

PAOLO ALIBERTI

MUSIC PRODUCER · SOUND DESIGNER · SOUND ENGINEER

ELECTRONIC PRESS KIT / FULL BIOGRAPHY

Sound is a vision. Music production is the language that brings it to life.

Active in the music industry since 1989 and working in music production since 1995, Paolo Aliberti moves between creativity, technology and sonic exploration. His career spans original productions, remixes, sound design and record projects in Italy and around the world.

Over the years, he has worked with artists and key figures across the international electronic music scene, developing an approach that combines musical instinct with technical precision. From the first spark of an idea to the final master, every stage is shaped around the track's unique identity.

The Early Years: From DJ Booth to Production Studio

His story begins in the late 1980s, at a time when electronic music was undergoing a remarkable transformation. In Turin, surrounded by the first house and techno records arriving from the United States, a passion began to take shape that would eventually become his profession. These were the formative years: long nights in club DJ booths, countless hours spent hunting down and listening to vinyl, and a craft learned through first-hand experience. It was about knowing the music, developing a distinctive taste and building a genuine connection with the crowd.

But his curiosity soon went beyond what came out of the speakers. He wanted to understand how the music was made, and which tools and processes could turn an idea into a finished record. By the mid-1990s, while continuing to DJ, Paolo began spending time in recording studios and exploring music production. He built his first studio in the back of his own record shop, experimenting with synthesizers, samplers and sequencers at a time when technology still imposed significant limitations and every decision called for ingenuity, patience and a deep understanding of the equipment.

His first record was released in 1999, marking the beginning of a journey that would lead to work with labels including Media Records, Time Records and V2 Records. A move to Brescia and the launch of 72Trax with Roberto Cipro in 2004 marked another turning point, as music production gradually became the focus of his professional life.

Pornocult: A Shared Vision and International Tours

The year 2006 brought a defining new chapter. Together with Alex Elle, Paolo conceived and developed Pornocult, an electronic music project that quickly established its own identity on the international electro house scene. Original tracks and remixes released on labels including Nervous Records and Stealth Records helped the project reach a wider audience, while tracks such as “100% Leather” and remixes of “Shining Star” and “Beat Like This” strengthened its presence on the dance music circuit.

The music moved beyond the studio and back to where everything had begun: the audience. With Pornocult came tours across Europe and South America, taking in clubs, international events and new musical influences. It was an intense period in which studio production and live performance constantly fed into one another, shaping an artistic identity forged both behind the decks and in the studio.

The untimely passing of Alex Elle affected Paolo deeply, both personally and artistically. Pornocult had grown out of an idea they shared, a musical vision they had built together. Out of respect for Alex's memory and everything the project had meant to them both, Paolo made the decision to bring Pornocult to a definitive close. Without Alex, he felt, continuing the project would no longer make sense. That decision preserved the spirit of their work together, and the identity and meaning they had given it from the very beginning.

Productions and International Collaborations

Over the years, Paolo has worked on productions and remixes connected with artists including Tiziano Ferro, Roger Sanchez, Laidback Luke, Robbie Rivera and Get Far. Moving between different musical styles and markets has sharpened his ability to reinterpret a project while remaining true to its original character.

In 2008, his remix of Alp vs. Outwork's "Fiesta Elektronika" climbed the digital charts, becoming Beatport's sixth best-selling house track of the year. His music received support from DJs including Bob Sinclar, Carl Cox and Tocadisco, while Roger Sanchez featured his productions on the internationally syndicated radio show "Release Yourself."

Another career highlight came on June 23, 2010, when he played the opening DJ set for Tiësto at the Beat Music Festival, held at the Reggia di Venaria Reale near Turin. In many ways, the occasion brought his roots in the Piedmont club scene together with the international reach his music had achieved.

Alongside these projects, Paolo has released official remixes under his Giovi alias for artists including Todd Terry, GIMS (Maître Gims), Mauro Picotto, Federico Scavo, Brooklyn Bounce and Eppu. His productions have also received support from leading names on the international electronic music scene, among them Diplo, Dillon Francis, Dimitri Vegas & Like Mike, MK and Bob Sinclar. His collaborations include "No Scrubs" with Kevin McKay, released on the UK label Glasgow Underground.

From Music Producer to Sound Engineer

His experience in production and remixing inspired him to explore mixing and mastering in greater depth, not only by studying audio technology but, above all, by learning directly from internationally respected professionals.

Over the years, he spent time in recording studios around the world, working alongside established sound engineers to study their techniques, workflows and the finer points of their craft. It was a hands-on education built on listening, observation, experimentation and exchange, one that reinforced the importance of human judgment and experience, even in the most technically demanding processes.

Moving into sound engineering was therefore not a change of direction, but a natural progression. The creative instincts of a producer were complemented by the technical precision of an engineer, giving Paolo an increasingly comprehensive understanding of the entire musical process, from the first idea to the final master.

His work has contributed to releases earning five Gold and two Platinum certifications from FIMI, the Italian music industry federation. These achievements reflect decades of professional experience, exploration and a commitment to continually refining his craft.

Sonic Exploration and Acustica Audio

The pursuit of sound quality has become an increasingly important part of Paolo's work. From his earliest experiences with analogue hardware to today's sophisticated digital production environments, he has embraced the evolution of audio technology while keeping a practical philosophy at its core: learn the tools, understand how they behave and put them at the service of the music, rather than letting technology dictate the creative decisions.

This curiosity led to a collaboration with Acustica Audio, the Italian company internationally recognised for its advanced audio processing technology and digital modelling of analogue equipment. Paolo became involved in the exploration of solutions informed by the expertise of professional mixing engineers, contributing to the development of presets and tools for audio processing. The relationship later evolved into a role as a beta tester, giving him the opportunity to work with new technologies and tools while they were still in development.

From BigBiz Studio to the New INMONO Studios

In 2017, Paolo founded BigBiz Studio in Brescia, giving a dedicated professional home to more than twenty years of music production experience. The studio became a base for production, sound design, recording, mixing and mastering, working with both emerging artists and established music industry professionals.

BigBiz would eventually lay the foundations for INMONO, a broader venture marking a new phase in Paolo's creative and entrepreneurial journey. Currently nearing completion, INMONO is developing new music production studios in Brescia, designed to provide professional working environments, advanced audio technology and dedicated spaces for creativity, experimentation and education.

More than a collection of new studios, INMONO represents a fresh vision of what a creative space can be: somewhere music production, sound engineering and the sharing of knowledge come together, encouraging exchange between experienced professionals, emerging talent and artists from different backgrounds.

A Vision That Keeps Evolving

Today, Paolo Aliberti continues to work across music production, mixing, mastering and sound design, combining his professional practice with an ongoing exploration of new tools, technologies and working methods.

After more than thirty-five years in music, from his earliest DJ sets to today's advanced production environments, one principle has remained unchanged: technology evolves and the tools may change, but listening is what makes the difference.

Because every project, however complex, begins with the same ambition that has driven him from the start: to give an idea its own sound, and find the best possible way to bring it to life.

OFFICIAL LINKS & CONTACT

Official website www.paoloaliberti.com

Contact Contact form on paoloaliberti.com

Spotify <https://open.spotify.com/playlist/2w8Na5Pdds84yBz99uCHzW?si=6c6783d6d9f14507>

Muso.ai <https://muso.ai/profile/44f182b9-4c6b-448d-9e5e-2e5d29f1900d>

Discogs <https://www.discogs.com/it/artist/564653-Paolo-Aliberti>

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