

THE RED HARLEQUIN



Target Music Acquires Music Rights to The Red Harlequin

Maverick Fantasy Fiction Hip Hop to Launch Debuts in Italy

London and Milan, 9th September 2014

Music rights to *The Red Harlequin*, a book-based, YA transmedia entertainment property developed by Roberto Ricci, have been acquired by the iconic independent Italian music record label, Target Music. Target Music will promote and market the first album in the Italian market, starting with the debut of the first song "Behind the Mask" in October 2014.

In a completely original mix of fantasy and Hip Hop, the music is inspired by the themes of subversion, revolution, and social justice that run through the book series, exuding a mysterious, slightly sinister yet inspirational feel, completely in keeping with YA genre. Together with the books, the music will be used as another platform to connect with and engage with teens on a social level.

"I am thrilled to work with Target," says Ricci. "They know the current music trends on the Italian market inside out and know what works and what doesn't. This is a further key milestone in developing a completely original aspect of *The Red Harlequin* as a global Transmedia franchise."

Zuleika Franci, CEO of Target Music said: "We are very happy to be at the forefront of new entertainment trends such as those of *The Red Harlequin*, mixing musical genres with literary genres. We believe we will see more of this transmedia contamination across entertainment platforms in Italy in the coming years."

French Publishing rights have been acquired by Editions AdA and will be launched in French markets globally in 2015, and are also being represented by the largest literary agency in Eastern Europe, Prava I Prevodi. The first book has acquired a huge fan-base on WATTPAD, reaching no.11 in the fantasy/adventure category and with over 100,000 reads. The brand is has also been entered in the prestigious *License This!* Competition at BLE and a film treatment s in development.

About The Red Harlequin

The Red Harlequin is a series of fast-paced, coming of age fantasy novels aimed at 12-18 year olds and written by Roberto Ricci. *Of Masks and Chromes* and *The Kingdom of Deceit* are the first two of a planned ten books, which take place in a visually stunning, imaginary world divided by Chrome Nations, besieged by political, social and moral struggles, which holds a mirror to the tumultuous global reality of today. *The Red*

Harlequin is being developed as a transmedia brand across various media, including music, licensing and film, with the intention of creating cross-promotional opportunities aimed at the core YA demographic.

All rights are managed by Koko Media.

For more information please go to www.theredharlequin.com

About Target Music

Target Music is an iconic, independent music label founded in 1981 by Angelo Carrara. It soon became the launchpad for talents such as Luciano Ligabue, Franco Battiato, Alice and Eugenio Finardi among others. Today the company is led by Angelo's son, Andrea, and it continues to be at the forefront of new trends in the Italian music scene.

For more information please go to www.targetmusic.it

About Koko Media

Koko Media is a Media Consultancy run by Lisa Hryniewicz, an International Executive with over twenty years of experience in the industry. Koko Media focuses on marketing, developing and promoting innovative concepts, books, programs and companies within the youth segment of the entertainment business across all platforms. Prior to Koko Media, Lisa was Director and Head of Distribution at TV Loonland (Paris and London) and founder of Salsa Distribution (Paris and Miami).

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