

Modà. 5 guys from Milan to NYC with Their Pop-Rock

I. I. (April 01, 2014)



Modà is a very famous Italian pop rock band from Milan. In May, the group will hit the road for an international tour which will take them throughout Europe and to the US. Modà will perform at the Highline Ballroom in NYC on Wednesday, May 21, 2014.

Modà is the name of a band started by Francesco "Kekko" Silvestre (singer), Enrico Zapparoli (guitar), Diego Arrigoni (guitar), Stefano Forcella (bass) and Claudio Dirani (drums).

Starting on the local club scene, as many other bands they got their musical break in in 2004 when



they got their first record contract and they came out with the single [Ti Amo Veramente](#) [2]. In 2005, Modà participated in the Festival of Sanremo (youth section) presenting the song [Riesci a Innamorarmi](#). [3] In 2008 they published a new album "[Sala d'Attesa.](#)" [4] Consequently, they reach platinum record sales in 2009 when they release singles [Timida](#) [5] and [Sono già Solo](#) [6] under the Baraonda record label.

In 2010, Modà signs with [Ultrasuoni](#) [7] record label, establishing themselves as the best new group of the year with the single Sono già Solo, the first hit, which in turn takes them throughout Italy on a tour. They are also nominated as Best Band Newcomers at the [Wind Music Awards](#) [8] and [Venice Music Awards](#) [9].

Their single [La Notte](#) [10] reaches number one on the iTunes single charts in less than 24 hours. The band's "La Notte Tour" completely sells out over 20 indoor sports arenas.

Modà tries out again at the 61st edition of Sanremo Festival in 2011. The song [Arriverà](#) [11], performed together with [Emma](#) [12], landing in second place in the "Big" section. In February, the album "[Viva i Romantici](#)" [13] is released, and becomes a diamond disc with over 450,000 copies sold and the second Italian top-selling album in 2011. Among the singles taken from the digital album, there are 4 multi platinum, 1 platinum and 2 gold discs. Modà has over 2 million fans on Facebook and their YouTube channel counts approximately 140 million views.

The "Viva i Romantici 2011 Tour" took the band to over 35 destinations with multiple sold-out concerts, including the October 3rd performance at the [Mediolanum Forum of Assago](#) [14] in Milan. They are soon awarded at the [MTV TRL Awards](#) [15], and they also win the "Best Italian Act" category at the [MTV EMAs](#) [16] 2011. In November, "[Viva i Romantici – Il Sogno](#)" [13] is released, a digipack that includes the album "Viva i Romantici," a dvd with Modà's live performance at the Mediolanum Forum of Milan, a video featuring their story and the live version of the unreleased song [Anche Stasera](#). [17]

2012 sees the release of the single [Come un Pittore](#) [18], featuring Pau Donés, member of the Spanish group [Jarabedepalo](#) [19]. On September 16th of the same year, accompanied by the orchestra "[I Pomeriggi Musicali di Milano](#) [20]," conducted by the choirmaster [Charles Burgi](#) [21], Modà performs at the [Arena di Verona](#) [22]. It is their only concert that year. It sold out in just a few days.

In 2013 Modà participated again at the 63rd edition of Sanremo Festival, ranking in third place with the song [Se si Potesse non Morire](#) [23], included in the multi platinum album "Gioia." The singles Gioia, Dimmelo and Non è mai Abbastanza follow.

In April, the "Gioia Tour 2013" started from Rome with over 30 sold out dates, including 5 at the Mediolanum Forum in Milan and 2 at the Arena di Verona, for a total of 300,000 tickets sold.

In November, "[Gioia...Non è Mai Abbastanza!](#)" [24] was released, the re-packaging of the album "Gioia" which includes [Dove è Sempre Sole](#) [25] featuring Jarabedepalo and [Cuore e Vento](#) [26] sung with the [Tazenda](#) [27].

2014 - In May, Modà will hit the road starting an international tour, which will take them throughout Europe and finally to the US, before the start of the big stadium concerts: on July 11th at the Olimpico stadium of Rome and on July 19th at the San Siro stadium, in Milan.



Buy tickets for Modà's NYC concert here [>>>](#) [28]

Source URL: <http://ftp.iitaly.org/magazine/events/reports/article/moda-5-guys-milan-nyc-their-pop-rock>

Links

- [1] <http://ftp.iitaly.org/files/moda-non-e-mai-abbastanza-videoclip-ufficiale>
- [2] <https://www.youtube.com/watch?v=g1gr4-ye-q4>
- [3] <https://www.youtube.com/watch?v=IsuD-FVLBYE>
- [4] <https://itunes.apple.com/us/album/sala-dattesa/id475320102>
- [5] <https://www.youtube.com/watch?v=lxzT7dhfQmk>
- [6] <https://www.youtube.com/watch?v=PdTEBPGNpKM>
- [7] http://www.ultrasuonirecords.com/ecommerce/category.php?id_category=11
- [8] <http://www.windmusicawards.it>
- [9] http://it.wikipedia.org/wiki/Venice_Music_Awards
- [10] https://www.youtube.com/watch?v=R3Ob_fTaWml
- [11] <https://www.youtube.com/watch?v=f68SajeBHhg>
- [12] <http://emmamarrone.net>
- [13] <https://itunes.apple.com/us/album/viva-i-romantici-sogno-bonus/id601366588>
- [14] <http://www.mediolanumforum.it>
- [15] <http://trlawards.mtv.it>
- [16] <http://it.mtvema.com>
- [17] <https://www.youtube.com/watch?v=UI7P7ddVX80>
- [18] <https://www.youtube.com/watch?v=RuYbA55IWGs>
- [19] <http://www.jarabedepalo.com>
- [20] <http://ipomeriggi.it/index.php>
- [21] http://it.wikipedia.org/wiki/Charles_Burji
- [22] <http://www.arena.it/en-US/HOMEen.html>
- [23] https://www.youtube.com/watch?v=d_PMhFuEnu0
- [24] <https://itunes.apple.com/us/album/gioia...non-e-mai-abbastanza!/id738514614>
- [25] <https://www.youtube.com/watch?v=Z9TMe6gKC7E>
- [26] https://www.youtube.com/watch?v=_R0CGu2WR3U
- [27] <http://www.tazenda.it/sito/>
- [28] <http://highlineballroom.com/show/2014/05/21/moda/>