

JaKe X: from the stage to the classroom (and beyond)

The frontman of the Italian EDM trio MJE is captivating audiences worldwide with his groundbreaking show, masterclasses on sound design, and revolutionary vision of the modern music industry.



Barcelona, Spain Jan 24, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Singer, mentor, manager and performer, but above all, producer—JaKe X (Giacomo Cordioli) is an extraordinarily versatile artist and a 360° sound expert. From the Ministry of Sound in London, where he opened for Steve Aoki, to ADE 2023 and shows during the Miami Music Week 2024, he has been embarking on another avant-garde tour for over a year and a half. Beyond music, JaKe X is regularly invited as a guest speaker at universities, private institutions, and corporate events across Europe, with a unifying theme: showcasing the vast potential and applications of sound in marketing, behavioral science, healthcare, and traditional sound design.

Supported by scientific evidence, his innovative masterclasses delve into themes such as the role of sound in branding and corporate communication, its medical applications (stress management, psychiatric care, music therapy, etc.), the subconscious influence of sound on human behavior, and bespoke sound productions for events and audiovisual projects.

Highlights of His Journey

Notable events include his first masterclass at **SUPSI** (University of Applied Sciences and Arts of Southern Switzerland) in 2023, focusing on “Sound Applications in Business and Consumer Behavior,” which was repeated in May 2024. Another key milestone was his presentation at the Target event in Lugano (Switzerland), attended by over 80 companies, where he highlighted the benefits of incorporating sound studies into brand communication strategies. JaKe X also delivered a dual-language masterclass (in English and Spanish) at the renowned **LCI** private international university in Barcelona, specializing in Fashion, Design, and Visual Arts.

Corporate Success Story: NetApp

A concrete example of the principles explored in these theoretical sessions is JaKe X’s collaboration with the American multinational **NetApp**, a leader in cloud-based software development.

Here’s what **Massimo Mondiani**, Partner Sales Manager for the Italian division, had to say:

“This year, we created a unique event to convey the values of NetApp and its sales channel: People, Passion, Partnership. Music and sound design were fundamental in engaging participants, making them feel an integral part of the project. The goal was to foster trust and mutual commitment, and I’m proud to say that the event was a resounding success. In the context of the event, music contributed to NetApp’s values in various ways:

1. **People:** It fostered a welcoming and inclusive environment, helping participants feel part of a community.
2. **Passion:** It evoked strong, inspiring emotions, reflecting the team’s dedication and enthusiasm.
3. **Partnership:** It created a collaborative atmosphere, aligning the hearts and minds of attendees toward a shared goal.

“In this way, sound design strengthened the sense of belonging, motivation, and collaboration among all

participants.”

Expanding Horizons

In addition to his ongoing concerts, sound branding projects, and advocacy for the multifaceted applications of sound, JaKe X is working on new ventures in emotional health, particularly a podcast on sound featuring industry professionals and researchers from around the globe.

Among his current projects is the renewed collaboration to produce theme music and background scores for the fourth season of **NoKep TV Generation** (sponsored by Warner Music and aired on Sky), as well as for two new television formats set to debut in December 2024.

A **Sonic Odyssey** is the aforementioned podcast that launched in May 2024. To date, it has hosted music and sound experts from various fields, including sociologists, music therapists, and a researcher from the “Music as Medicine” group. The broader vision of A Sonic Odyssey is the creation of a “human vibration gym,” a physical center where individuals can experience a range of transformative and healing sound therapies. The project’s primary aim is to raise awareness about the lifestyle and wellness benefits of sound.

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