



MASSIMO PRIVIERO

Biography

Massimo was born in the early sixties in Jesolo, in Northern Italy, very close to the Adriatic Sea. His childhood and teenage years were lived in a place where the long winters, often clouded by fog, are interrupted by chaotic and crowded summers. He started forming his first rock and blues bands when he was about 20, which helped him understand his true "street minstrel" nature that accompanied him in his travels through Europe. His university education was completed only years later, earning him a degree in contemporary history.

The many part-time jobs were merely a means to guarantee survival to a man in his twenties, in search of a musical language from masters of mainstream rock and blues that would eventually become part of himself and his expression.

Massimo signed his first contract with Warner Music, launching "**San Valentino**" at the end of 1988, recorded in London in the summer of that year. The record's title track obtained a noticeable success and became a radio hit. The ballades are a singular blend of rock and author's songs, the road less travelled in Italy in those years. It was a fresh, brave and spontaneous recording with the limits and ingenuity of all first albums. Massimo's numerous television appearances on the top music and non-music shows, were endured with some sort of discomfort by this fundamentally solitary and introvert musician, who was not that interested in the show business.

The second album, released by Warner Music at the end of 1990, was entitled "**Nessuna Resa Mai**". "Little" Steven Van Zandt, the famous guitarist and co-producer of some of Springsteen's greatest albums, decided to join Massimo on his second project. The final product is magical in every imaginable way, with true "rolling stones" sounds and no falsities. "Pure" rock without compromise, combined with ethnic, poetry and street rock. Its videos were broadcasted almost everywhere and the album was very well received not only in Italy but also in other European countries. Many years after its issue, Van Zandt remembered this record as one of his best productions, and referred to Massimo as "one of the best European rockers". Among the dates is to remember a spectacular concert in Milan realized with DAVID CROSBY.

Massimo then terminated his relationship with Warner, deciding to produce his next album, "**Rock in Italia**". The record pursued the same tracks as the previous albums, but perhaps paid the price of poor promotional visibility. Its remarkable songs include "Solo come te" and "Ultimo ballo", which are still two of Massimo's best production. The album achieved an unexpected success in Japan, one of the few countries where the previous albums were not published.

From 1994 to 1998, Massimo was linked to a new, independent label (Dig it Intl.) that signed him for two contrasting albums. The first one was "**Non Mollare**". The album is bittersweet but also very rock-based, with songs like "Addio Italia" and "Giustizia e libertà". More than one critic referred to the album as that of a "wounded artist", who refuses his world and is looking for new reasons for going ahead.

The second album, "**Priviero**" is a true songwriter's work, where intense acoustic ballads prevail and the search for poetry in the lyrics is even more marked. Songs such as "Romeo e Giulietta una sera di fine maggio" and "Nordest" reach into your soul and seem to anticipate the sense of stillness found by the artist. The album was produced by a big name of the Italian music, Lucio "violno" Fabbri of PFM.

In 2000, Massimo had material for a new album, but he was instead asked to do what's referred to

as a "best of". This is how "**Poetika**" is born, a very unusual "best of", reinforced with new songs, such as one of the most beautiful and emotional of his ballads, "Fragole a Milano". The album was followed by several concerts and various live exhibitions, emotionally rich, full of energy, and proves Massimo's new found love for his own music.

In 2003 "**Testimone**" (Edel) was published. A truly excellent record where rock, blues and ballads, fuse in a breathtaking mosaic of music, filled with much intensity and emotions that follow one another effortlessly, enriched by songs like "Nikolajevka", another small gem that combines poetry with history, documenting the peasant-soldiers on whom give some of his songs are based.

"I believe that this album is a turning point of my career as musician. In other words... Sometimes you are so lucky that, at a certain point in your life, you realize that you really don't care, that it is not important to you either to go to certain places so that your local shop-owner can then say he saw you on television, or what some bought musical critics can write. You make your own music. For your people, for those who buy your records and come to your concerts and also for yourself, because this is what you do in your life and, especially, because you are a free man..."

"**Dolce resistenza**" (Universal), released at the end of 2006, is most likely Massimo's best production. An album full of emotional aggression, lyricism, passion and energy. There is a single and strong main theme that takes hold, Massimo's desire to narrate the stories and lives of those that we could call "resilient souls". This has always been the theme running through his work and is now presented at its best. "La Strada del Davai" and "Ciao amore ciao", which, in its original anti-militarist version, is now reinterpreted with a rock outfit (these songs were, moreover, played at the last evening of the Tenco Award, which saw Massimo as a guest), accompany songs like "Vincere", "Biglietto di un musicista di strada" and, above all, the title track "Dolce Resistenza". These are songs that give strong emotions to those who listen to them, go to the concerts, join and, in a certain way, share, the same route. His voice is empowered, it becomes stronger and stronger with emotions and some musical journalists have defined it as "the best and most intense voice of the Italian rock". The great success achieved by this album, commercially too, is probably a testimony of Massimo's best period ever.

