

AVORIA

PRESS KIT

Place:	Italy
E-mail:	info@avoria.org
Website:	www.avoria.org
Distribution Service:	Distrokid
Music Rights	Soundreef



STORY

SHORT BIO

Avoria is a sound collective born in Southern Italy (Basilicata region) in March 2020. The music project is always open to new collaborations with musicians and producers. Avoria composes songs with roots in international electro-rock music since the 1980s, merged with the twentieth-century melodic tradition of modern Italian songs. Until July 2021 Avoria has released 9 tracks.

DIGITAL DISTRIBUTION

[Spotify](#) | [Apple Music](#) | [iTunes](#) | [Google Play](#) | [YouTube](#) | [Amazon Music](#) | [Deezer](#) | [Napster](#) | [Anghami](#) | [Facebook](#) | [Tidal](#)



DISCOGRAPHY

- single 1 > title: **Verso Casa** > track 1, released: March 2020 | min. 3:29
- single 2 > title: **Vent'anni** (cover, original song by Massimo Ranieri) > track 2, released: March 2020 | min. 5:05
- EP 1 > title: **Albe di Primavera** > track 3, (main version) released: September 2020 | min. 4:01
- EP 1 > title: **Albe di Primavera** > track 4, (remixed by DJ Basileos) > released: September 2020 | min.4:22
- EP 1 > title: **Albe di Primavera** > track 5, (instrumental version) > released: September 2020 | min.5:18
- EP 1 > title: **Albe di Primavera** > track 6, (orchestral version) > released: September 2020 | min.3:15
- single 3 > title: **40°** > track 7, released: february 2021 | min. 4:23
- single 4 > title: **Una nuova aurora svanisce** (cover, original title: "New Dawn Fades"; original song by Joy Division) > track 8, released: June 2021 | min. 5:07



COLLABORATIONS

- **DJ Basileos** > musician, tracks: 1-6 (mixing, mastering, programming, lead guitar, bass)
- **Flavio Ferri** (Delta-V) > producer, track: 9 (mixing, mastering, arrangements)
- **User Mau** > musician, track: 8 (mixing, mastering, arrangements)



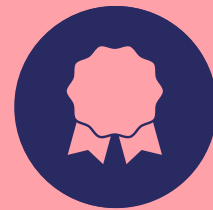
COVERAGE



COVERAGE



COVERAGE



RICONOSCIMENTI RECOGNITION

- original song > **Verso Casa** | on > *Radio Phoenix FM* (GB); *Indie Rage Radio* (US), *Victus Radio* (US),
- cover song (by Massimo Ranieri) > **Vent'anni** | on > *Sound IC Radio* (S), *108.8 The End Radio* (CA)
- original song > **Albe di Primavera** | on > *London's Energy Radio* (GB); *Independent Radio* (I)
- original song > **40°** | on > *Radio 675* (I), *Radio Città Aperta* (I)
- original song (by Joy Division) > **Una nuova aurora svanisce** (New Dawn Fades) | on >

magazines and blogs: **The Further** (FR), **The Heat Magazine** (US), **She Wolf** (DE), **Indietapes** (DE), **Maxazine** (NL), **Camden Monthly** (UK), **Accesso Riservato** (I), **Music-Alive** (I), **Sounds Good Webzine** (I), **Band Up** (DE), **Le Baron Mag** (CA), **Can Tunes** (DE),

- Spotify Playlists: **DIY Discover** (US), **Rattler Magazine** (CH), **Boulimique de Musique** (F), **Silver Music Radio** (I), **Free Indie Culture** (I)

MAY 2020 Top 10 > "Vent'anni" > on The End Radio 108.8 (CA)
 "Vent'anni" (original song by Massimo Ranieri, covered by Avoria) has ranked first in the top 10 on The End Radio 108.8 (CA).



PRESS RELEASES

MARCH 2020 | Debut. 1st single

"Verso casa"



Avoria publishes the first unreleased single. The title of the song is 'Verso Casa', an indie-rock song infused with dreamy synth and touches of Italian traditional melodies. Don't miss it!

