



Riccardo Lo Faro

Born in Rome and having studied at both Italian and American universities, Riccardo Lo Faro is a biographer and ghost-writer based in New York, with clients in the US, Europe and other countries. His previous work experiences have brought him to Australia, with Sea World Australia; South Africa, with Ladbroke PLC - Hilton Hotels International; Italy, with Veio Country Club of Roma and with Hotel Mirage in Cortina d'Ampezzo.

He was the New York correspondent for the international culture magazine 'NewYorkCityV,' which is published in the US (New York) and in Italy, as well as distributed on Delta Airlines flights. Since 2004 he has been the editor-in chief of "Convivial Spirit", in New York, the official publication of the New York Delegation of Accademia Italiana della Cucina – an Italian government's cultural institution with delegations in all of Italy's regions as well as all major foreign cities.

As a writer and journalist, he is member of the United States' Department of State Foreign Press Center, and member of the Italian Association of Journalists. He is the author of books, memorials, articles and other editorial and web contents, working mostly anonymously in the employ of private clients and companies, while maintaining various collaborations with journalistic and cultural titles.

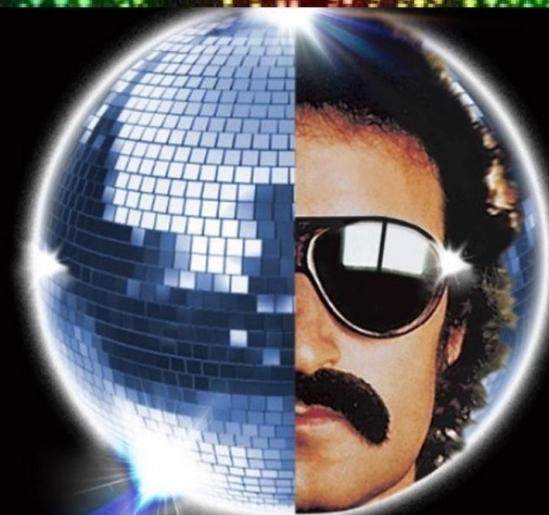
Together with Alessia Pertosa, in 2011 he founded the PrimiDieci Society developing a series of annual cultural, social, and editorial initiatives, such as "PrimiDieci-Books" (USA and UK) and the annual Awards Gala Dinners (New York and London).

Riccardo succeeded in several editorial works in the USA, Italy and northern Europe, Australia. For his clients' list and published books, please visit www.lifestories-usa.com

GIORGIO MORODER - A CONVERSATION.

Riccardo Lo Faro

A conversation with
Academy Award-winning producer & songwriter



GIORGIO MORODER

His path to world success,
memories and suggestions to excel in life.

Motivational and inspiring short stories by
Riccardo Lo Faro
PrimiDieci Society book series





PRIMIDIECI-BOOKS

Motivational and inspiring short story e.book series by the PrimiDieci Society, New York

Books by the PrimiDieci Society are available in-print and e.Book formats

Please visit www.primidieci.org/books to read/order your printed copy of this e.book

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PRIMIDIECI SOCIETY

The network: The PrimiDieci Society is the international network combining globally celebrated individuals from all areas of expertise among the most distinguished and successful Italians around the world.

The awards & celebrations: The PrimiDieci Society present and celebrate "The Ten Most Successful Italians in the World Today". Their professional success and their charitable endeavors are highlighted by the PrimiDieci Society with two main initiatives: the PrimiDieci International Awards (US and UK), and the PrimiDieci publications (in-print and e.books). To date, the Society has awarded 60 personalities with events in New York (USA) and London (UK) –the Awards celebrations, the Awards' recipients, and more: please visit www.primidieci.org

The goal: we contribute to boost international exposure to extraordinary people in order to inspire the new generations to a culture of excellence. Massive exposure gaining impressive national and international media impact that we use to raise awareness among the general public, institutions and governments for an increasing scientific research in the field of breast cancer and its related fundraising. Our Mission, our Vision, and more: please visit www.primidieci.org/aboutus

The official patronage: The organization has been honored of the patronage of the Ministry of Foreign Affairs and the City of New York since its foundation (click here for testimonials). The personal message from Bill de Blasio, Mayor of New York; messages of appreciation from the Italian Prime Minister, the Italian Ambassadors to the USA and to the UK: Please read it all at www.primidieci.org/testimonials



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

Dear Friends:

It is an honor to extend greetings to the readers of *PrimiDieci USA*.

