



'Life without music is
like a body without a soul'

शृंगारम
SRNGARIM
करुणम
KARUNYAM
विरम
VIRAM
अद्भुतम
ADBHUTAM

ANNUAL REPORT
2019-20

Supported by:



“It is the 'useless' things that make life worth living and that make life dangerous too: wine, love, art, beauty. Without them life is safe, but not worth bothering with.”

— **Stephen Fry**

Namaste

The world is navigating unprecedented times. We have moved from long commutes, to taking refuge in our homes; from being an interconnected global society, to increasingly isolationist; from a surfeit of concerts and events, to a complete halt to all live cultural activities. At a time like this, it is natural to wonder whether the arts have any relevance at all. It is our firm belief that music and the arts now have a heightened relevance – it is what keeps our spirits up and our stress levels down, it gives us purpose beyond survival, it is perhaps the only glue that can bind increasingly fragmented societies together.

We are happy to bring to you a review of the activities at the Indian Music Experience Museum for 2019-20. It was a year which saw us celebrate the Grand Launch of the museum in a glittering ceremony, and the opening of a brand new centennial exhibition on sitar maestro Ravi Shankar, which was born out of our GRAMMY Museum Affiliation. Thousands of visitors, young and old, passed through our portals. Musicians of various genres shared their art with our audiences, and our learning centre students continued their journey into music.

None of this would have been possible without the unstinting support of our Trustees and Advisors who guide our path, and help us achieve our goals. Our small team of museum staff, supported by volunteers, continue to work with commitment. We also are deeply grateful to our donors, patrons and sponsors for having faith in our ability to deliver results. We specially acknowledge Bharat Ratna Prof. CNR Rao and Mrs. Indumati Rao, for having instituted an Endowment Fund for music education at the IME. Our audiences are core to everything we do, and we are immensely grateful for their patronage.

As we look forward to the future, yes, there are uncertainties, but we remain optimistic. We know the IME has made a positive impact on the cultural landscape of the city and beyond, and we will continue to do our best to share the joy of music with our communities. Although the museum's doors are currently closed to the public as per the government directives, we are preparing for reopening, with heightened safety and sanitization protocols.

Please do spare some time to read through this Annual Report. I would love to hear from you at manasi@indianmusicexperience.org with your suggestions.

With warm regards



MANASI PRASAD

Museum Director

SNAPSHOT



30,000+
Visitors



122
School Group Visits



44
Public programs



1420
Volunteer hours



5
Instrument
Acquisitions



500
Google Reviews
and a 4.6 rating



6,128
Followers on
Facebook



2,242
Followers on
Instagram



ABOUT IME

The Indian Music Experience Museum (IME) is India's first interactive music museum. Located in Bangalore, the IME is a non-profit initiative of the Indian Music Experience Trust, supported by the Brigade Group. The vision of the IME is to introduce the youth to the diversity of Indian music and to preserve India's rich musical heritage. The set-up of the IME was supported by the Central and State Governments, several financial institutions, corporate houses and philanthropists. The museum opened to the public on 1st November 2018, and the Grand Launch of the museum was celebrated in July 2019.

