



Giovanni Martella

Date of birth: 24/12/1989

Place of birth: Tricase, Italy

Nationality: Italian, Burkinabe

CONTACT



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www.circularmusic.eu



[giovanni_martella](https://www.instagram.com/giovanni_martella)

ABOUT ME

Musician, traveler, project manager. Africa Lover and truth seeker

EDUCATION AND TRAINING

06/09/2009 – 01/09/2012 Milano, Italy

Diploma Centro Professione Musica

Diploma in Modern Drums from the Centro Professione Musica in Milan.

02/09/2007 – 01/06/2009 Milano, Italy

None Politecnico di Milano

Attended courses in Aerospace Engineering and Environmental Engineering at the Politecnico di Milano.

05/09/1993 – 01/06/2007 Tricase, Italy

Diploma Liceo Scientifico G Stampacchia Tricase

Diploma di Liceo Scientifico

WORK EXPERIENCE

Circular Music Tricase, Italy

Project manager

10/10/2010 – Current

Founder and Chief Executive Officer of Circular Music, an independent cultural organization and record label focused on cross-cultural music production and artistic innovation. Responsible for defining the strategic vision, brand positioning, and long-term development of the organization.

Oversight of all operational areas, including project development, production, distribution, and communication. Management of the full value chain of music projects: from scouting and artistic direction to release strategy, marketing, and monetization.

Development of partnerships with artists, cultural institutions, and international networks, positioning Circular Music as a platform for high-quality, globally oriented productions. Coordination of multidisciplinary teams and external collaborators, ensuring efficient execution and alignment with strategic objectives.

Strong entrepreneurial and organizational capabilities applied to cultural project management, including budgeting, fundraising, and resource optimization. Proven ability to build sustainable models in the cultural sector, combining artistic vision with structured management and scalable growth strategies.

Crossing (Diabaté/Martella/Schiavone) Tricase, Italy

Percussionist

01/09/2025 – Current

Conceptualization, development, and artistic direction of the *Crossing* project, focused on the dialogue between African traditional music and contemporary global sounds. Coordination of an international ensemble of musicians, with responsibility for repertoire selection, arrangement supervision, and overall sound identity.

Management of the full production cycle: from pre-production and recording (including the use of high-end audio equipment) to post-production, release planning, and distribution strategy. Definition and execution of a structured content rollout (singles and video releases) aimed at audience growth and engagement.

Strategic positioning of the project within the world music scene, achieving international recognition, including ranking among the **Top 10 Best Albums** in the *World Music Charts Europe*.

Development of partnerships, networking with artists and cultural operators, and activation of promotion channels across digital platforms and live circuits.

In parallel, entrepreneurial leadership in the creation and development of **Circular Music Records**, an independent label designed to support cross-cultural music projects. This includes brand positioning, operational setup, project selection, and long-term strategic vision, with a focus on sustainability, artistic quality, and international reach.

Circular Music Afro Festival, Ubuntu Festival, Il Mondo nel Porto Festival Tricase, Italy

Art director

03/03/2019 – Current

Creator, Artistic and Executive Director of the **Circular Music Afro Festival**, the first festival entirely dedicated to African culture in Apulia. Since 2019, the festival has hosted some of the most prominent names in African music, including Ballaké Sissoko, Baba Sissoko, and Kanazoé Orkestra.

Responsible for the overall vision, programming, and strategic development of the festival, including artist curation, partnership building, and audience development. Management of the full project lifecycle: fundraising and sponsorship acquisition, budgeting, team coordination, logistics, and production oversight.

Demonstrated ability to position the festival as a cultural reference point within the regional and national landscape, strengthening networks between local institutions and international artists. Skilled in designing sustainable cultural formats, optimizing resources, and ensuring long-term growth through a balance of artistic quality and effective organizational management.

La Répétition Lecce, Italy

Musical conductor

01/05/2017 – Current

Co-creation and development of a participatory music project centered on intercultural exchange and social inclusion, involving musicians from diverse cultural and geographical backgrounds. Artistic coordination of ensemble activities, with a focus on collective creation, arrangement processes, and integration of different musical languages.

Design and facilitation of rehearsal sessions as spaces for experimentation, dialogue, and skill-sharing, fostering cohesion within a heterogeneous group. Management of relationships with institutions, cultural organizations, and local stakeholders to enable the project's implementation and growth.

Oversight of production and performance phases, including live concerts and public presentations aimed at community engagement and audience development. Contribution to the project's strategic positioning within the cultural and social sector, highlighting its value in terms of inclusion, education, and intercultural dialogue.

Application of organizational and entrepreneurial skills to ensure operational continuity, resource optimization, and scalability of the initiative, aligning artistic vision with sustainable project management.

Music

Business or Sector Arts, entertainment and recreation

Musician

01/07/2009 – 01/10/2025

During the last 20 years, I probably played and performed more than 1000 concerts and gigs. I Played for some many musicians and the project that is very difficult for me to remember everything, but here there are some of them:

- Crossing
- Mascarimiri
- Massimo Donno
- Ensemble Artistique de Bolomakoté (Burkina Faso)
- La Répétition
- Giovane Orchestra del Salento
- Orchestra Popolare di Puglia
- Äal Janüb
- Jant Africa
- La Masque
- Claudio Prima
- Petit Solo Diabaté
- Meissa Ndiaye

I played in a lot of festivals in Italy and abroad - the list is still in update

Baragnouma

Video technician

08/11/2020 – 30/04/2026

Promotional videomaker for the traditional African instrument workshop Baragnouma, based in Bobo-Dioulasso, Burkina Faso.

LANGUAGE SKILLS

MOTHER TONGUE(S): Italian

Other language(s):

English

Listening B2

Spoken production C2

Reading B2

Spoken interaction C1

Writing C1

French

Listening B2

Spoken production B2

Reading B2

Spoken interaction B2

Writing B1

Dioula

Listening B1

Spoken production B1

Reading B1

Spoken interaction B1

Sambla

Listening A1

Spoken production A1

Reading A1

Spoken interaction A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

work as a team | project management | think creatively | create solutions to problems | develop creative ideas | work with an artistic team | Social Media | cooperate with colleagues | Microsoft Excel | understand spoken English | Microsoft Word | Management (Team management, Event Management, Project Management) | Understand Spoken Bambara

DRIVING LICENCE

Driving Licence: A1

Driving Licence: A

Driving Licence: B

I have never felt comfortable following predetermined paths. In life, I have started and completed many different projects, and I know for certain that many more are yet to come. I follow what my heart tells me and have a talent for finding creative solutions to balance what the world asks of me with what I truly want.

08/04/2026

A handwritten signature in black ink, appearing to read 'Giovanni Martella', written in a cursive style.

Giovanni Martella