By honoring ten extraordinary individuals of Italian origins or nationality every year, PrimiDieci Society is drawing attention to the indelible mark Italian Americans have left on every sector of our nation's life. Whether running successful businesses, pioneering new frontiers in medical technology, empowering our youth or composing timeless classics, the awardees it singles out epitomize the talent and tenacity that define both New York and Italy. We are fortunate to live in a city that attracts people from across the map to its shores because each wave of immigrants enriches our neighborhoods, strengthens our economy and inspires our evolution. As one of hundreds of thousands of proud Italian New Yorkers, I commend PrimiDieci Society for celebrating the Italian diaspora throughout the five boroughs and around the world and sharing the success stories that embolden the next generation of leaders to rise.

On behalf of the City of New York, I offer congratulations to the honorees. Please accept my best wishes for continued success.

Sincerely,

A handwritten signature in cursive script that reads "Bill de Blasio".

Bill de Blasio
Mayor



The Ambassador

*Embassy of Italy
Washington*

I am so very pleased to write these words of introduction to the book *PrimiDieci*, which intends to celebrate Italians whose singular accomplishments have distinguished them in the most varied sectors of American life; they stand in confirmation of the genius of our people, of its breadth, diversity and scope, and of its tremendous ability to make sacrifices and grow stronger.

It is an exemplary way to acknowledge, through the top ten, the entire community of countrymen, hailing from both the old and new emigrations, both those of Italian descent and those who see themselves as belonging to Italy in ideals and culture. It is one community in the broad sense, one that has contributed and continues to contribute to making the historic relationship of friendship between Italy and the United States and between our two peoples ever stronger.

Its contribution is born from shared basic values, ideal and cultural, that find expression in the pride that being of Italian heritage summons today in this country; a pride confirmed by the increasing number of Americans who declare, and thereby lay claim, to Italian origins. It is a clear signal of the sincere affection felt in this country toward Italy and of the prestige that the values and the qualities associated with Italy have attained, thanks to successful efforts and activities of many like the ten whose stories are recounted in these pages.

As the Ambassador of Italy, I can say that the real ambassadors of "Italianness" are those in the working world, in research, in culture, in the sciences, and in business who have so capably brought great honor to Italy's standing in these United States.

It is indeed a happy coincidence that *PrimiDieci* comes to publication precisely during the *Year of Italian Culture in the United States* since many of the men and women who have brought honor to our country here are connected to the world of culture and since culture, in its broad sense, is the true, profound, and historically intrinsic strength of Italy.

However, there is no culture without language, which is at the same time its form of expression and its conveyor. It is precisely to promote our language that I call together all the forces of the great Italian and Italian-American community present in the United States to take up the challenges that still lie ahead, one being that of making Advanced Placement (AP) in Italian a permanent program. In my view, *PrimiDieci* and its top ten are promising testimonials for learning Italian, and I am confident they will help us to disseminate Dante's language in America even further.

Congratulations to the Top Ten and to the organizers of this marvelous initiative!


Claudio Bisogniero



2013 ANNO DELLA CULTURA ITALIANA
YEAR OF ITALIAN CULTURE

A conversation with Academy Award-winning
producer & songwriter

Giorgio Moroder

His path to world success, memories
and suggestions to excel in life.

