



Black Italians #Digital Culture in Contemporary Italy



Netflix will release in 2021 "Zero" which will mark the first Italian series centered around the present-day lives of black Italian youths and based on the novel of the young Black Italian writer Antonio Dikele Distefano. In 2015 published for Mondadori the romance "Fuori piove, dentro pure, passo a prenderti?". This romance had a great success by self publishing and promoted on social media before the writer entered in the mainstream.

Ghali is a rapper, producer As of 2020, He has sold over 1.6 million copies in Italy, In October 2016, using social media strategy, Ghali released his hugely successful single "Ninna nanna", solely on **Spotify**, becoming first single to debut at number one only with streaming, selling over 200,000 copies. The video also hit 100 million views on YouTube, a record for an Italian artist.

Evelyne Sarah Afaawu in 2015 founded Nappytalia a blog on social media which soon became a growing platform community using afro hair as the symbol of a broader discourse on mixed cultural identities in Italy. Now Nappytalia is a business established company to support non-mainstream types of beauty and hair care focused on features more typically African.

These are some of the examples of young Italians who have become influential not only in the Black Italian community but among young Italians and sometimes Europeans. This multi-media lecture is an introduction to issues of culture, race, identity, and citizenship in contemporary Italy drawing the new arena of social media. An entire generation of Black Italians, specifically artists, entrepreneurs and bloggers (especially millennials) has been affirming itself in Italian culture and society thus progressively gaining more visibility from the 1990s. This has helped to shine a spotlight on the Global Black Diaspora.

Entrepreneurship has emerged as an important strategy for Black Italian Youth seeking to advance new narratives about Blackness, transforming Italian material culture, and the meanings of Italianness itself. Digital Media Art and Entrepreneurship it is one example of a nascent Black spatial politics in Italy.

Duration: about 45 minutes + Q&A (flexible)

some of the topics:

Second Generations and the issue of Citizenship in Italy • National Identity in Contemporary Italy • Black Women in Italy • Music and Media Industry in Italy • New Media and Activism