



July 9, 2021, release of Poty's first video clip.

Teatro Toselli, a magical place of Piedmontese culture, hosts Poty on the notes of his single "Different".

At the same time nostalgic and dynamic, the video takes the viewer into Poty's imagination, immersing him in a place long inaccessible due to the pandemic.

This project is meant to pay homage to all the artists who were unable to express themselves during this time.



YouTube

<https://youtu.be/vpJB3tHYFyk>

Shot with cinematographic means and requiring 2 days of filming, the video clip was premiered at the "AmiCorti International Film Festival" on June 17.

It received the support of the association PROMOCUNEO, through its president Vera Anfossi and the support of the city of Cuneo, which exceptionally granted the theater.

Poty, 21 years old, Italian-French, is an independent artist. He is an author, composer, producer, bassist, pianist and studies as a sound engineer at the Conservatory of Cuneo.

His artist name is the nickname given to him by his Italian friends unable to pronounce his French surname.



He released his first single "Different" on March 20, 2021. Poty is working on a "featuring" with Cuneo singer-songwriter Muff, which will be released in September. In November 2021, he will release his second single.

After their collaboration with Poty for the video of "Different", Samuele Piacenza (producer) and Gabriele Massidda (director and screenwriter) are actively involved in the development of his artistic project.

For more information or for an interview, you can contact Samuele Piacenza, Poty's manager via email <mailto:samuele.piacenza@potymusic.com> or on [Instagram](#).

Download the press kit in zip format (text in PDF and photos in high and low resolution).
<http://www.potymusic.com/press>