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Giorgio Moroder

Academy Award-winning producer & songwriter

- Pioneer of electronic music and father of Dance Music, inducted to the Dance Music Hall of Fame in 2004.
- Artistic collaborations with many artists, like: Donna Summer, David Bowie, Freddie Mercury, Bonnie Tyler, Irene Cara, Edoardo Bennato, Japan, The Three Degree, María Conchita Alonso, Adam Ant, Pat Benatar, Berlin, Blondie, Daft Punk.
- 3 Oscars: best original score for “Midnight Express”; best song for Flash Dance “What a Feeling”; best song for Top Gun “Take My Breath Away”.
- 4 Grammy Awards
- More than 100 gold and platinum records
- “Lifetime Achievement Award” from World Soundtrack Academy (2011)
- “Commendatore dell'Ordine al Merito della Repubblica Italiana”
- “Grande Ordine al Merito” of Bolzano autonomous province

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The best thing about this 'story' is that it is timeless. It is one of those stories that writers love to write, because of the inner pleasure of breaking the wall of time that can be felt. To tell the story of the man who practically invented disco music is like trying to learn something of the life of extraordinary men and women who have made our time. The illusion of knowing something or pretend to know a lot of things in life is not between these lines, that is left to others. But the pleasure of touching, even caressing, a musical journey that has no time, that I do want.



I danced to disco music at its most vivid and true time, the early '80s, and I remember very well that force, that freedom in moving the body in an uninterrupted harmony, a dance never really broken or disorganized, in a few words, a beautiful dance, indulging in rhythms that still today come back, and who knows for how or even always. But I had never heard about an Italian born in a village perched in the heart of the Dolomites, who was one of the major architects of the sound.

Then one day, during a summer lunch in Italy in the beautiful Cortina d'Ampezzo, a dear friend, Franco Vecchiato, famous director and documentary producer with his Aleya Film, tells me

of a character of those mountain areas who really marked the history of music. He spoke about Giorgio Moroder and the importance he has had and is still having today in the lives of so many generations. I thought of a sort of Mother Teresa of the Dolomites, in short, somebody essentially spiritual and spiritualistic, if he was famous among several generations. But no! He spoke of Disco Music. He spoke of how people of all ages, today as yesterday, enjoy the lightness of being alive, thanks to the rare but precious moments of fun to the sound of synthesized music, the music of Donna Summer, the Bee Gees, Bonny M, KC and the Sunshine Band, The Tramps, Gloria Gaynor and Chic, to name just a few. In short, nothing much spiritual and spiritualistic, but it is also true that Heaven is gained simply by making others feel good.

And now I know, Giorgio Moroder, the boy who left home and family in Ortisei, in Val Gardena, with guitar in his hand at age 13, has made many generations feel really good. And do not think that today he has lost any punch, he has really broken through the wall of time. We have physical ailments, complain of smog, gas prices, climate change and global terrorism, but in this same world, there is one who continues to live and make us live to the sound of disco music. He continues to give the idea of lightness and movement of the body or mind, as you prefer, which is and must remain balanced, rhythmic, never messy, never untidy. Because this world is a little too upset, it also needs this. It needs many Giorgio Moroder, not just one.

Moroder's artistic journey has gone through a remarkable diversity in terms of musical experiences in the past four decades. An exciting musical era of disco music, that just last year celebrated with a "toast" the 40 years of Disco (1974 to 2014), as recounted in an article in the Italian weekly "Panorama" by journalist Gianni Poglio (June 2014). Poglio remembered that "exactly 40 years ago, in 1974, the radio station WPIX in New York aired the first radio

program dedicated to disco music, the underground music genre that was taking off in the clubs of the Big Apple. The audience of disco music at the beginning of the seventies was mostly black, but in a few years, the commercial sound that originated from soul and funk conquered the charts of an entire generation, not just in America. “And indeed, even before its worldwide diffusion, disco music had during the late 1960s and early 1970s an audience made up almost exclusively of African-Americans, Italian-Americans, Latinos and gays, especially in areas of New York and Philadelphia. Initially it was a true counterculture musical phenomenon, as a reaction against the domination of rock music and the type of ballroom music of the previous years.

