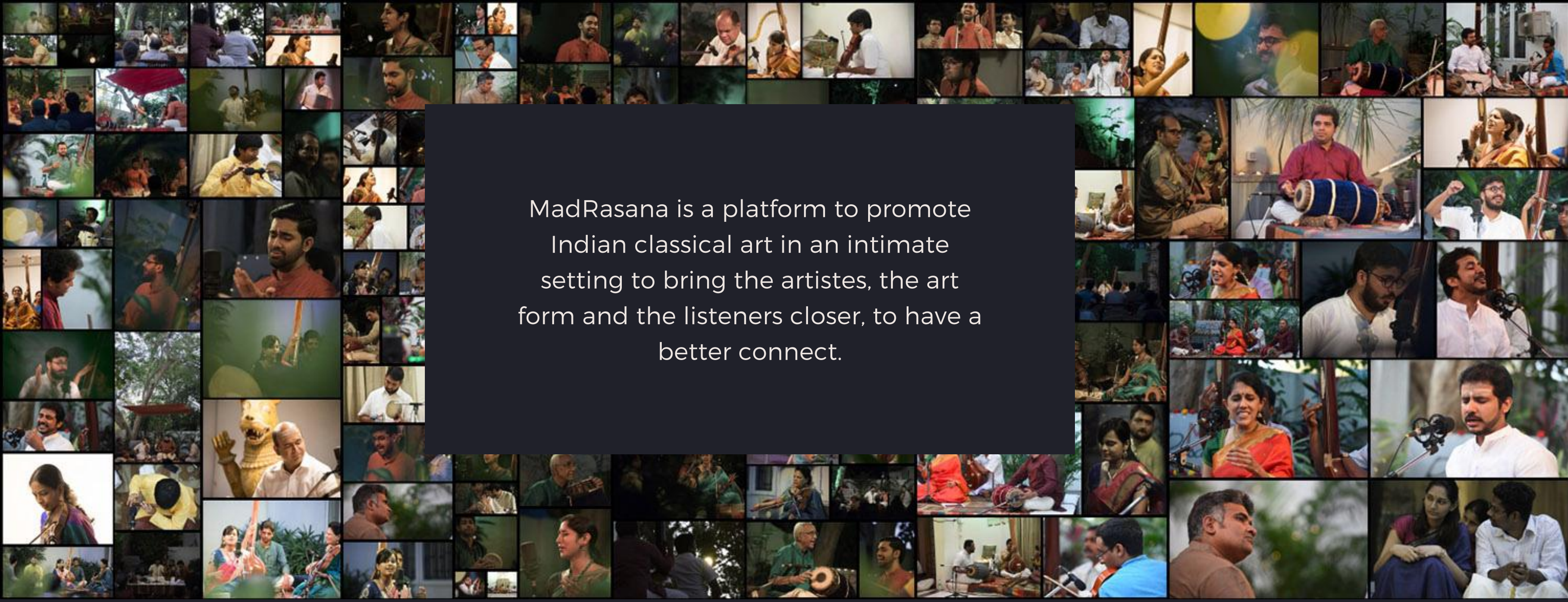


MADRASANA - THE ART OF POSSIBLE



MadRasana is a platform to promote Indian classical art in an intimate setting to bring the artistes, the art form and the listeners closer, to have a better connect.

Mahesh Venkateswaran

Started April 01, 2016

More as an experiment to give a different experience to artistes and listeners

Focus on Carnatic Music

We want to cater to Indian Classical Art, but for now focussed on carnatic music

Try Anything

Being an outsider to the industry, we are not afraid to try anything, with no preconceived barriers

Small Team

Just me! But leverage anyone who has passion to be part of the journey

Finally - This is not a business

Our True North is not to make money, but to have fun and create something unique that is not available today



About Us



PLACE COMMUNITY FIRST

All activities we do, should have an impact on the Indian classical music community

LEVERAGE TECHNOLOGY

We will leverage technology to bring out the best possible experience to the ecosystem

ADD NEW AUDIENCE

Create content that brings in first time listeners of this art form and also crosses the border and reaches wider audience globally



GUIDING PRINCIPLES



EXPERIENCES

MADRASANA CONCERTS

Garden Concerts

Stage Concerts

December Festival
Concerts

MADRASANA SOCIAL

Unplugged Series

Gridlock Series

Conversation Series

MADRASANA ALBUMS

All albums
produced with
pristine audio
quality and some
leveraging binaural
technology

MADRASANA FILMS

Producing short
films to promote art

MADRASANA CONCERTS



GARDEN CONCERTS

Open air. No monitor speakers.
Amplification only for audience.



