



(H)itWeek in New York. Francesco Del Maro's Vision One Year Later

Angelica Isola (October 02, 2010)



In this audio interview one year ago in Los Angeles (see above) Francesco Del Maro told our correspondent Darrell Fusaro about his newborn creature called (H)itWeek. One year later Francesco's original festival of Italian musical creativity comes to New York with the sponsorship of Italy's Ministry of Youth, MTV Italia and others. And i-Italy is one of its media partners...

Operation: rejuvenation. Italian music is no longer defined by operettas and mandolins; they are only black and white photos, faded and tarnished. Musical notes and staves have been given a new life in the Bel Paese thanks to talented artists who are musically creative and sensitive, and who can bring together seemingly different and distant cultures. The music scene in Italy is very broad, without one genre dominating over others. This variety and energy is well-known at home but not



abroad. For this reason, and for the second consecutive year, [\(H\)itWeek](#) [2], a festival showcasing the best of contemporary Italian music, was organized in the U.S. Unlike last year, concerts will take place in two major American cities, Los Angeles and New York. There are eight venues lined up for the festival which will take place October 9–13 in New York and October 13–17 in L.A.

[Ludovico Einaudi](#) [3], [Elisa](#), [4] [Negrita](#) [5], [Roy Paci & Aretuska](#) [6], [Après la Classe](#) [7], and [Le Bianche Alchimie](#) [8] will perform their sophisticated, heady, and global sound during Hit Week, which will connect everyone together by dissolving borders, prejudices, and barriers.

Roy Paci & Aretuska have been influenced, musically speaking, by South American, Caribbean, and Arab cultures and the result is an incredible mix of Sicilian melodies from their homeland and abroad. Après la Classe have combined their Salentine roots with French music, creating immediate and catchy songs. The title of their latest album goes straight to the heart with “Mammalitaliani” which triumphs as a rich “couscous” of Italian rhythms, pop, and reggae triumphs.

From the beginning Elisa has been singing less in Italian and more in English. The American public, though, has only known her since 2008 with the release of her album “Dancing” and her performances at Joe’s Pub in New York, the temple of alternative music that has been the launch pad for many foreign artists.



The partnership between (H)itWeek and i-Italy resulted in a contest which allowed 20 people to win 2 free tickets for the concert of their choice. If the 33 year-old Elisa, despite her young age, has been a successful part of the scene for over a decade, Le Blanche Alchimie are still in the early years of their incredible careers. The young duo consists of Jessica Einaudi and Federico Albanese who have earned a loyal following. This band from Milan admirably represents the independent Italian music scene – minimalist, nocturnal, with songs often sung in French that evoke decadent, haunting, dramatic landscapes, and that are balanced with classic French chansons without choruses.

Hit Week will introduce America to innovative and first-rate Italian music such as the deep and evocative music of Ludovico Einaudi (father of Jessica Einaudi from Le Blanche Alchimie) and the fusion style of Giovanni Allevi, who in addition to playing in the United States several times, has also taught a seminar on philosophy and music at the School of Philosophy in New York.

The Negrita will also bring their style of hard and alternative rock to Hit Week. Because of their extensive experience (it's been 16 years since the release of their first album) Negrita can certainly give advice to the two winners of the New Generation Contest. As part of their prize package, contest winners will perform on the stage during Hit Week, once in New York and once in Los Angeles.



Organized by the Italy's n Ministry of Youth, Hit Week, and MTV, this contest attracted many emerging artists and groups under the age of 35, who submitted video and audio performances of their own original music.

Two winners selected by the jury will receive a trip to New York and Los Angeles to perform alongside established Italian artists. Other prizes include a trip to New York to attend Hit Week and Gibson Reverse Flying V guitars. In addition, songs composed by the contest winners will be included in a limited edition compilation to showcase their talents to music industry professionals.

Italian Youth Minister Giorgia Meloni aimed to promote Hit Week not only for well-known Italian music but especially for up-and-coming bands and artists. Meloni said, "We believe that music, along with talented youth, is one of our nation's most important assets. For this reason, we wanted to give promising young Italian musicians the opportunity to perform in front of large audiences, on two of the most prestigious stages in the world, and in the company of internationally renowned artists. Knowing how to appreciate and esteem the talents of our youth means having confidence in younger generations and showing that we really want to invest in the future. Now it's up to our young artists to hit the right notes to find the road to success."

Hit Week is promoted by ICE, Ministry of the Economic Development and the Italian Music Industry Federation made with the support of the Italian Ministry of Youth, and Puglia Region, produced by Music Experience Roma and Mela Inc Los Angeles. Under the auspices of The Italian Consul of Los Angeles, with the collaboration of The Italian Cultural Institute of Los Angeles and New York, Italian Government Tourist Board - Los Angeles, Italy-America Chamber of Commerce Los Angeles, COM.IT.ES - Los Angeles and: Mtv, Gibson, Bisol, Jejo, Rockstar Energy Drinks, Itaca Group, Cts, Rockol, Paiste, Dw, Kcrw, L.a. Weekly, Campus Circle, Arnaldo Caprai Winery.

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