But this sociological analysis, as they say, can be left behind to allow him, who contributed so much to this era, to speak. The man from the mountains who created, performed and disseminated Dance Music in every corner of our round earth.

HOW I BECAME WHO I AM

I must say I'm pretty lucky, I had the idea to write a song called "I Feel Love" sung by Donna Summer and, based on *mock* and synthesizer and luck, it was so liked that it immediately became one of the top dance tracks ever made with the synthesizer. In those years,

Donna Summer wasn't known at all.

She wanted to go to America while I didn't!

I did not want to because it seemed too big of a life change! I was already having success in Europe, including Berlin, Monaco, then London, I was very young and I had a lot of satisfaction in what I was doing with my music. But then I convinced myself, it took me two years to make up my mind, but it was right to follow her, because I was working well with her and, as they say, you go where the bread is! So off we went and what followed is well known, thanks to the music I made, Donna Summer had a worldwide hit, not only in America, and I with her.

“All my beginning was an adventure, a complete *do-it-yourself*. I left Ortisei when I was 13, to spend some time in a Salesian school in Rovereto and four years in Bolzano. When I was home, I remember that my two brothers played the guitar and used to say 'ah we are good and you will not play the guitar', in short, they challenged me as if it were a competition to see who would learn to play it better. So while I was at school in Rovereto, I bought a guitar and a chord

book to learn how to play it. Christmas came and when I went home for the holidays, I played the guitar much better than them! Given the speed with which I had learned, even better than my brothers who played for years, from that time I began to realize that perhaps I have some talent. Those were the years when I was convinced that in my life, I wanted to just play guitar! I tried right away the experience of composing music, I was 15 and made my first recording in my own hometown, Ortisei. I was with a friend who had a recorder, one of those typical back then, absolutely "mono", there were three or four of us and I remember we recorded my first piece. Years later, I took part in the first band, the "Happy Trio," and not long after that, I got my first job offer abroad, in Switzerland. I was 19 and I had never thought before that someone could take me as a musician because I was not good, maybe I was not very good, but they offered me the job in a hotel. Then followed Berlin, Monaco, a succession of other beautiful experiences in the next 6, 7 years when I toured Europe not stop.

A long journey, never stopping for many years, but with the constant of having always maintained a good relationship with my brothers, then as now. They are in Italy and we speak every week, while I'm in Los Angeles. I always love to go in Val Gardena, partly because that's where my son Alexander, 26 years old, lives, so this is a way to spend some time together.

I went through so many phases in my approach to music and, in addition to the pleasure of composing my music,

at some point I discovered that I liked DJing.

“I did it for a long time and then returned to compose music until the meeting with Daft Punk, when I threw myself completely into composition. It was like playing with musical instruments, but always there was a guitar used like a synthesizer. And doing it today, like yesterday, gives me a great pleasure. I have never

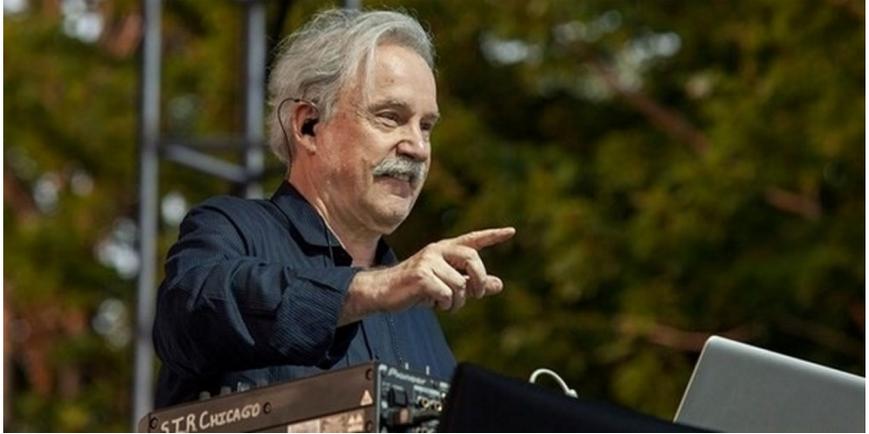
imposed any special "rules" in my work, one day I'm in Italy, four days in Turkey, then in Santiago, Chile as a DJ and as a musician in Los Angeles. Each day is different, and for composing my day cannot start before 10 or 11 in the morning. Today's music-making is much easier. When I started, you could make a song with a guitar or piano, but then you had to go into the studio, you had to pay the musicians, it was more complicated and much more expensive. Today, with two / three thousand dollars, you get a digital system to record and you can work all day on a piece and then do it technically perfect. It's definitely easier today. You can work well, look for perfection, and record the song when you're convinced. You could not do that before in the studio. It takes talent and it takes willpower, but if a young person has both, he now has every chance of success.

