

Salotto

Mare di Milano Popa

Mare di Milano is the first single by Popa, lithuanian artist based in Milan.

Maria Popadicenko (Popa), spent the last decade in Italy working as a womenswear designer for iconic Italian run fashion houses such as Max Mara and Pucci. The Popa project was conceived on the Italian beaches of the whimsical pre pandemic summer of 2019. Together with her partner Carlos Valderamma, producer and composer, they spent the hazy lazy days of summer observing and reflecting on Italian culture and Maria's relationship with la dolce vita.

In March 2020 Popa was ready to start filming the videos for her two first singles about Italian lifestyle: *Sciura* and *Bon Vivant* (that will be released spring 2021). As Italy went into full lockdown production went on hold and, as the world changed and things shifted, the Popa project adapted and took into account the new surroundings. In October, when the prime minister Giuseppe Conte announced a new lockdown, Popa started working on a new series of songs that felt more coherent with the mood of now.

The first song of this new concept album is *Mare di Milano*.

As the second lockdown commenced, Popa's mind went back to a sunny Saturday in May, when the mayor of Milan Beppe Sala took to instagram to invite Milanese citizens to abandon their usual snobbery and, despite the regional confinement, enjoy a day at the often overlooked Mare di Milano (Idroscalo). As borders started closing and Milan was shut down once again, the idea of an autumn stroll at Idroscalo perfectly embodied the inevitable charme and melancholia of the romantic new normal.

Mare di Milano is a hymn to joie de vivre, despite the bleak socio economic context, it embodies the hope and the will to enjoy bites of tender leggerezza and love.

(The vinyl will be released in spring 2021)

Mare di Milano is the result of a new wave of collaborations and synergies between young creatives whose professional life and personal lives changed during the pandemic and who found themselves in Milan, with time and energy on their hands, a desire and a will for a form of active cultural resistance, zero budget and lots of passion.

Music was recorded between Naples, Milan and Bologna (each musician in their own apartment, studio). The lyrics were written with Victoria Genzini, who runs the newly born creative agency Salotto Studio in Milan with Clementina Grandi and Antonio De Martino. Salotto Studio took care of the production and art direction of the video. The video was shot by the Milan based director Gio Arlotta.

LIST OF MUSICIANS

Batteria - Andrea De Fazio NAPOLI
Flauto - Francesca Iavarone NAPOLI
Contrabbasso - Paolo Petrella NAPOLI
Organo - Frankie Bellani ROMA
Strings - Caterina Bianco NAPOLI
Arpa - Gianluca Rovinello NAPOLI

Chitarra - Luigi Scialdone NAPOLI
Mix - Mario Grimaldi NAPOLI
Mastering - Andrea Suriani BOLOGNA
Pianoforte, arrangiamenti e produzione - Carlos Valderrama MILANO
Voce - Popa MILANO

BIO

POPA

Maria Popadichenko (Klaipeda, 1989) works and lives in Milan. At 18 she moved to Italy to study at Polimoda in Florence, after completing her studies in fashion design Maria stayed in London for a while juggling work at Harrods and high paced internships, then she moved to work as a womenswear designer for Max Mara and Pucci. At the moment Popa is teaching at Polimoda, making clothes for ladies and music.

GIO ARLOTTA

Gio Arlotta (Alessandria, 1984) works and lives in Milan. While working on his blog "Is Your Clam In a Jam?" Gio Arlotta started a DIY video project capturing underground rock bands' performances in Milan on a VHS camera. In 2014, he was invited on a cross continental trip across Africa passing through Zambia. There he met Jagari Chanda, lead singer of legendary Zambian Rock band WITCH, and started the path to documenting his life and bringing his music to the rest of the world, resulting in the award winning documentary We Intend To Cause Havoc.

<https://isyourclaminajam.com/>

SALOTTO STUDIO

Salotto Studio founded in September 2020 by Victoria Genzini, Antonio De Martino and Clementina Grandi. Specialized in communication strategies and bespoke event productions. What we do well is: Content Creation, Press Office, Public Relations, Productions, Meme, Small Talk and Cooking.

TE MATA

Te MATA is a global design studio and creative consultancy founded in Lima, Peru. Te MATA develops each project through its team's expertise and understanding of the task at hand, blending its signature use of bold typography and soothing colours. Te MATA is focused on editorial work and has designed numerous coffee table books, as well as many art and fashion publications.

HARD FACTS

Mare di Milano

Popa

Spotify, Youtube, Friday 4th of December 2020 h 17.00

IG: @___popa___

For further informations:

IG: @salotto.studio

buongiorno@salotto.studio

+39392138545