The Music Making History Sapienza Research Unit and The GRAMMY Museum Affiliate Program are proud to introduce The Pop Power Revolution Project on March 19th with the special participation of Prof. Joe Rapolla, Chair of the Music & Theater Arts Department and Music Industry Program Director at Monmouth University in New Jersey. Monmouth University is a member of the GRAMMY Museum’s Affiliate program. On January 10, 2017, in occasion of “A Conversation with Bruce Springsteen” moderated by Founding Executive Director of the GRAMMY Museum, prof. Robert Santelli, the Bruce Springsteen Archives and Center for American Music (https://www.monmouth.edu/springsteen-archives-and-center-for-american-music/) was established at Monmouth University.

The Pop Power Revolution Project was created by Prof. Marilisa Merolla (founding director of Music Making History Sapienza) and announced on June 19th 2017, in occasion of the GRAMMY Museum Affiliate Ceremony at Sapienza University of Rome and of the Lecture by Founding Executive Director of the GRAMMY Museum, prof. Robert Santelli, “The Globalization of American Music in the Twentieth Century”. The Pop Power Revolution Project is inspired by the GRAMMY Museum’s Music Revolution Project and is exclusively reserved to the GRAMMY Museum Universities and Cultural Affiliates. The PPRP promotes international academic and cultural exchanges among the GRAMMY Museum Affiliates’ students and researchers, encouraging their ability to create innovative transnational research projects concerning music history as well as the music impact on Contemporary history.

March, 19th
10:00 am - 4:00 pm
Aula Lucchesi, Sapienza Università di Roma, Piazzale Aldo Moro, 5 Roma-Italia

Program:
10:00 am -12:00pm
Presentation: The Pop Power Revolution Project and Pilot Class
Workshop with the special participation of Prof. Joe Rapolla (Monmouth University)

2:00 pm- 4:00 pm
Prof. Joe Rapolla and Prof. Marilisa Merolla
Bruce. The Italian Epic
Prof. Joe Rapolla is the Chair of the Music & Theater Arts Department and Music Industry Program Director at Monmouth University in New Jersey. A recognized music industry innovator, he built and led Integrated Marketing departments at Universal and Warner Music Group. Prof. Rapolla also helped build a Direct-To-Consumer Marketing Agency and a Social Research Agency, and ran marketing for the video game division of Def Jam Enterprises. He has directed programs for top talent, such as Madonna, Bon Jovi, U2, Green Day, Bruce Springsteen and Sting, and has partnered with the world’s leading entertainment, media, and consumer brands and agencies. Prof. Rapolla has earned multiple Gold Records for his work at the music companies. He is also a performing songwriter and producer. He has released three studio CD’s and film soundtrack, collaborates with top writers and artists in NYC and Nashville, and continues to perform internationally.


Info: Prof. Marilisa Merolla
Director of Music Making History Research Unit
Sapienza Università di Roma
Email: marilisa.merolla@uniroma1.it