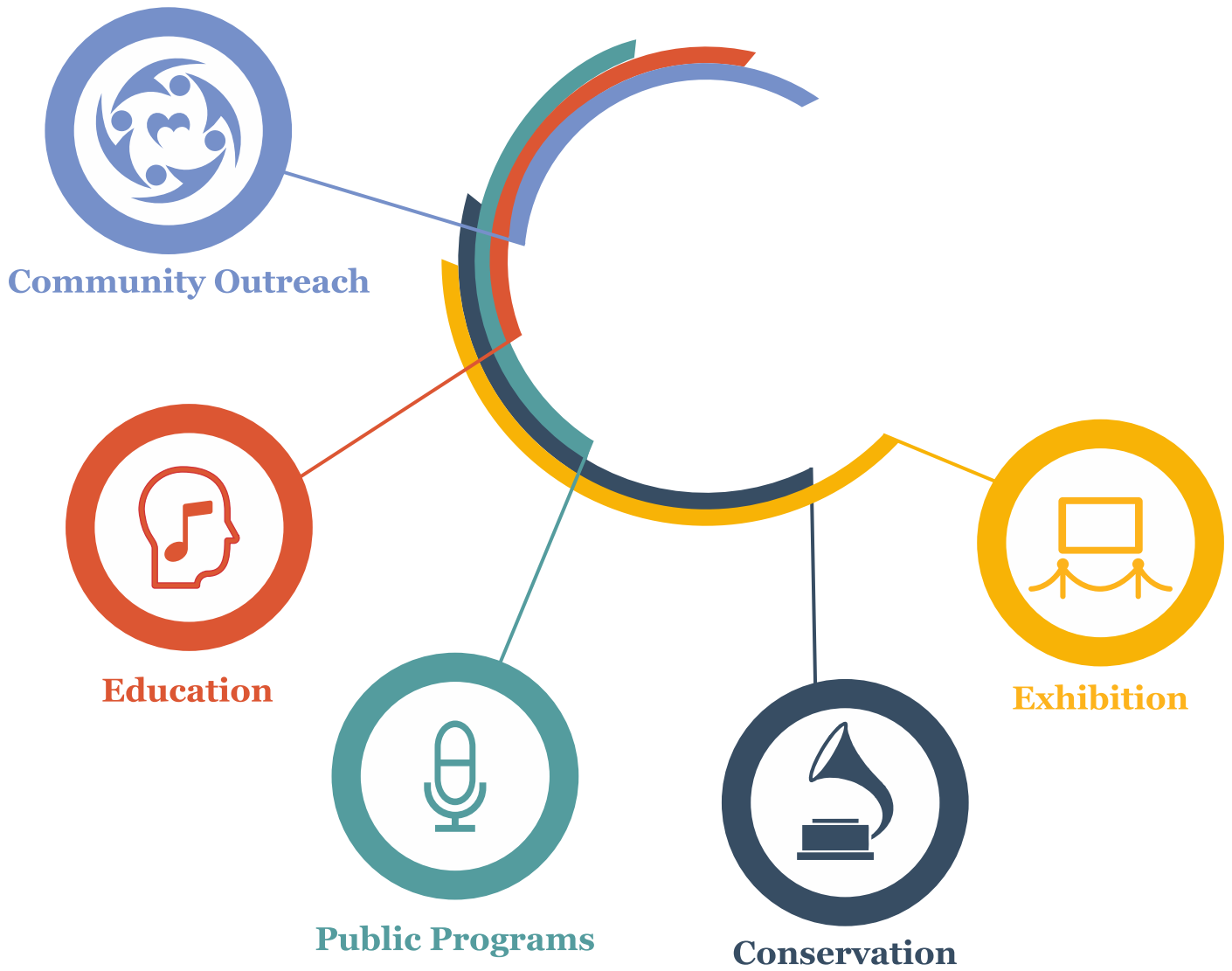
The IME comprises a hi-tech Exhibit Area with 9 galleries, a Sound Garden with 10 'playable' music sculptures, a Learning Centre for music education, and several performance spaces, along with a café and

gift shop. The museum's collection includes nearly 200 musical instruments, including those owned and played by legendary artists; artifacts such as gramophones, microphones etc; artistes' costumes; digital assets including audio-visual recordings, photographs and paintings; and books.

The IME's work spans across Exhibition, Conservation, Education, Public programs, and Community Outreach. Besides museum visits, the IME hosts a wide variety of events, including concerts, seminars, workshops, talks and film screenings. The museum believes strongly in collaboration, and is an official institutional affiliate of the GRAMMY Museum in Los Angeles, USA.

More details about the IME can be found at www.indianmusicexperience.org

IME AREAS OF WORK



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KHAYAL

NOVA	CHHAISSA	DEVI	BARWA	SHYAM	CHHAISSA

CHHAISSA

Chhaisa is a form of Khayal music that is performed in the Chhaisa style. It is a form of Khayal music that is performed in the Chhaisa style.

HINDU MUSIC

Hindu music is the present form of a traditional musical style. It is a form of Hindu music that is performed in the Hindu style.

Khayal: notes

Khayal is a form of music that is performed in the Khayal style. It is a form of Khayal music that is performed in the Khayal style.