"**Rock & Poems**" was released in 2007. An unexpected album which can be superficially defined as a cover album, but which is actually for the most part the re-interpretation and re-arrangement of great classic songs of the 60's and 70's. Massimo reaffirms his roots and pays a tribute to Dylan, Waits, Springsteen and many others. The album includes the English version of "Dolce Resistenza" and "La Strada del Davai", which probably anticipate a future album entirely in English. This work obtained unexpected success, almost as if it were somehow waited for, or in the air and, to a certain extent, almost due. "Rock and Poems" was Buscadero's pick of the year as the best Italian album in 2007, following the survey launched by this prestigious magazine of mainstream rock music. But the most important thing is that, once again, Massimo has convinced his fans.

Spring 2009 sees the release of "**Sulla Strada**" (Universal) containing some of the most significant songs of a twenty-year career. Re-recorded, re-invented, and obviously re-sung, the pieces trace a long journey starting from "San Valentino" and ending with "Dolce Resistenza". The album is also enriched by previously unreleased tracks, such as the aggressive rock song "Bellitalia" and the seemingly reflective acoustic ballad "Volo" with its truly emotional crescendo. "Sulla Strada" was presented on 28 March 2009 at a concert held at Milan's Rolling Stone, an historical location for rock in Italy, and all the fans gathered to celebrate his first 20 years of his career.

The successful show was recorded to release "**Rolling Live**", the first official DVD and live album which comes in spring 2010. The album contains three new tracks, "Lettera al figlio", inspired on "If", the famous poem by Kipling, in which the arrangement produces a progression of vocal and instrumental intensity. "Vivere", an energetic rock with the same strong idea of human resistance that characterize most of the artist production, and "Splenda il sole", a ballad with a crescendo of strength and spirituality.

In the meantime is published a biography, "**Nessuna resa mai - La strada, il rock e la poesia di Massimo Priviero**" (Matteo Strukul/Meridiano Zero), which highlights the artist's career. The book was repinted twice and "Lettera al figlio" got the prestigious Lunezia Award. On 31 december 2010 "la Repubblica", one of the most important Italian newspaper, indicates Massimo Priviero as one of the "100 names of 2010", people who left a mark on the year, because of the quality of his last

album "Rolling Live" and his way to defend his own freedom.

In 2012 Massimo released **“Folkrock”**, together with the violinist and long lasting friend Michele Gazich, in which the two artists give a new unplugged interpretation of some of their most loved songs from Dylan to Young, from Browne to Van Morrison, from Cash to Springsteen.

In September 2013 is finally published the long awaited new solo album, **“Ali di Libertà”**. Preceded by the overwhelming single "Alzati", a straight rock with a strong text of social protest, the album is comprised mainly of ballads in crescendo. Among these should be mentioned "Madre protoggi", which became a true anthem for Italian humanitarian organizations, and "Il mare", one of the more requested and appreciated songs by the fans at concerts. Due to the strong impact of the album, its publication follows a long and successful tour, which brings Massimo touring Italy and record sold out in prestigious theaters and clubs of the peninsula. “Ali di Libertà” was elected “album of the year” by the readers of Buscader, one of the most important music magazines in Italy.

In October 2015 it's the time for "Massimo", a boxset composed by double CD + live DVD, recorded at the Alcatraz in Milan at the end of the "Ali di libertà tour", enriched with 3 new songs including the single "Ricordati di me", recorded also in english with the title "Won't you call my name".

OFFICIAL DISCOGRAPHY:

SAN VALENTINO (1988 - Warner Music)
NESSUNA RESA MAI (1990 - Warner Music)
ROCK IN ITALIA (1992 - Ricordi)
NON MOLLARE (1994 - Dig It Intl)
PRIVIERO (1998 - Dig It Intl)
POETIKA (2000 - Duck)
TESTIMONE (2003 - Edel)
DOLCE RESISTENZA (2006 - Mbo/Universal Music)
ROCK AND POEMS (2007 - T.E./Universal Music)
SULLA STRADA (2009 - T.E./Universal Music)
ROLLING LIVE (2010 - T.E./Universal Music)
FOLKROCK (2012 - Vololibero/Self)
ALI DI LIBERTA' (2013 - MPC/Self)
MASSIMO (2015 – MPC/Self)

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