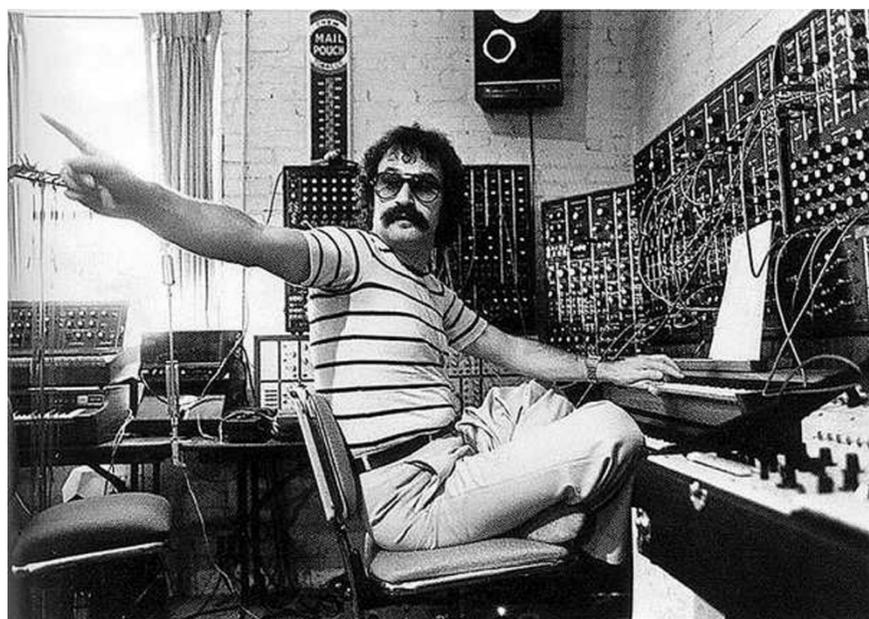
“The most beautiful part of composing is when you do the mixing, that's where you finally feel the piece like you just imagined it. There is you, your music, and your creation. Then it is natural, when you're working with great artists there are also times when there is a good deal of stress, you never know what the artist is thinking. For example,

working with David Bowie as a producer has not been easy,

having to tell David don't sing this way but sing it in this other way ... well, you do not know whether to do it or how he will take it, because he's a perfect artist. How can you!

I can say that I have enjoyed all the creative satisfactions in music. I just have a goal left: a musical. But I'm working on it! This project is already well under way, and I'm doing it with Kloser, a dear friend. He is a film producer and is always so busy, but we have a plan just in the coming weeks to get together and start it off".





CAREER MILESTONES

His music for synthesizer and his famous soundtracks have made Giorgio Moroder known throughout the world, he is considered one of the most innovative and influential musicians in electronic music and disco music. And he is considered without a doubt the pioneer and father of electronic music and Father of dance Music, inducted in 2004 in the Dance Music Hall of Fame. Among the many awards received are the three Oscars in Los Angeles: in 1979, for best soundtrack for the movie "Midnight Express"; in 1984, for best song for the film Flashdance "What a Feeling"; and in 1987, for best song "Take My Breath Away" for the movie Top Gun. There are also two "Bambi Award" (1984 and 1988), four Grammy Awards, and over a hundred gold and platinum records. In 2011, he received the "World Soundtrack Lifetime Achievement Award." Of course, there also the authoritative awards from the Italian government, with the two honors: "Commendatore dell'Ordine al Merito della Repubblica Italiana" (May 26th 2005), and "Grande Ordine al Merito della Provincia autonoma di Bolzano" (September 5th, 2010).

