



CONNEXIA

Creativity in Love with Data and Technology

Arisa and Manupuma support the Francesca Rava Foundation with "Nucleare".

The cover and video bear the signature of Connexia's creativity.

A previously unreleased song to support #lavitapiùfortedelcovid, the Covid-19 Maternity Project of the Francesca Rava Foundation. The aim: to set up ad hoc courses for all mothers in the maternity wards of a number of Italian hospitals.

Milan, 12 June 2020 - **Arisa** and **Manupuma**, together with the **Francesca Rava N.P.H. Foundation. An Italian charity** for life. All proceeds for "**Nucleare**", the latest single by the two singers, will go towards supporting the **Covid-19 Maternity Project**. **#lavitapiùfortedelcovid** was born with the aim of setting up ad hoc courses for mothers in the maternity wards of a number of Italian hospitals, whether or not they have been affected by Covid-19, so that they can face childbirth in complete safety, for both themselves and their children, and enjoy these special days in peace.

The **cover** and **video** for the single are the result of a creative idea from independent agency **Connexia**, which has overseen each step of their realisation.

The song, a manifesto of maternal love and the purity that only children's eyes can have, was written by singer-songwriter Manupuma, with music and production by Michele Ranauro. Performed together with Arisa, who has supported the Francesca Rava Foundation for years as a volunteer and ambassador, "**Nucleare**" is available from 15 May as a digital download and on all streaming platforms.

Connexia Società Benefit S.r.l.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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The video for the new single, made under the **Creative Direction of Riccardo Catagnano** describes the miracle of new life coming into the world, regardless of the current emergency and despite this difficult period in our history. Created using images of the first moments of life of newborns and thanks to the openness of many new parents as well as the involvement of Fondazione Rava and the many fans of the singer Arisa, the video describes the strength of unstoppable love, with real little-ones appearing alongside the two performers as protagonists.

The cover features Manupuma and Arisa as children, carefree ambassadors of a story of generosity, sensitivity and hope.

As in other critical situations - the earthquake in Haiti, the earthquake in Central Italy, the humanitarian crises in the Mediterranean - the Francesca Rava Foundation intervened immediately during the Covid-19 emergency, supporting 22 different hospitals in 7 regions and 17 cities, by donating equipment and sending health volunteers as well as supporting 22,000 people (including family homes, communities of minors, and families in difficulty), with the donation of basic necessities, protective masks, disinfectant gels and devices for home-schooling.

“**Nucleare**”: <https://www.youtube.com/watch?v=cmCVT4e1j-M>

Credits

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Art Director - Benedetta Biassoni

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FONDAZIONE FRANCESCA RAVA - NPH ITALY - 20 years in Italy, 65 in the world

On the front line in saving thousands of children, bringing lasting change to their lives and concrete and timely intervention in emergencies.

The Francesca Rava Foundation, founded in 2000, helps children and adolescents in difficult conditions in Italy and around the world.

Represents in Italy N.P.H. - Nuestros Pequeños Hermanos (Our Little Brothers and Sisters), an international humanitarian organisation that has been rescuing orphaned and abandoned children in desperate need since 1954 in its School Homes and Hospitals in 9 Latin American countries, including Haiti, under the motto "one child at a time, from the street to graduation." It also represents the St Luc Foundation of Haiti. In Haiti it has implemented and still supports numerous projects including the NPH Saint Damien Hospital, the only paediatric hospital on the island, which helps 80,000 children a year.

In Italy, the Foundation is active throughout the country on the front line with concrete projects to respond to emergencies affecting children. In Central Italy, which was hit by an earthquake in 2016, it has built 8 schools; it combats child health poverty with its "In the pharmacy for children" collection; it combats neonatal abandonment with its "ninna ho project, undertaken together with KPMG; and it supports children in foster homes and communities for minors with medical and educational projects. www.fondazionefrancescarava.org

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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