

Sudwave third year 13 December 2020 2.0

Good morning to all the dear friends who have decided to keep us company through this long day and a big thank you to all the artists and guests present who have joined us from all over the world in such a complicated year. Albeit virtual, the third edition of Sudwave is as vital and real as ever and will feature more than 50 events from all over the world!

As per tradition, Sudwave opens with the launch of the 20 regional finalists of the Arezzowave contest, the legendary annual competition for new Italian talents, made possible thanks to our 20 key regional managers. The virtual stage will also host the winners of the Arezzowave Music School award created for high school bands and of the Arezzowave ius soli contest, conceived for second generation Italian musicians.

I thank the Region of Tuscany and Nuovo Immaie for supporting Sudwave in its mission of scouting and promoting new Italian talents (Nuovo Immaie offers the winner a cash prize of 10,000 euros aimed at subsidizing tours in Italy and abroad). During the first part of Sudwave, professionals from Italy's music scene will address the theme: "Italian music in the time of Covid". Festival organizers, local as well as national promoters, live music workers of all categories, established Italian artists and DJs will express their feelings, hopes, expectations and ideas on this subject.

Live music in the time of Covid will also be a theme during the second part of Sudwave (once we would have said the second day...) with speeches - mostly in English - by prestigious guests, many of which appear for the first time in an Italian panel discussion.

In addition to southern Europe (our playfield of choice) we will have the pleasure of featuring live music professionals from all over the world, from China, to America, Russia, Canada, England and all of Europe thanks to Yourope, the federation that represents more than 100 of the most important European festivals alongside top-notch professionals of the continent.

During the international focus of the festival, we will shine a light on the most exportable Italian artists and host the Italian debut of some of the most exciting international names including 3 Etep winning artists directly from Eurosonic in Groningen, the most important European Festival (alongside MaMa in Paris, which will also be represented). For the grand finale of Sudwave 2020 2.0, world-renowned Italian DJ Ralf will usher us into a masked ball as he performs at our Elettrowave night.

The proceedings of the conference will be verbalized and delivered to local, regional and national institutions in order to raise awareness towards possible concrete measures in support of the music industry, one of the sectors most affected by Covid restrictions. We look forward to seeing you in person at the end of 2021 but in the meantime we wish you a happy new year, life and festival!

The Sudwave 2020 edition is dedicated to Paolo Red Talami, a dear friend and amazing professional who left us too soon to go tour the heavens.  
Mauro Valenti