
SILVIA NOCENTINI
NoOx
MANAGEMENT

SILVIA NOCENTINI

Was born in
Genova, il 4\12\1994.
CF
NCNSLV94T44D969G
Lives in:
Via Monte Nero 7/27, 16139, Genova.

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NOOX MANAGEMENT

NOWADAYS

Managing her own emerging artist management activity, NoOx Management,
focusing on Urban and Black Music projects such as:
F.U.L.A., **Equipe54**, **Tommy Kuti**, **Sheng**, **Sek**, **Salem**, **Chimera** e **Doyenne Official**.

The project **F.U.L.A.**, so **Equipe54**, is an everyday and active role for her as Artist Manager:
dialoguing with the label and other music industry professionals, artistic and creative direction,logistic and artistic managing,
creating an artistic & strategic growth path for the artist's career, official communication (pr&media),
basic analysis of data, sponsorship & partnerships, networking

Since 2019, she has concluded a discographic agreement for her artist with the indie label La Pop (Radio Coop).
Then, with her team, has managed the artistic and logistic production of two music videos in Senegal.

A'Till now, F.U.L.A.'S music has reached important goals. He is the first afrobeats/afrotrap artist in Italy.
Thanks to the singles/videos Maldafrica and Sabar they had good results
such has entering Spotify's playlist **RAPTOPIA**, **NOISEY**, being reviewed and interviewed by important magazines such as
ROLLING STONES, **ROCKOL**, **HANO**, **HONIRO**, **LA CASA DEL RAP**, **NOISEY** and many others (**link**),
reaching the difficult Italian radio airplaying.

In the last post pandemic world the team F.U.L.A.
got the role as Brand Testimonial for a social 0km agro company playin between Italy and Africa,
an endorsement from Triller app thanks to LVDUP (#Blacklivesmatter anthem),
an influencer role for Tommy Kuti with Reebok #WriteYourLegacy and many more.

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NOWADAYS

With her team and her artistic and pioneeristic projects she is opening a blue ocean market in Italy:
the **Afromusic** one (Afrobeats, afrotrap...).
Also, one of her strong objectives is the one of creating a black representation in the Italian music industry

NoOx REC

The biggest wish:
Transform the Italian Music Industry in an innovative, open, international and inclusive one.

2020 started a Music Publishing Label X Thaurus Publishing, distributing through the international The Orchard: **NoOx Rec**.

The only Italian and South european, youngest selected between 40 delegates of Reeperbahn International 2020 in Berlin, Onsite & Online.

Shesaid.so X YoutubeMusic Mentorship program selected. Mentor: Marie Clausen of Ninja Tune (LA).

Creative Projects Coordinator

Certified: MUSIC INDUSTRY ESSENTIALS @ BILLBOARD X YELLOWBRICK X NYU CLIVE DAVIS INSTITUTE.

Shesaid.so Italy Chapter member, MMF (Music managers forum) member, Note legali (Diritto per la musica) member, SIAE member

Boxing Carded Athlete for Ardita Boxing Genova.

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EDUCATION

Graduate “110 e lode/110“ @ PRO.GE.AS (BH) 2016-2019 (Progettazione e Gestione eventi nell’arte e nello spettacolo) at UNIVERSITÀ DEGLI STUDI DI FIRENZE (Arts and Performing Arts Management).

Some of the subjects:
basic Management and cultural industries Management, basic Marketing and cultural industries Marketing, History of Music and Ethnomusicology, History of Cinema e Cinema Critique, Management of artistic and musical events,
Communication, Web Marketing, History of Theatre, Specific English and Translation, basic Law...

Bachelor Degree Thesis for the Winter 2019 Graduating Session:
Trapgame in the music industry

2019
MUSIC INDUSTRY ESSENTIALS - BILLBOARD X YELLOWBRICK X NYU CLIVE DAVIS INSTITUTE.
PR,MEDIA RELATIONS E UFFICIO STAMPA 24ORE BUSINESS SCHOOL
Mentoring program: Shesaid.so x Youtube Music

2016
Graduate at Broadway Dance Center’s ISVP - International Student Visa Program a NYC

2013
Graduate at Liceo Linguistico Grazia Deledda of Genova in CHINESE and ENGLISH(88\100) .

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SOME PAST JOB

2012

Professional Street-Dancer and dance teacher , choreographer and performer (Genova, Firenze, KaiFeng-China, New York City) .

