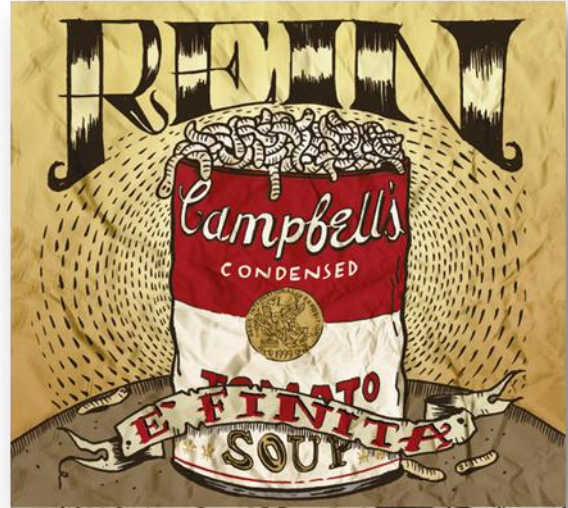


# Rein - E' finita

Between folk, ecology, degrowth and sharing: the Rein, the end of times and the time of re-birthing.

On 15th October 2010 “E' finita” was released, Rein's third album, a strong and poetic criticism of consumerist society. “E' finita” translated as “it's finished” in English, with one eye on the smoking ruins of a decaying or already decayed system, and the other looking towards the hope of a re-birthing linked to environmentalism, empathy and degrowth; this album uses the word “ending” really to talk about “beginning”.



After spending a year on a van wandering across Italy on a 100-gig tour, Rein have returned to the recording studio. Their search for an essential sound is the main feature of their project's artistic production, always in line with their vision that studies and develops possibilities of a fusion between Italian folk-popular tradition with contemporary music.

In line with their song lyrics, Rein have chosen to produce an environmentally-friendly disc, joining “Zero Impact” program promoted by Lifegate Radio. This allowed the band to compensate CO2 emissions caused from album's production, through the creation and protection of the forests in Madagascar.

Moreover, after the success of their previous album “Occidente”, which was on the top-100 chart of most downloaded and listened LPs on Jamendo portal on a worldwide scale for over a year, the Roman band have chosen once again to release its songs in Copyleft in order to allow its free circulation on the web. So “E' finita” was released in free-download on the web. The same assumptions

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)

Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325

[www.otrlive.it](http://www.otrlive.it)



concerned with ecology and sustainable development have brought Rein to renounce its distribution in music stores. “E’ finita” can be downloaded from web or bought online on the website of weekly newspaper CARTA. In this way ,the only copies of the disc that will leave warehouses will be the ones designed for selling, reducing waste and additional pollution that a traditional distribution would have required.

The release of “E’ finita” was anticipated by the videoclip of “Sul tetto”, directed by Marcello Saurino and Enrico Barile. This videoclip was regarded by PVI 2010 as one of the best Italian music videos of the year.

”E’ finita“ will be presented with a long tour across Italy and Europe, organized with OTRLive in Italy and with the Patchanka-Booking Agency in Germany.

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)

Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325

[www.otrlive.it](http://www.otrlive.it)



Please respect the nature: don't print this digital document if you don't need it

# Rein - The band



The Rein, more an artist collective than a standard music group, are composed by Gianluca Bernardo

(voice and acoustic

guitar), Luca De Giuliani (electric guitar), Claudio Mancini (guitars and electric organ) e Pierluigi Toni (bass e double bass). Grew up together as a group since the end of the 90's, the Rein experimented a new way to produce and promote music, inspired by the fundamental principle of culture sharing. This choice makes it possible for them to rely on the support of a wide audience, as well as on the attention of media and on the collaboration of numerous artists. Proud of their independence from any discographic label, they sell thousands of copies - not being covered by a classical distribution system - thanks to the word-of-mouth advertising amongst their supporters.

Having already performed hundreds of live concerts, the Rein distinguish themselves for their intense live activity, as well as for the ability to bring their music over the defined boundary of the stage.

Stepping over the line that divides artist from the audience, it may happen to see them play on the streets of all over Italy, on the tramways of Rome or in the back of an old van, in the middle of a square flooded by people, during a Carnival celebration. Acknowledged at the same time as one of the most interesting expressions of the independent music environment, they appear on the dates of important international festivals, next to artists such as Patty Smith, Placebo, Kraftwerk, Aphex Twin, Ska-P e Tracy Chapman.

Rein's music is born of globalization and métissage. Deeply opened to any contamination, they move without intermission between musical universes that are poles apart, in order never to close themselves in a defined genre. Thundersrucked by the model of Mano Negra, they reinterpret it with their instruments, so the sounds of italian and slavonic popular tradition espouse upbeat rhythms, that blend in turn with english rock and punk. Further characterizing on the whole is the preciousness of

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)

Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325  
[www.otrlive.it](http://www.otrlive.it)



Gianluca Bernardo's lyrics, owed to the big influence of Fabrizio De Andrè and of the american folk, Bob Dylan above all.

## È finita

- 1) E' finita
- 2) La notte e la benzina
- 3) Sul Tetto
- 4) Ave Maria
- 5) Megalopolis
- 6) L'era dei pesci
- 7) Oltre le linee nemiche
- 8) Hiroshima Take Away
- 9) Strade deserte
- 10) L'erba ai lati della strada



### Sul tetto (“On the roof”)

(lyrics and music by Gianluca Bernardo)

The roof of the building in a large western metropolis, besieged by consumerism, by traffic and by hurry. Here the city noise is a far echo, air is cleaner and everything seems more poetic. Getting on the top of a roof means getting free from useless accessories that make our lives heavy. A human growth as first step for an economic degrowth.