Giorgio gave us all the amazing hits of Donna Summer, that started with the piece he composed "Love to Love You Baby" (1975). This important collaboration was later increasingly enriched by countless other exceptional collaborations, such as The Three Degrees, New Dimensions (1978 and 1979); Japan, "Life in Tokyo" (1979); David Bowie, "Cat People (Putting Out Fire)" (1982); Irene Cara, "What a Feelin'" (1983); Philip Oakey, "Together in Electric Dreams" (1984); Sigue Sigue Sputnik, "Flaunt It" (1985), creation of the

"Cyberpunk sound"; Big Trouble, Big Trouble (1988); María Conchita Alonso, "Vamos a Bailar"; Adam Ant; Pat Benatar, "Here's My Heart"; Edoardo Bennato; Berlin; Blondie "Call Me"; Bonnie Tyler; Freddie Mercury; Daft Punk, Random Access Memories (2013). And if you have to continue with the long lists, I cannot omit so many movies for which he composed dreamy soundtracks, including "Midnight Express" starring Brad Davis and Randy Quaid; "Thank God it's Friday" with Donna Summer; "A women with friends" with Laura Dern and Jodie Foster; "American Gigolo" with Richard Gere and Lauren Hutton; "Cat People" with Nastassja Kinski and Malcolm McDowell; "Flashdance" with Jennifer Beals and Michael Nouri; "Scarface" with Al Pacino and Michelle Pfeiffer; "The Neverending Story" by Barret Oliver and Noah Hathaway; "Metropolis" with Larry Von Dohlen and Virginia Madsen; "Top Gun" (the song Take My Breath Away); "Over the Top" with Sylvester Stallone; "The Neverending Story 2"; "Inglourious Basterds" (the song Cat People).

In 2015, Giorgio Moroder turned 75, and he celebrated it with a new album titled *Déjà vu*, produced by Sony Music. This record includes 11 new songs which are the result of collaborations with pop stars such as Kylie Minogue, Mikky Ekko, Charlie XCX, Kelis, Sia, and other famous names, there is also a duet with the talented Britney Spears on the notes of the cover *Tom's Dinner*. The first single is titled "74 Is The New 24" which is a direct reference to his age at the time of the composition: a beautiful return to youth, certainly in talent and spirit.

The artistic origins of Giorgio Moroder go back to the years between 1953 and 1959, when he attended the art school of Ortisei, then he continued with his studies at the Technical Institute for Surveyors of Bolzano. Shortly after that, he toured Europe with several bands between 1959 and 1966; and among these, the most famous was The Happy Trio, which even played at London's

Savoy Hotel. In 1967, he settled in Berlin for a while, writing songs and demos for himself and other artists, and maintaining various collaborations like the important one with his cousin Alex. His first hit song dates back to those years; it was *Ich Sprengte At Ketten*, attributed to Ricky Shayne. He continued his activity as pop singer (1968) when he made presentations under the stage name George, Giorgio. Arabella House was his first studio, founded in Monaco in 1971 and, after the success of his song *Son of My Father*, written with Chicory Tip, he moved to the United States. It was 1972 and his goal was the promotion of the song *Giorgio*, which scored a good success. That year, he started his collaboration with Pete Bellotte, with whom he published several records aiming to attract the interest of some artists. These recordings included collaborations with younger artists of that period, like Donna Summer, which turned out, as you know, as a definite success, first of all the recording of *Hostage*, followed in 1974 by the album *Lady of the Night* and in 1975 by the single *Love to Love You Baby*, that was an international success.

