



## **THE AREZZO WAVE ITALIA FOUNDATION BECOMES ITALY' S POINT OF ACCESS TO THE EUROPEAN MUSIC PLATFORM**

Thursday 14 July....Arezzo, Italy...The Arezzo Wave Italia Foundation together with the European Music Office today announced that the Arezzo Wave Italia Foundation has become the newest member of European Music Platform and the unique Italian conduit for artists and record companies to access the support and programs of the EMO.

The Arezzo Wave Italia Foundation organizes the Arezzo Wave Love Festival, the biggest contemporary, multi-cultural music festival in Italy, which runs from July 12 through July 17. At the press conference in Arezzo, Foundation Director Mauro Valenti introduced the Secretary General of the EMO, Jean Francois Michel.

Jean Francois Michel explained the mission of the European Music Office and cited their specific programs such as the European Tour Support Programme and the European Talent Exchange Programme. He praised the work of the Arezzo Wave Foundation and said that the European Music Platform welcomed the addition of such an experienced partner.

Robert Singerman, the representative of the European Music Office for the United States, outlined the initiatives of his New York office including establishing a substantial database of contacts from all sectors of the US music industry, utilizing new technology to reduce the language barrier when presenting non-English music in the US, developing new opportunities for distribution and licensing and creating a network of performance opportunities for European artists in the US.

The US press agents for the Arezzo Wave Foundation, Mark Gartenberg and Tracy Mann of the New York-based firm MG Limited, explained what they have accomplished in their two year association with the Arezzo Wave Italia Foundation. They discussed the successful presentation of Italian artists Carmen Consoli and Piccola Orchestra Avion Travel to sold out audiences in the US and commented on the high level of US media coverage for the Arezzo Wave Foundation projects over the past years.

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