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The first Social Talent on Instagram and Twitch, launched by Dream of Ordinary Madness (DOOM), part of Be Shaping The Future

DOOM, the joint venture between Be Shaping The Future and Italian influencer Fedez launches, in association with Intesa Sanpaolo, “**DREAM HIT. The Social Music Talent & Concert**”, the Italian Talent Show available only via Social media.

The Doom Team will select young talents for the **4 episodes of the show scheduled between the end of November and the beginning of December on Instagram TV and live on Twitch**. An exceptional jury and the Instagram audience will evaluate the candidates. Guglielmo Scilla, alias Willwoosh, Youtuber extraordinaire, will be the “master of ceremonies” of the show.

The final event will be streamed live on 13 December on Intesa Sanpaolo’s YouTube channel. The 5 finalist songs will be published by the Doom Entertainment label, with the author of the winning song signing a two-year contract with DOOM.

“ *We are combining creativity and method, a stellar jury of artists and a set of extraordinary talents – declares Stefano Achermann, CEO of Be - all preceded by a great live event. The show is about the journey of a song, from its origin – as a tune in the artist’s head - to the finishing touches of the final product. An ambitious project with an exceptional “opening ceremony” and significant investments by our partners. Promoting the meeting between talent and music industry is the main theme of this project, with young people who can showcase their skills alongside experts, producers and mature artists. DOOM’s objective is to design and offer the best format for engagement through an increasingly extensive portfolio of experiences and channels.* ”

On 22 November the format will be launched with a live streaming event on Intesa Sanpaolo’s YouTube channel and will be part of a major fundraising for the music community. “DREAM HIT”, a real concert, a high-impact live performance with advanced virtual reality effects, absolutely accessible to all and with a celebrities’ line-up. Among the first stars confirming their participation: **ACHILLE LAURO, MAHMOOD, MYSS KETA, CARL BRAVE e BEBA**.

For the protection of artists and all involved in the production of the live event and of the social talent show, “Be Human Mobility” technology will be used, to guarantee social distancing and monitoring of interactions.

DOOM Entertainment was born in 2020 from the combination of a bunch of creative minds at the service of Digital Engagement and the experience in business consulting and IT services of “Be Shaping The Future”. The fusion of these two professional approaches has given rise to a project that combines artistic sensitivity and business vision. DOOM becomes an innovative management project that takes care of the profile of its clients.

Be Group is listed in the STAR segment of Borsa Italiana and is one of the leading Italian players in the Consulting sector. The company provides Business Consulting and Information Technology services. A combination of specialist skills, advanced proprietary technologies and a wealth of experience enable the Group to work with leading international financial and insurance institutions to create value and boost business growth. With more than 1,300 employees and branches in Italy, United Kingdom, Germany, Austria, Switzerland, Spain, Romania, Poland and Ukraine, in 2019 the Group recorded revenues in the amount of Euro 152.3 million.