There were several important partnerships in the following years. And there was the historic day when Brian Eno and David Bowie were in Berlin in 1977 in the recording studio Hansa Tonstudio as they worked on "Heroes." Addressing Bowie, Eno said: "I heard the sound of the future" making him listen to *I Feel Love*, by Donna Summer and composed by Moroder. And the answer of David Bowie was: "Here it is, look no further. This record will change disco music for the next 15 years ...".

THE LETTER TO THE YOUNG, BY GIORGIO MORODER

*L*ife is made up of personal choices that need to be made. For a young man, or a young woman who wants to succeed in the music business, either in composition, singing or even as a DJ or other, I can only say to understand oneself. Understand first of all what is the "world" in which one would like to succeed.



If you want to have a strong success in Italy, then you should definitely stay and get busy. If you are happy being a good singer of success in Italy, that's great, then remain in Italy. If you point to an international, global, successful career, then you must take it seriously and make every sacrifice to look for opportunities abroad. Catch all the opportunities, even playing in a hotel as I did early in Switzerland. To be successful abroad, as in America or other countries, you have to be there. This is not up for discussion.

It's all about the philosophy of life and, in my case, of course I can only talk about music. Cases like that of Gianna Nannini and many others, who are in Italy and have decided to establish themselves in Italy, they are doing it beautifully. Then, other artists such as Eros

Ramazzotti and Laura Pausini have pointed to the success abroad, and this is great as well. Specifically, Eros has a great success especially in Spain and Latin America but as mentioned earlier, if you want to succeed in Italy you must remain in Italy. And it is also true that if you really want to achieve worldwide success while staying in Italy, it is very difficult.

To try to get a worldwide success, maybe you should do what Jovanotti is doing, for example, who told me that he now lives in New York. He is trying to approach the American market, and he does it well, but then in order to do it, you have to somehow settle on site, create a lifetime of contacts and collaborations in place.

This is not to say that an Italian pointing to worldwide success must necessarily move abroad completely, but there is no doubt that he cannot think of achieving it while staying in Italy.

Giorgio

ABOUT THE AUTHOR

Riccardo Lo Faro



Born in Rome and having studied at both Italian and American universities, Riccardo Lo Faro is a biographer and ghost-writer based in New York, with clients in the US, Europe and other countries. His previous work experiences have brought him to Australia, with Sea World Australia; South Africa, with Ladbroke PLC - Hilton Hotels International; Italy, with Veio Country Club of Roma and with Hotel Mirage in Cortina d'Ampezzo.

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His most recent published books are:

- "La Terra dei Giauli" - Italy, 2012: fantasy story for an Italian client in Cortina d'Ampezzo, Italy (endorsed by the UNESCO).
- "Volti di New York" – Aletti Editore (Italy)
- "PrimiDieci – USA" – New York, 2013; New York 2014; New York 2016 – endorsed by the Italian Ministry of Foreign Affairs, and by the Mayor of New York.
- "PrimiDieci – UK" – London, 2016, endorsed by the Italian Embassy in London.
- "PrimiDieci-Under40" - New York, 2013; New York 2014 - endorsed by the Italian Ministry of Foreign Affairs, and by the Mayor of New York.

Riccardo is father to three children. He currently lives in Manhattan, New York, where he works as biographer, ghostwriter and journalist, also in charge of the PrimiDieci Society.

Please read Riccardo Lo Faro's references & testimonials at www.lifestories-usa.com/testimonials

Please read more about Riccardo Lo Faro at www.lifestories-usa.com

Thank you for reading!

As a biographer and ghostwriter I am honored by the opportunity to meet these extraordinary individuals and to treasure their life story. It is a continuous learning path that feels tremendously good! I just hope it has done the same to you.

Ciao!

A handwritten signature in cursive script that reads "Riccardo". The letters are fluid and connected, with a prominent initial "R".

Comments? Feel free to write: mystory@lifestories-usa.com

More books and e.books by author Riccardo Lo Faro at
www.lifestories-usa.com