“Ikea, Auchan,  
Decathlon, Brico  
and Leroy Merlin  
to possess, to have  
how many things could I consume again?”

### Ave Maria (“Hail Mary”)

(lyrics and music by Gianluca Bernardo)

The only things that survived of the ancient peasant Italy are just ruins. Fields, once worked from men who lived a symbiotic relationship with earth, today are neglected. Votive Madonnas at crossing roads in countryside are standing still there, staring at the enormous betrayal of people who had built them. Farmers have become employees. Some have moved into the cities,

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)  
Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325  
[www.otrlive.it](http://www.otrlive.it)



some have crossed ocean, all of them have become consumers. Ave Maria is raging laic prayer, almost a request of revenge in order to compensate the loss of a irreplaceable human dimension.

“Mary, you that comfort us  
across neglected fields  
earth and working nights  
and no memory hunger  
in a darkness without history”

## **Megalopolis**

(words and music by Gianluca Bernardo)

A song dedicated to “deserters”, to the ones who choose not to take part in megalopolis' cannibalism, to the ones who prefer “to float sweetly against the wind” instead of running after consumerism, posing Man and Earth as targets of his search.

“Beyond consumption, that consumes our eyes  
beyond the rain falling hard on our chest  
until we'll fall as the snow falls  
floating down sweetly against the wind  
and singing in silence we'll be back to the Earth”

## **L'erba ai lati della strada (“Grass beside the road”)**

(Lyrics and music by Gianluca Bernardo and Adriano Bono)

Instead of the most dreadful and hypocritical side of consumerist society we can choose an alternative. To re-discover humanity, to come back to empathetic dimension between us and nature. The grass beside the road is the metaphore of the ones who survive with difficulty to consumerism, opening the path for a re-birthing.

“For this reason  
I prefer suburban streets”

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)  
Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325  
[www.otrlive.it](http://www.otrlive.it)



Please respect the nature: don't print this digital document if you don't need it

# Ethic music

“E’ finita” is a disc realised with an innovative discographic production model, an “ethic” model, based on the connexion between Ecology and Copyleft.

**ECOLOGY:** Environmental protection, considered strategic choice of these times, was concretised joining “Zero Impact” project, promoted by Lifegate Radio. This choice allows to compensate CO2 emissions caused by disc production through tree planting of some green areas. In this way it's realised a model of "green music", linking contents of songs to devices used to record them.

**COPYLEFT:** the Rein have always taken care of free circulation of contents, especially in the Web era. Old copyright is obsolete and unfit to build that whole of collective knowledge that society seems to require every day more. “E’ finita” want to show the need of setting music free from the ties imposed by old “copyright” policies: in fact, songs contained in this disc are released with copyleft licences, in order to allow everybody free download and web sharing, in an intentional and legal way.

## Credits

Songs contained in this disc are written by Gianluca Bernardo (lyrics and music). Except for music of "Hiroshima Take Away" and "L'era dei pesci", written by Gianluca Bernardo and Matteo Gabbianelli. Lyrics of "L'erba ai lati della strada" are written by Gianluca Bernardo and Adriano Bono.

Pierluigi Toni and Nicola Rossi helped the revision of lyrics.

### *the Rein are:*

Gianluca Bernardo: voice, acoustic guitar, hammond, rhodes, harmonic, backing vocals

Pierluigi Toni: electric bass

Luca De Giuliani: electric guitar

Claudio Mancini: electric and acoustic guitar, hammond, rhodes, mandolin

### *Additional musicians:*

Matteo Gabbianelli: drums, backing vocals

Gabriele Petrella: percussions, backing vocals

Claudio Montalto: trumpet

Adriano Bono: voice, ukulele, backing vocals

Roberto Palermo: harpsichord

Ludovico Takeshi: cello

Giulia Digiampasquale: backing vocals

Massimo Muto: mandolin

Perez: backing vocals

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)

Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325

[www.otrlive.it](http://www.otrlive.it)



Please respect the nature: don't print this digital document if you don't need it

Produced by Rein and Matteo Gabbianelli.

Recorded by Matteo and Fabio Gabbianelli at Kutso Noise Home in Marino (Rome), and by Gianluca Bernardo at Cespa Sound in Rome, between March and July 2010

Mixed and masterized by Matteo Gabbianelli at Kutso Noise Home

Artwork by Marco About - [www.marcobevivino.com](http://www.marcobevivino.com)

"E' finita" is Zero Impact®. CO2 emissions for production of this disc are compensated contributing to creation and protection of growing woods.

The Rein are inspired by principles of free sharing of knowledge: terms of licences used to release this work are available at [www.rein99.it/licenze](http://www.rein99.it/licenze)

Contents of this word were developed under influence of de-growth thought of French economist and philosopher Serge Latouche. "E' finita" is dedicated to him.

A different world is possible.

**BAND:** [www.rein99.it](http://www.rein99.it) | [info@rein99.it](mailto:info@rein99.it)

**BOOKING:** Damiano Miceli [damiano@otrlive.it](mailto:damiano@otrlive.it) +39 329 32.46.703 | [concerti@rein99.it](mailto:concerti@rein99.it)

Otrlive | Piazza Prati degli Strozzi 32, 00195 Roma Tel. +39 06.37.22.754 Fax +39 06.37.28.325

[www.otrlive.it](http://www.otrlive.it)



Please respect the nature: don't print this digital document if you don't need it