

IRAVOX BIOGRAPHY

Iravox, born Lorena Violetta Asaro, begins her journey in 1980 to a singer-songwriter father, and takes her first steps into the world of music as a young girl. Around the age of 17, with the stage name Ira, she gets to the final of many singing shows and musical contests with unpublished songs composed entirely by herself.

In 2000 Ira meets Danilo Bajocchi, a brilliant musician and artistic producer, who boasts outstanding collaborations, such as Enrico Ruggeri, Matia Bazar, Demo Morselli, Mango and Fiorello, with whom he builds productive and long-lasting collaborations. Bajocchi begins to produce and arrange all of Ira's songs, who in the meantime changes her stage name to Iravox, and they compose new pieces together. From the union of the two comes an original artistic work, electro-pop-rock, laced with new-wave, accompanied by a strong dark visual, sometimes fantasy and sometimes sci-fi.

The artistic association between Lorena-Iravox, singer-songwriter, visual artist and performer and Danilo, composer, arranger and artistic producer, proves to be perfect and begins to blossom. In 2009 two promotional singles are published and sent to the radio, which begins to circulate the name Iravox throughout Italy.

In 2011, with the song COME I DELFINI (Like Dolphins), Iravox was awarded third place in the singer-songwriter category of the Sanremo EXPO Music contest.

In 2014, the single FEBBRE (Fever) becomes the most indie song broadcast by Italian radio in the "Absolute Beginners - Women" category.

From that moment Universal Music Group starts distributing all the Iravox singles and the response from TV and radio is ever increasing.

In 2015 GIROTONDO and its English version RING AROUND THE ROSIE is released, as well as SENZA LIMITE (Without Limits), the duet with the iconic Viola Valentino, presented as a premiere on channel RAI2, during the TV show "I Fatti Vostri", presented by Giancarlo Magalli. All national press report the release. At the end of 2015, the single CD SENZA LIMITE with four tracks is published by Universal.

In 2016, the SENZA LIMITE REMIX is released, which enters the prestigious compilation Hit Mania Champions 2016, distributed in all newsstands, record stores and mega-stores across Italy. WONDERLAND is released later that year, both in the Italian and English version.

In February 2017, during the final evening of the Sanremo Festival, Iravox performs in a straitjacket and chains in front of the Ariston for the "Blob" cameras of RAI3, and at Palafiori at the "W Sanremo con Red" by Red Ronnie.

Also with Universal, the single CONTROLUCE (Backlight) comes out in January 2018 and in June 2018 the punk-rock cover of the famous IL CIELO IN UNA STANZA (The Sky in a Room) by Gino Paoli comes out, presented at "Diretta Mercato", a historic 7 Gold transmission and broadcast, among others, also from the Radio Lattemiele network.

On October 9th 2018 Iravox presents the television theme tune of "Diretta Stadio", composed specifically for 7 Gold.

By the end of 2018 Universal is expected to publish CONTROLUCE, the album which puts together all the Iravox singles in Italian. In January 2019 the single PICCOLE DONNE (Little Women) will be released and, from February to April, the artist will be on a national tour, supporting Omar Pedrini.