2015

Back Office at CASSA DI RISPARMIO DI GENOVA -CARIGE (Bank).

2018

Supporting the management of the Video by Simone Mariano : GIAIME - Prova 2 2018.
A&R - CASTING for the video by Megan Stancanelli : Almeno Tre -GIULIA MUTTI (Sanremo Young).
Management of artists and dancers for the FUNK ON THE LAKE - LUGANO.
CDancer in the movie "Palloncini" with Anna Foglietta - INDIANA PRODUCTION.

PRODUCTION

Personal assistant of Elisa Tomellini, internationally known Italian pianist.
CEO, Manager and Dancer of Doyenne Official
(female community in the street culture world communicating through art, events and scenes).
Event and live management (urban).

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SOME PAST JOB

2019

'till now: Artist Management and creative direction: F.U.L.A project
Doyenne Official events management and production: guesting different international artist such as KT GORIQUE, RAPHAEL, and others
Artist Management Consultant: Salem, Chimera.
Assistant artists, such as : Tommy Kuti, Raphael, DJ Leva 57, Grosz, Radici Urbane, DJ TrueS.
Arts Management Internship at World Entertainment Company S.p.a.
Arts Management University Internship at ZenArt Coop. , the 1st agency for the JAZZ management in Italy. (ended on Sep,2019).
Part of the staff for the ARONA FESTIVAL 2019 (GEORGE BENSON, Edoardo Bennato, Renzo Arbore)

CERTIFICATIONS

now completing IELTS
B1-ENGLISH - IGCSE
3rd level - HSK Chinese 2017
spoken test - HSKK 2017
Winner of the HANBAN scholarship at Henan University, Kaifeng, Cina, 2017
Gamma Music Institute, Torino - workshop MUSIC BUSINESS , 2019
Linecheck Festival @ Milano Music Week 2019
Finalist @ Music Making Prize (Milano Music Week 2019)
MUSIC INDUSTRY ESSENTIALS - BILLBOARD X YELLOWBRICK X NYU CLIVE DAVIS INSTITUTE.
PR,MEDIA RELATIONS & PRESS OFFICE - 24ORE BUSINESS SCHOOL
Mentee x Sheesaid.so X Youtube Music

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LANGUAGES

Italiano , English e American English , Chinese (PuTongHua).

SKILLS

Artist Management, Creative Projects and Ideas Management, Problem Solving, Networking, Leadership, Urban Music expert, Emerging Artists, Project planning, Pr & Press Office, music strategies, basic data analysis, basic accounting, social media management, basic digital strategies, Events, Sports, coaching, dancing.

ADDITIONAL SKILLS

HTML di base Windows Excel, Word; WordPress e gestione website base; Traduzione; gestione social media (IG, FB, FB Pages, Youtube, SoundCloud...); Gestionale CRM (SalesForce, VTiger); Strumenti di Google (Drive, Task, Calendari...); Keynotes; Numbers; Canva.

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BIO

At the age of 10 started to breath the HH world in its multiforms and shades.
She is located in the hip hop underground scene, at the beginning as a Bgirl, and then thanks to the management of projects and events with different realities of the Italian and New York street culture.

From the age of 13 lived in the Big Apple for some periods in her life, studying and improving her dance skills, searching the roots of hip hop culture (Bronx, Brooklyn and Harlem) and expanding her artistic knowledge and network in the NYC artistic scene.

She has been working with different artists of the Italian and NYC scene during prestigious and international festivals (Salmo, Fedez, Pants Velour, Vita Chamber, Funk On The Lake - Lugano, Suq Festiva, etc).

