

VIVA! Valle d'Itria International Music Festival
15-20 AUGUST club to club

15 AUGUST > MASSERIA PAPAPERTA, SS 172 DEI TRULLI
NICOLAS JAAR LIVE
LORENZO SENNI
+ more tba **ON SALE**

16 / 17 AUGUST > TO BE ANNOUNCED

18 AUGUST > LOCOROTONDO - ARENA VALLE D'ITRIA
TODD TERJE
JOLLY MARE LIVE WITH BAND
+ more tba **FREE ENTRY**

19 AUGUST > LOCOROTONDO - ARENA VALLE D'ITRIA
MADLIB
GHALI
+ more tba **FREE ENTRY**

20 AUGUST > LOCOROTONDO - ARENA VALLE D'ITRIA
DJ SHADOW
KELLY LEE OWENS
+ more tba **FREE ENTRY**

Audi Official partner Audi Music TURNÉ XPLOSIVA
COMUNE DI LOCOROTONDO REGIONE PUGLIA Puglia PROLOCO BORGHI EGNAZIA IED Barcelona 50

VIVA! FESTIVAL: FROM 15 TO 20 AUGUST THE MUSIC OF CLUB TO CLUB WILL MOVE TO PUGLIA FOR THE FIRST VALLE D'ITRIA INTERNATIONAL MUSIC FESTIVAL

Tickets for the opening night with Nicolas Jaar and Lorenzo Senni are now online

Club To Club, amongst the most appreciated avant-garde and new pop festivals in Europe, joins forces with **Turné**, event organisation company with strong Apulian roots, to give birth to an event that will transform the map of Italian summer festivals: **VIVA! - Valle d'Itria International Music Festival**. A new entity that took life thanks to the support of the Official Partner of the event **Audi**, a brand that's always keeping an eye on events about innovation, technology and challenges.

From **Tuesday 15th until Sunday 20th August**, VIVA! will liven up some of the most evocative places in **Valle d'Itria**: the gorgeous **Locorotondo**, member of 'Associazione dei Borghi più Belli d'Italia' (an Association of the most beautiful towns of Italy), the renowned town of **Savelletri** and the charming **Masseria Papaperta**, 18th-century historic manor farm close to the trulli of Alberobello. The innovative

formula of VIVA! consists in **6 nonstop days** dedicated to music: starting from the morning, the historic centre of Locorotondo, with its intimate squares lined with immaculate white stone houses, will host a series of **talks** involving some of the main artists performing at the festival, as well as industry professionals and journalists. These talks will be curated by **Carlo Pastore** (who runs his show Babylon on Rai Radio 2, previously working at MTV Italy), will involve the festival's media partners in a fresh discussion on the sound of the future.

The highlight of the night programme will be **live shows** by some of the most influential artists worldwide, in the unique setting of **Arena Valle d'Itria** - a location prepared for the occasion at the foot of Locorotondo: every night the Arena stage will host performances by three artists, chosen among stars and "next big things" in the international music scene.

The line-up includes some of the most important artists in avant-pop within the last twenty years. Among them, **Nicolas Jaar**, a leading player – for quality, versatility and output – of this decade's electronic wave, with a unique mix of synthetic sounds, jazz, classical and psychedelia; **Dj Shadow**, universally recognized as a major figure in the development of experimental hip hop and author of a landmark album such as Endtroducing... (among the most important works of the 90s according to Rolling Stone and NME); the eclectic Norwegian musician and producer **Todd Terje** with his new long awaited live set; beatmaker, multi-instrumentalist and record producer **Madlib**; Italian-Tunisian rapper **Ghali**, a rising star of the Italian trap scene, with some of Italy's biggest hits of the last two years (in 2016 his single Ninna Nanna became the most listened song on Spotify in Italy in one day only, with 200,000 plays); Welsh producer **Kelly Lee Owens**, with her hypnotic blend of dream pop and ambient techno; the extraordinary experimental attitude of **Lorenzo Senni**, the latest entry in the roster of prestigious British label Warp and currently among the most appreciated Italian musicians abroad; talented Apulian DJ/producer Fabrizio Martina, aka **Jolly Mare**, who conquered Europe with his reinterpretation of Italian disco.

These extremely talented artists lend themselves perfectly to represent the many facets of contemporary and its irreducibility to any classification: that's why VIVA! is an ideal continuation of the relationship linking Turné and Club To Club with **Audi**, Official Partner of the event. It's a relationship dedicated to avant-garde and creative contamination, which represents the perfect synthesis of the brand's vision, and takes shape in **Audi Q2**, the new crossover/coupe from the brand with the four rings, impossible to categorize in any specific segment, thus the #untaggable car par excellence, who will make a fine show in the event's exclusive locations.

Made with the precious contribution of the **City of Locorotondo, Regione Puglia, Puglia Promozione** and **Puglia Sounds**, the festival will also work in synergy with an exceptional Content Partner: the **European Institute of Design of Barcelona**, in collaboration with whom VIVA! will implement an innovative **video-mapping project** that will transform the evocative skyline of the old circular village of Locorotondo into an incredible **open-air work of art**.

THE PROGRAMME

Tuesday 15 August

Masseria Papaperta, Strada Statale dei Trulli

Nicolas Jaar

Lorenzo Senni

+ more tba

Early Bird Tickets available at the cost of 25€ + b.f.

Buy it now: http://bit.ly/VIVA_JAAR

Wednesday 16 August

to be defined

Thursday 17 August

to be defined

Friday 18 August

Locorotondo, Arena Valle d'Itria

Todd Terje

Jolly Mare

+more tba

free entry

Saturday 19 August

Locorotondo, Arena Valle d'Itria

Madlib

Ghali

+more tba

free entry

Sunday 20 August

Locorotondo, Arena Valle d'Itria

DJ Shadow

Kelly Lee Owens

+more tba

free entry

More info at <http://VIVAFESTIVAL.IT>

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VIVA! photo gallery
<http://bit.ly/2rlvp21>

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