MARCH 2020 | Debut. 1st Single cover

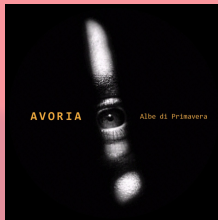
"Vent'anni"



With his new cover song of 'Vent'anni', originally sang by Massimo Ranieri, Avoria managed to soothe our hearts. An addictive voice blended with beautiful musical arrangement, his version of 'Vent'anni' is a little jewel! (*The Further blog*)

AUGUST 2020 | Release. 1st EP

"Albe di Primavera"



Avoria's first EP released. "Albe di Primavera" is a work dedicated to the people we have lost during our life, and that sometimes we have the feeling that they come to find us in the Spring dawns. In this first EP, there are 4 different versions. The 2nd version was arranged by DJ Basileos.

FEBRUARY 2021 | Release. 2nd single

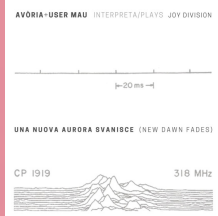
"40°"



This single by Avoria titled "40th" is a scream of anger and energy. With this track, Avoria inaugurates a new trilogy and a renewed rock spirit of the collective. In these critical moments that the whole of humanity is going through, a new positive and healing force of music is needed.

JUNE 2021 | Release. 2nd single cover

"Una nuova aurora svanisce"



The second Avoria's cover is a new version of the Joy Division song "New Dawn Fades" included in "Unknown Pleasure", an album released in 1979. Featuring User Mau.



ENG INTERVIEW

1 Give us a little bio about you

Avoria is a sound project born in Italy (in Basilicata) in 2020. Avoria makes sounds with roots in international indie rock music, merged with the twentieth-century melodic tradition of Italian songs.

2 Can you tell us more about your music?

We are a collective. We are not a real band, but a sound project. In the 80's we contributed to the spread of the New Wave in Italy with a critical approach, mixing the English musical influences with a very Italian poetic culture. Now we are mostly a project operating on digital channels, at least for now. Avoria, our recent name, derives from an old experimental song of ours. 'Avoria' in the dialect of our geographical area is the name of the 'Bora'. The Bora (Avoria) is a cold fall wind that blows in large areas of the Adriatic Sea.

3 Who are your influences?

We were greatly influenced by the New Wave in the 1980s. Since the end of the 90s, we have stopped producing (rather than composing). We loved Simple Minds and Talking Heads, the Cure and Siouxsie to Bjork, from The Smiths to Radiohead. Now we appreciate even the combination with the club music of artists with a great sound impact such as the Austrian HVOB. Over time we have learned to merge all this background with some important authors of the Italian melodic songs: Massimo Ranieri, Mina, Gino Paoli, Sergio Endrigo, Franco Battiato, Garbo.

4 Do you have social media accounts so that your fans can follow you?

We don't use many social media. However, we have a digital distributor plus a website where we are collecting and organizing our discography and the news concerning our media coverage. (www.avoria.org). Music technology has changed and it is right to understand the changes. However, it is not easy to adapt to the absence of musical materiality.

5 How are you living these uncertain days?

With the patience and reflection of those who are not in a hurry, but still have many projects to implement.

6 Describe the project in two words.

Avoria is a long dreamed dream.

7 Do you have any collaborations coming up with any upcoming artists?

Being reborn artistically in this period can be a curse. However, it can also be a stimulus to think about other organizational and artistic perspectives. We are certainly a project open to future possibilities.

8 How do you get inspiration to write songs?

Inspirations? Things that happen to you, but also the stories of others. There is no targeted writing. Rather, there is a poetic construction in constant evolution.

9 Did you have any shows coming up before the Coronavirus?

No. As we said, our new project was born only a month ago. Making live music in the days of the Coronavirus will not be easy, but digital platforms can be a useful solution for these strange times. We are gearing up for this.

10 Where in your hometown is a must-visit?

We live in one of the smallest regions of Southern Italy (Basilicata region), in lands rich in history and legends. Most of the fairy tales made known by the Brothers Grimm originated in Basilicata. In the nearby medieval castle (the Lagopesole), it is believed that the story of Rapunzel was born, which the Brothers Grimm took up from a fairy book of the 1600s, The Pentameron. Here, this for an artist could be a good place to be born or live, and perhaps even die.



