Sergio Messina
(Rome, 1959)

BIO

Sergio Messina is a very unusual character in the italian artistic and media landscape. Born in Rome in '59, he started djing in radio stations in 1975, at the very beginning of the pirate/private radio movement in Italy. In the 80s he worked for a number of stations, developing more and more uncommon formats until he started collaborating with AudioBox, the radio art broadcast of Rai (the national radio of Italy) where he was a producer and artist for five years. Meanwhile he worked as a professional Dj (1982 - 1988) and was briefly involved in the very first hip hop movement in Rome. In 1989 he took the stage with RadioMantra, an electronic radioshow with PC and samplers on stage. Within this set (that was performed live over 150 times in two years both in Italy and Europe) in 1990 he made RadioGladio, a "no copyright" song/message aimed at american audiences. It was distributed for free in 400 master cassettes, inviting people to duplicate it (and thus freeing double deckers from their constant unlawful practices).

The echo was worldwide, Frank Zappa praised it in an interview, radio stations worldwide picked it up (you can download it from here), the press and audiences loved it so much that they renamed him after the song (and he stuck with it). Several compilations featured RadioGladio, and it was put under copyright only after a struggle with the industry's dark side (but it's still available for free). Meanwhile SM kept two lines of production (an [almost] complete list of music and audio works is available here), making radio art mainly in Austria (with Kunstradio, throughout the 90s until today - you can sample it here) and more musical (and often political) RadioGladio stuff in Italy. He made an album in '93, La vendetta del Mulino Bianco (whose title, graphic design and lyrics infringed the © of the most popular italian biscuit brand) and another in '96, Inaudito, under the name of Buddha Stick. This CD (which sold satisfactorily in shops) has been available in Mp3 since july 1997; it's one of the first commercial albums legitimately put on the www. Since '92 he worked constantly as a musician, producer, remixer and performer with a number of italian bands including 99 Posse, whose first album, which he produced, sold over 100.000 copies.

In 1996 he started writing a very personal page on the monthly music magazine Rumore; Mini Minor (now Avvisi di Chiamata) is since then one of the most successful columns in the italian music press. In 1999 he created the (now closed) Radio Lilliput website, a resource for the rights of digital users that also gave "public access" to anyone that wanted to broadcast online; at the same time he started taking a public stand on many technological issues. In 2000 he was invited at the Ars Electronica Festival in Linz Austria, both as a musician (there is an album that documents that project, coordinated by Alexander Balanescu) and as a partecipant to the symposium with his talk (and installation) about Realcore, the digital porno revolution. Between '98 and 2002 he has been an author and live musician in the then only italian tv show about technology, Mediamente, and in 2001 he started teaching multimedia and copyright in various universities and other Italian institutions. He has also been strategy consultant for various commercial and artists' websites, including Elio e le Storie Tese and Casino Royale. Since 2003 he has a page on the italian edition of Rolling Stone magazine. In 2004 he launched daridire.net, his own webshop that offers music, writing and media. In 2005 he was invited by the Istituto Europeo di Design in Milan to devise and implement a three year, Sound Design school. In the same year he revamped his Realcore show, successfully performing in seedy bars, art galleries, festivals and academic institutions all over Europe. His work is often described as "seminal".

CV

Radio maker, musician and sound artist, teacher, journalist, digital researcher and performer. Presently, he teaches at Istituto Europeo di Design in Milan, writes a monthly column on Rolling Stone Italy, Rumore and Insound, is working on his first book (on digital amateur sex photography) and performs his talk and images show *Realcore, the digital porno revolution*. He's been visiting artist and full faculty at SAIC in Chicago (spring 2009).

Education
• High school diploma, Social Science High School, Rome 1979.
• Exchange student with International Christian Youth Exchange in Sydney, Australia (one year 1979/80).

Professional Experiences

Radio
• Radio Roma 103, DJ and Assistant engineer (1975/78)
• Radio Città Futura, DJ and Sound engineer (1980/87)
• Rai, RadioUno, Music programmer (1985/88), Producer at the Experimental Radio Department (1986/90) Speaker (1988/90) and Sound artist (1987/1992).
• ORF Kunstradio (Ö1, National Austrian Broadcast), Sound artist and live performer (1991/present)
(The complete list of radio production and sound art pieces is available at http://www.sergiomessina.com/discography.html)

Music and Sound Design
• *La Vendetta del Mulino Bianco* (Flying records), album, 1994.
• *Inaudito* (RaGla/Novenove), Album, 1996.
• *Global Beat* (BMG International), syncronization music album, 1996.
• 99 Posse, *Curre curre guaglio'* (Flying rec.), 1993, artistic production and programming (over 100.000 copies sold).
Collective albums:
• *Horizontal Radio* (AaVv), Kunstradio/Transit/AEC 1995 (original piece "Telecom Europa, Distretto est 1")
• *Touchless*, Elisabeth Schimana with the International Theremin Orchestra, Kunstradio/KunstHalle Krems 1999
• *Lume Lume*, Alexander Balanescu with Isabella Bordoni, Rupert Huber, Siegfried Ganhör, Sergio Messina, To rococo rot.
Staubgold 2000
• Various remixes for several artists and labels (1993/present)
• Various soundtracks for theater and video (1989/present)
• Various installations (sound and mixed media) for advertising, fashion and design events (1996/present)
(The complete discography is available at http://www.sergiomessina.com/discography.html)
Teaching
• School of the Art Institute of Chicago. Visiting Artist and Full Faculty (spring 2009 semester). Two weekly classes and graduate student advising. (Syllabi available at sergiomessina.com/saic)
• Istituto Europeo di Design, Milano. Educational planning, teachers recruitment and direction of the 3 years Sound design school (2004/present). Subjects: *Listening* (Sound design school, 1st year, one semester), *Pop music, styles and cultures* (Visual art school, 1st year, one semester), Sound production (Sound design school, 3rd year, half semester).
• Music business in the digital age, seminar, L. Bocconi school of economics, Milan (2003/04)
• Various lectures and seminars (on music and sound, digital cultures and copyright related issues), both in Italy and Europe (1996/present).
Journalism
• Music critic and reviewer, Fare Musica (1984/86), Rinascita (1983/86).
• Columnist, Rumore (1996/present).
• Columnist, technology and alt-sex expert, Rolling Stone magazine (italian edition), (2004/present).
Performances
• RadioMantra/VMB tour, tech cabaret with music, over 200 shows (1993/1997).
• Realcore, the digital porno revolution. A research on digital amateur sex photography, originally commissioned by the Ars Electronica Festival, Linz , Austria (2000). The symposium presentation generated a stand-alone show (labelled "stand-up sociology") that since then has been presented over 70 times in cultural institutions and entertainment venues. The term Realcore has since been adopted by theoreticians (Katrien Jacobs, "Netporn, DIY web culture and sexual politics", Rowman & Littlefield 2007), and Sergio Messina was interviewed by Mark Dery (VV AA, "C'lick me, a netporn studies reader", Institute of Network Cultures, 2007).
Sergio Messina
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