

In 2011 Giovanni Orlando founds the no profit association "Joe Black Production", which deals with musical productions and audio and video post-productions. The first work comes out in 2011 with the civil commitment that will lead the producer to publish a short film entitled "Fumo Mortale" (Deadly smoke), an audiovisual project against industrial pollution, that makes use of many artistic and professional collaborations. Since 2012 Giovanni Orlando has been involved in three different productions: one of these concerns two new singles of the musical project "Joe Black Group" that comes out in digital distribution between 2012 and 2013; the two songs, "April Three" and "Cries to heaven", produced by Joe Black Production, are composed and written by Giovanni Orlando, aka Joe Black MP, and arranged by musicians of national celebrity. The third production concerns the compilation, promoted by JBP himself, called "Promomusic Summer Compilation": it is a new project that crosses the Rock and the emerging Italian singer-songwriters. Since 2011, and currently, Joe Black Production is promoting indie and emerging music, both Apulian and national, at Koper radio (about 2,660,000 radio listeners) in FM and on Sky radio and TV SAT circuits, with an average daily listening of about 92,000 listeners distributed among Italy, Slovenia, Romania, Bulgaria, Slovakia, countries of the former Yugoslavia and, through the web, in the Middle East. The program is called "SonoricaMente 2.0" and is broadcast on Radio Capodistria four times a week. With his indie label, Giovanni Orlando works as a sound engineer and producer for emerging singers and bands and with national and international artists, such as Dominique Di Piazza, Mirko Matera, Mark Sherman and Alex Napolitano. He also collaborates with composers and arrangers who are famous nationwide, such as Fabio Barnaba. The primary purpose of the JBP is to give visibility and a real chance to the musicians of the emerging national scene. JBP is part of an independent national network for a 360-degree production and promotion of young artists and emerging groups. The Network has offices in 4 Italian regions and consists of various studios, rooms and offices for the press review, promotion and booking.

In 2012 the EP "Sea day" by Francesco Spagnolo is published, along with its relevant videoclip entitled "Cliffs", and which turns out to be very successful, both in streaming and as regards to the views on the JBP YouTube channel.

From 2012 to 2016 Joe Black MP works with the international reporter Franco Guarino, with whom he makes seven reports for RAI and Rai News 24. Among these, two films shot by Franco Guarino in the Sahara and in the war zones occupied by Al-Qaeda and Isis, between Afghanistan and Libya. The seven reports, of which we edited the audio and video, are: "Sud Sudan", "Dalai Lama Tibet", "Archaeologists: the custodians of the past", "Beyond the sky of Taranto" "South Sudan" "The Saharan Genesis and revolution "" In the changing Sahara ".

In 2014 Joe Black MP produces and distributes two works of the violinist Claudio Merico (already winner with the "Anonima Folk" of the "International De Andrè Award"), "Arachnophobia" and "Cantava e repusava"; the latter is a wonderful reworking of a text in ancient Garganico dialect that Claudio manages to record with electronic contaminations. Also in 2014 Joe Black MP produces a mini EP titled "Mestizo" with two singles: the first by the band "Six of paintings", with the song "E da qui", the second by the "CHT - Cross Highest Trip" with the song "Whiskey bottle"

In 2015 Giovanni Orlando produces and distributes eleven singers from the "Academy of the Two Seas" (Claudia Millarte, Debby Perrone, Valentina San Martino, Federica Sambogna, Giacomo Ramundo, Silvia Panetta, Graziano Gigante, Nicoletta Alfani, Mattia Festa, Alice Caracciolo, Mario Giudetti.)

In 2016 Giovanni Orlando produces and distributes, with the independent label Joe Black Production, many singers and bands: Gabriella Guida, with the song "Fa lo stesso" ("It's the same") along with a successful video clip; the ERO (rock band of Carpi) with the cd "About Fathers and other stories" and a videoclip of the single "The gram that is not there"; the CHT - Cross Highest Trip - from Bari with the single "Ayahuasca"; Morena Pauroso, from Naples, with the single "Una donna" ("A woman") and the related videoclip. In the same year Giovanni Orlando produces an upcoming EP with 8 soundtracks titled "Another World"; he also

produces and financed entirely the EP, of genre new Jazz, by Simone Basile (guitarist from Taranto and natural talent of the new Jazz scene) titled "Moments of life", followed by the video clip "Fivemenco", in direct recording. The Ep is also released in Russia as well as in Africa and North America, South America and Europe. In 2017 with the "Salam" NGO Joe Black MP gives life to various musical projects dedicated to social and cultural integration; the first project is realized with four asylum seekers coming from Senegal and Mali, with which he releases three singles "Aidez nous" by Kya Man & Black Soul, "La guerre" by Yike Euro and "Freestyle" by Zil Djibril. The songs are already in digital distribution all over the world. Also in 2017 the second project starts with the "Salam" NGO, aimed at the blind. They are two artists, one from Aleppo (Syria) and the other from Liberia; from this production derives a single "Say no to war Liberians" that will be inserted, for the first time in Italy, in a CD with the cover printed in Braille. The cd will be released in 2018, again with the label Joe Black Production. In the summer of 2017 JBP produces with Davide Berardi (rock and folk singer-songwriter) a live EP at the studio of JBP that proposes the latest cd of Davide: "Fireworks and fairies, live at JBP". Also this production is in distribution with the same record label. Also in the summer of 2017, JBP begins the production of two singles with the artist COMAJE B. Moreover, always with the JBP label, there is a new single coming out in production and distribution, of the Hiphop 'R & ' B genre, by Joe Blues feat MEEI & O ' TG, titled "Hot machine". In the autumn of 2017 Giovanni Orlando (producer of JBP) discovers some recordings of a talented guitarist of Taranto, Palma Cosa, who plays her instrument according to the "fingerstyle". He decides, along with the artist, to perform the re-editing and mixing of the eight tracks and to put them into digital distribution in countries where her genre is most appreciated. The EP, entitled "Acoustic dream", is released in December 2017 and is turns out to be successful also abroad. The year 2017 also proves to be very prolific: in fact, Giovanni Orlando produces a demo of an Abruzzi band at their first musical experience; the band is called "Shy of a Spark" and the demo is called "Anubis". Giovanni is really impressed by the song and also comes to discover the tender age of the band members (from 17 to 20 years). He decides to put the four youngsters under contract and offers them the chance to record 4 tracks directly at Joe Black Production's studio (Leporano - Taranto). The experience produces the result that one of the four tracks, Anubis, immediately goes out in digital distribution in February 2018; from that moment on the JBP gives a whole production of another 7 tracks that are recorded at the JBP in March 2018. In the same month the JBP starts the production of a new single with the Senegalese singer Kya Man. In the spring of 2018 the JBP decides to enroll in the FIM, the International Music Fair, which will be held in Milan in June, four realities of the label "Joe Black Production": Shy of a Spark, Palma Cosa, Comaje B. and the new band of the JBP Production, the "Warm Sweaters for Susan", with which the label is now producing their first EP. Currently JBP Production is studying forms of Web-TV promotion with the creation of television programs to show the groups of the Italian independent and emerging scene.