1 Dateci una piccola biografia su di voi

Avòria è un progetto nato nel 2020. Le nostre radici si rintracciano nell'electro-rock, poi contaminate con la tradizione melodica della canzone italiana.

2 Ci raccontate di più sulla vostra musica?

Siamo un collettivo. Non siamo una vera e propria band ma piuttosto un "progetto sonoro". Eravamo una band negli anni 80' attiva negli ambienti underground italiani (Voxhumus). Abbiamo contribuito alla diffusione della New Wave seguendo un approccio critico, declinando le influenze musicali anglosassoni in una cifra poetica italiana. Ora siamo più che altro operativi sui canali digitali. Avòria, il nuovo nome, deriva da una nostra vecchia canzone. "Avòria" nel dialetto della nostra area geografica è il nome che viene dato alla *Bora*. La *Bora* (Avòria) è un vento freddo di caduta che spira in vaste aree del Mare Adriatico.

3 Quali sono state le vostre influenze musicali?

Come abbiamo detto, siamo stati molto influenzati dalla New Wave anglosassone. Dalla fine dei '90 abbiamo smesso di produrre (più che di comporre). I nostri riferimenti sono stati molteplici: Joy Division, Simple Minds, Talking Heads. Siamo passati dai Cure e i Depeche Mode a Bjork; dagli Smiths ai Radiohead, fino ad apprezzare la musica da club di artisti di grande impatto sonoro come i New Order o gli HVOB. Nel tempo abbiamo imparato a contaminare tutto questo bagaglio musicale con alcuni importanti autori della canzone melodica italiana: Massimo Ranieri, Sergio Endrigo, Mina, Gino Paoli, Franco Battiato, Garbo, Delta V.

4 Utilizzate i social media?

Non utilizziamo molti social media. Ma in fondo abbiamo uno sguardo attento al digitale: un distributore digitale e un sito web dove stiamo raccogliendo e organizzando il nostro materiale e la nostra copertura mediatica (www.avoria.org). Il digitale ha cambiato la musica, è giusto e naturale recepire i cambiamenti.

5 Come state vivendo questi tempi incerti?

Con la pazienza e la riflessione di chi non ha fretta, ma ha ancora molti progetti da realizzare.

6 Descriveteci in pochissime parole il vostro progetto.

Potremmo sintetizzare (una cosa davvero ardua) in questo modo: Avòria è il sogno a lungo sognato.

7 Avete in programma collaborazioni con artisti?

Essere rinati artisticamente proprio nel periodo pandemico può essere stata una maledizione, ma anche uno stimolo per pensare altre prospettive organizzative e creative. Il nostro prossimo singolo "Firenze-Bologna" sarà curato da Flavio Ferri dei Delta V, un musicista di notevole impatto sonoro. "Firenze-Bologna" racconta una storia d'amore all'interno di una tragedia: la triste vicenda della strage sul treno Rapido 904 Firenze-Bologna accaduta nel 1984. Flavio è un bravissimo ingegnere del suono, ci ha dato certamente una marcia in più sul piano della qualità sonora e della finitura degli arrangiamenti.

8 Da cosa traete ispirazione nella scrittura delle vostre canzoni?

Non esiste una scrittura mirata. Piuttosto esiste una costruzione poetica in continuo divenire, in cui spesso si introduce il caso.

9 Avevate programmato concerti prima del Coronavirus?

No. Come abbiamo detto, il nostro nuovo progetto è nato agli inizi del 2020. Fare musica dal vivo ai tempi del Coronavirus non sarà del tutto facile, ma il digitale può essere una soluzione utile per questi strani tempi. Ci stiamo sempre più attrezzando per questo.

10 Raccontateci il contesto in cui vivete, i vostri luoghi...

Viviamo in una delle più piccole regioni del sud Italia, in luoghi pieni di storie e di leggende. La gran parte delle favole rese note dai Fratelli Grimm sono nate nella nostra regione, la Basilicata. Nel vicino castello di Lagopesole si crede sia nata la storia di Rapunzel, che i Fratelli Grimm ripresero da un libro di favole del 1600, il *Pentamerone*. Ecco, questo per un artista potrebbe essere un buon posto in questo tempo anomalo, per ispirarsi, nascere e vivere.



IMAGES
GRAPHICS

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