

AVID Online celebrates World Music Day 2021 with an exciting session on the future of Indian Classical Music with AVID Online

“Our civilisation’s wisdom and philosophy- learned over time- is reflected in our classical arts.”

- Sriram Emani

For Immediate Release

Have you heard the Carnatic version of the hit song *Shape of You*? Or the contemporary classical rendition of *Cheap Thrills*? Do you share a curiosity for ragas with your grandmother or an appreciation for the *jugalbandi* between the Beatles and Pandit Ravi Shankar?

To mark **World Music Day 2021**, **Art Links Learning**, **IndianRaga**, **Furtados School of Music**, **Furtados**, **Royal Opera House, Mumbai** and **Avid Learning** present **Indian Classical Music and Future Legacy** a lecture demonstration by *Founder and CEO of IndianRaga Sriram Emani*.

Please read on for more details:

IndianRaga, Sriram’s brainchild, is a platform for amalgamating classical Indian and non-Indian genres. He will speak how platforms such as his serve as models for simplifying and modernising the genre of classical Indian music and use technology as a tool to enable democratic access for all into this rarefied genre. He will also speak about how technology can facilitate collaboration and therefore musical evolution- by bringing together talented artists from across the nation and even the world.

Giving an overview of the genres and overall tradition, Sriram will also use a few rich examples to showcase and illustrate techniques, histories and styles from the Indian Classical oeuvre as well as sounds from the Indian diaspora.

He will speak about the ways in which classical Indian music can be modernized- and can draw upon how fusion sounds and practices are a potent way to draw younger generations into the classical fold. He will illustrate how classical content can be rejigged for a new medium and made accessible for a different audience. Sriram will also touch upon the future of Indian classical music in the time and context of COVID.

Join us to deconstruct and appreciate the nuances of Indian classical music and learn more about its future trajectory.

When: Saturday, 19th June 2021 | 5:00 PM – 6:30 PM

RSVP: www.avidlearning.in

Press Email: Ayeshah Dadachanji on ayeshah.avid@gmail.com

AVIDONLINE
#LearningNeverStops



Have you heard the Carnatic version of the hit song *Shape of You*? Do you share a curiosity for ragas with your grandmother? To mark **World Music Day 2021**, join us for a lecture demonstration by *Founder and CEO of IndianRaga* **Sriram Emani** on classical Indian music today and its future trajectory. Sriram will give an overview of the genres and overall tradition and illustrate techniques, histories and styles from the Indian Classical oeuvre as well as sounds from the Indian diaspora. He will also speak about the ways in which classical Indian music can be modernized, can educate and engage with younger audiences and the role technology plays in keeping the genre relevant. He will also speak about how technology can aid musical collaboration and experimentation and touch upon the future of Indian classical music in the time and context of COVID. Join us to deconstruct and appreciate the nuances of Indian classical music and learn more about its future trajectory.

#AVIDONLINE **LIVE**



Founder and CEO
of IndianRaga
Sriram Emani

DATE: **SATURDAY, 19 JUNE '21**
TIME: **5:00 PM - 6:30 PM (IST)**
REGISTER: www.avidlearning.in



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About the Speaker

Sriram Emani was recently featured by TEDx Chennai, and in a 'Spotlight on Arts Entrepreneurs' by the US Congressional Arts Caucus on Capitol Hill, Washington DC. He is a 2015 Global Fellow with the International Society for the Performing Arts (ISPA), where he was the only Indian out of 52 Fellows from across the world. Under his leadership, IndianRaga has grown into one of the largest networks of talented musicians and dancers in North America, invited to perform at iconic institutions like Lincoln Center, Chicago Cultural Center, Joe's Pub, and has been featured in NPR's Here and Now. Previously, Sriram worked as a Strategy Fellow with the President of Lincoln Center, New York City, and with the President of Global Digital Business at Sony Music, New York City. He also started

the marketing and business development team at the National Center for the Performing Arts (NCPA) in Mumbai, and was a Consultant to Disney Theatrical Group. Sriram was selected amongst the first batch of 12 Tata Fellows at the MIT Tata Center for Technology and Design. He is an alumnus of the MIT Sloan School of Management (Class of 2014) where he was 1 out of 5 students to be awarded the prestigious Siebel Scholarship for academic excellence and leadership. Sriram is also an alumnus of the Indian Institute of Technology (IIT), Bombay, where he was the Overall Coordinator of India's largest student cultural festival, Mood Indigo, and a recipient of the institute's highest honors for cultural and organizational excellence. Sriram has been invited as a guest speaker and panelist at MIT, NYU, Bank of Tokyo, KPMG, Lincoln Center and has moderated panels on entrepreneurship in media and entertainment at key conferences. Previously, Sriram led IndianRaga to win the 2015 Arts Entrepreneurship Award by Fractured Atlas, the MIT IDEAS Global Challenge (Community Choice Award), and the US Creative Business Cup.

Partner Information

Art Links Learning

Website: <http://www.artlinks.in>

YouTube: <https://www.youtube.com/channel/UCEMg3N3vvsdsdUwi9B2Yvaw/videos?view=0>

Facebook: <https://www.facebook.com/Art-links-Learning>

IndiaRaga

Website: <https://indianraga.com>

Twitter: <https://twitter.com/indianraga>

Instagram: <https://www.instagram.com/indianraga/>

Facebook: <https://www.facebook.com/IndianRagaProject/>

Youtube: <https://www.youtube.com/channel/UCrxbO2xOJb5cYvxe0-Wr51Q>

Furtados School of Music

Website: <https://furtadoschoolofmusic.com>

Twitter: https://twitter.com/FSM_School

Instagram: <https://www.instagram.com/furtadoschoolofmusic/>

Facebook: <https://www.facebook.com/furtadoschoolofmusic>

Youtube: https://www.youtube.com/channel/UC_V4-q7_TUjy4TXqt2iqK-A

Furtados:

Website : furtadosonline.com

Twitter : [@furtados](https://twitter.com/@furtados)

Instagram : @furtadosmusic

Facebook : <https://www.facebook.com/FurtadosMusic/>

Youtube : <https://www.youtube.com/channel/UCbn-TpQbT9Y7yIPKT6YvVnQ>

Royal Opera House, Mumbai

Website: www.royaloperahouse.in

Twitter: <https://twitter.com/MumbaiOpera>

Instagram: @mumbaiopera

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Watch all past AVID Online episodes on our dedicated YouTube Playlist:

<https://www.youtube.com/playlist?list=PLYt7Q44R5xkd4dRefvV3nFloOHEePgLAZ>

About Partners :

Established in the year 2011, **Furtados School of Music** is India's leading and most trusted brand in music education. With its vision to deliver quality music education to every individual, it is presently imparting music education to more than 75000 students across 200 schools and 15 centers and has also moved into the Online Education space with its website www.fsmbuddy.com

Band-It is India's largest inter-school music competition that gives a platform to the young talent in India to showcase their talent and excel.

Furtados : Established in 1865, Furtados has always been a leader in the field of Western music education and knowledge in India. From musical instruments, accessories to print music and digital equipment, we have a complete spectrum of musical instruments in the Western and Indian categories.

Furtados has grown into a household name in the music business and are spread across Mumbai, Pune, Ahmedabad, Delhi, Chandigarh, Bengaluru, Mangaluru, Panjim and Margao in Goa. With a growing retail network (17 showrooms) and over 350 dealer outlets, Furtados holds a record number of international dealerships for top-of-the-line brands in music.