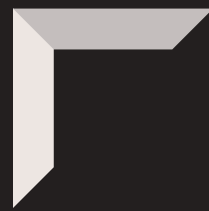
STAGE CONCERTS

Unusual spaces for carnatic
concerts. Focus on artistes and
sound - no backdrops



DECEMBER FESTIVAL

First time a live carnatic festival
in a movie theater



MADRASANA SOCIAL



UNPLUGGED SERIES

Singles by artistes

(>100 artistes)

Youtube Channel

(25K subscribers, 3 million views)

Global Reach

(covered by BBC, JBC, Korean channel, US school bands etc)

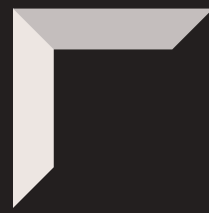
GRIDLOCK SERIES

All artistes perform their parts from their home during lockdown

CONVERSATION SERIES

Two artistes have a call and have a deep dive conversation about anything in music.





MADRASANA ALBUMS



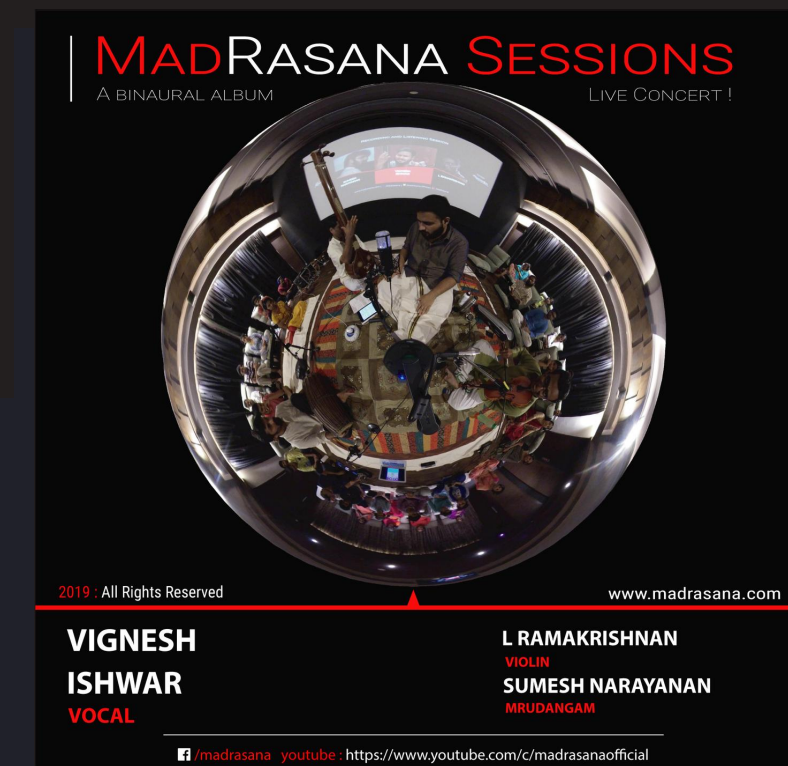
ORGANIC SOUND

Artistes are not given monitor speakers
They sing like they do in their home
Output is very organic sound



CALIBRATED SOUND

Audience PA sound calibrated
Soft and fully balanced
Sound check takes an hour



BINAURAL SOUND

3D Immersive sound
Audience listens through headphones
360 VR Camera recordings



MADRASANA FILMS

UNIQUE STORIES

A DOCUMENTARY ON ACHARI WHO
DEVELOPED THE FIRST LONG NADASWARAM
MADE POPULAR BY TN RAJARATNAM PILLAI



VIRTUAL CONCERTS

A brand new experience
for virtual concerts
(Working with a US startup)

Short / medium term plan

What's in store



MASTERCLASS

Using binaural tech, to give near
field experience for the students

EXPLORE VR

Create content with true
spatial 360 ambisonic video
and audio integrated

NEW GENRE

May explore getting into
classical dance. Reach is
very high.





Long term plan



Indian Classical Art "R" Us

In the minds of New Age rasikas



WE CAN USE SOME HELP

Funding

A long term relationship
(eg like Coke Studio, Amex Unstaged)

Access to Global Culture Ministry


Cross pollination of classical music
on a global front

University Grants

Access to University grants that
want to explore Indian Classical
Music

Performance Space

Need to build a great performance
space or get access to open space
like Kalakshetra, Theosophical
Society





THANK YOU
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