost music export revenues, and support local music companies going global.

#### italiamusicexport.com

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Chiara Gallerani, Project Manager chiara@italiamusicexport.com

#### ITALIAN **Italian World Beat**

VORLD

MUSICONNECT ITALY

BEAT

represents and promotes abroad artists, festivals, agencies and cultural associations, operating through active partecipation in the major music fairs worldwide. Since 2021 it has been the organizer of an annual Showcase Festival named MusiConnect Italy.

musiconnect-italy.com

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assolmusica

spettacoli di musica dal vivo

associazione italiana organizzator e produttori

#### Italian World Music Network

A new network with 20 Italian world and folk music festivals that have been taking place for years in all regions whose main objective is the enhancement of traditional music and culture and the promotion of young artists.

#### italiaworldmusic.it

Erasmo Treglia - member of board Giuseppe Marasco - member of board Gigi Di Luca - member of board Giuseppe De Trizio - member of board

italiaworldmusic@gmail.com





#### Puglia Sounds

is a project of the Puglia Region in support of Puglia's professionals and artists in the music sector Puglia Sounds was born in 2010 from the desire to affirm that music is a productive sector that generates value and employment.



#### pugliasounds.it

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PROMOZION







Photo by Vito D'Andrea

## Italian Showcase

About

#### Loccisano - De Carolis duo

Two virtuoso guitarists, Francesco Loccisano and Marcello De Carolis, came to their collaboration through their shared fascination for the chitarra battente, a traditional Southern Italian instrument with baroque roots. Usually referred to in translation as 'strumming guitar', the chitarra battente primarily evolved as an accompanying instrument providing the rhythm for communal dances like tarantella and pizzica. It took the duo some time to work out how to expand the possibilities of the instrument, its sturdy build seemed to discourage more complex melodies and solos, but perseverance furthered and they developed a method they eventually published online, instigating an interest that brought forth their first album, Venti. Developmental difficulties now no longer detectable, the duo's dynamic interplay on a repertoire of original compositions skilfully showcases the new-found potential of this venerable instrument to captivate new audiences.

Showcase Info **27 October 2023** 13.00 – 14.00

Daycase Stage, Palexco

Booking and label



**ITALYS•NA** 

Contacts

loccisanodecarolis.com



## Italian Samurai

About

#### Magali Berardo

In 2023, Italian music professional Magali Berardo was selected as one of the five judges - also known as "Samurai" - who are in charge of choosing the showcases scheduled for the evening at WOMEX, during which artists from all over the world are able to perform. Founder of Musicalista, the leading booking agency for world music in Italy representing artists like Bombino, Fatoumata Diawara, Bab L'Bluz and many others, she is the second Italian female music expert to hold this prestigious position. Over the years, Magali oversaw the growth of her agency which is now a strategic hub for Italian artists abroad and international artists in Italy, especially for African music. Besides managing her agency, she also works as a consultant collaborating with important national cultural institutions and initiatives

"I've been attending WOMEX since 2004 and there I discovered so much amazing music and culture and met an incredible community of people that contributed to improve my work and develop my company's network. I am extremely delighted to serve as a Samurai for this upcoming edition."

- Magali Berardo