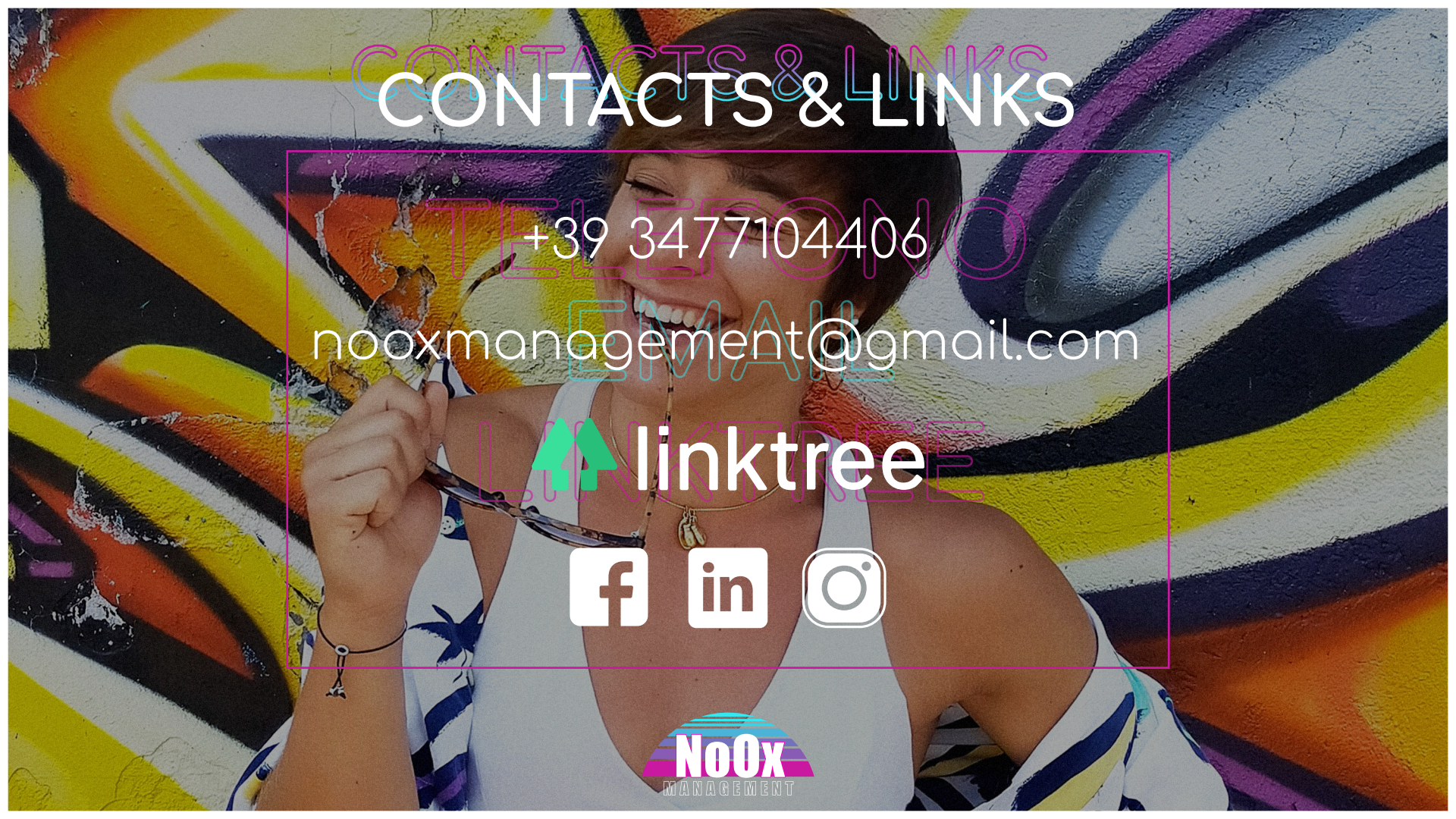
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She has been joining artistic workshops (dancing, video-dancing, theatre and performance).
The art, from the concept to the result, being open and international, these are some of her wishes.
Close to the wish of creating a black representation in the ecosystem of the music industry, it can be found her pioneer ambition to open up new markets between Africa, Italy and the rest of the world.
That is why she is everyday focused on her afro italian majority projects. 24/7 Addicted to the music and performing arts world, managing her projects and daily facing singers, rappers, producers, videomakers, graphic designers, performers, labels, a&r, data analysts, editors, publishers, lawyers, and other industry professionals, brand partners, companies and sponsors.

Her goals are real and ambitious. She is ready to learn, working on the field, moving to other cities, constantly updating, with a big deal of enthusiasm and entrepreneurship.

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