Museum Visits

Immediately after opening its doors in November 2018, the museum's visitor numbers started growing. In FY 2019-20, the museum received over 30,000 visitors, including 3924 students on field trips.

Field Trips



As an educational museum, that is especially focused on young people, the museum welcomes school groups on field trips. The groups are guided by our trained volunteer-docents who interpret the exhibits for our young audience.

Inclusive Museum



We encourage visits by schools for children with disabilities, and engage trained facilitators to guide those with hearing, visual, physical and learning disabilities. Children from lower income groups are allowed in the museum free of charge. The museum panels are bilingual, and our volunteers offer tours in vernacular languages.

Special Visits



60 students selected for the Prime Minister's Innovative Learning Program, Dhruv, visited the IME in October 2019 for an immersive experience into music.

Music Teachers' Meet



The IME partnered with the Newspaper in Education division of the Times of India to organize a music teachers' meet in December 2019. The teachers had an enriching day, where they toured the museum and participated in a songwriting workshop by singer-songwriter Vasu Dixit.

Museum Day 2019



Each year Museums Day is celebrated on the 18th of May, and the day serves to highlight the important role that museums play in society. As part of its outreach efforts to make music accessible to all, the IME opened its doors free of charge on the day. Over 750 people visited the museum on the day, and experienced the magic of music.





Indian music
EXPERIENCE

GRAND LAUNCH

Public Programs

To further its artist connect and audience development goals, the IME organized a wide variety of public programs throughout the year, and has established its place as an important cultural hub of the city.



44

Public Programs



150+

Artistes



5000+

Attendees

Grand Launch



The IME had its Grand Launch on the 27th of July 2019, and the event marked the culmination of a decade of committed work towards the setting up of this first-of-its-kind institution. The museum was inaugurated by a host of dignitaries, including Hon. Union Minister for Chemicals and Fertilizers, Sadananda Gowda, former Union External Affairs Minister S. M. Krishna and the Founding Executive Director of the GRAMMY Museum, Bob Santelli.

The launch was followed by a scintillating concert by tabla maestro Zakir Hussain and jazz legend Louiz Banks. The event had over 3000 people in attendance, and was widely covered in the media. The IME is grateful to the donors and sponsors, as well as the audience who contributed to making this a day to remember!

Up Close and Unplugged

This series features award-winning musicians in an intimate setting, as they share their journey and their music with an audience of music lovers. There were four events in this series during the year.



Raghu Dixit - May 2019



Agam - June 2019



Parvaaz - September 2019



Swarathma - December 2019

Instrument Showcase

This series highlights musical instruments, both traditional ones and newly invented. The event is highly educative and celebrates the innovations in music. The musical instruments and artistes featured during the year include:



Instruments of Hindustani Music
Dr. Deepak Raja - June 2019



Navtar – Vishnu Ramprasad - June 2019



Rudraveena – Sharada Mushti - April 2019



Shivaveena – Denis Petrov - April 2019



Saxophone – George Brooks - September 2019



Noori – Kavish Seth - November 2019



Gypsy jazz guitar and Viola di Gamba
Vincent Patrin & Elie Ossipovitch - January 2020



Japanese Koto and Shakuhachi
Tim Hoffman - February 2020

Story Ga Ma with Kathalaya



The IME has partnered with the acclaimed storytelling collective, Kathalaya, to present a monthly storytelling session on the fourth Saturday of every month. The aim of this event is to bring young audiences into the museums, in the hope that they will develop a lifelong bond with the arts. A total of 10 sessions were held in this series during the year, and is one of the most popular events with children and their parents too!

Sound Spa



Catered at busy professionals, this event series brings the healing and stress-relieving powers of music to the fore. The IME invites certified sound therapists to conduct “sound baths”, which provide a meditative and relaxing experience. A total of four events were conducted in this series.

Summer Camp



The IME's annual music discovery summer camp brought together experienced professionals from the world of music to interact with 30 young music students, exposing them to various aspects of music. The made instruments, learnt some tricks of the Garageband software, absorbed the basics of konnakkol (mouth percussion) and beat boxing, and even had a treasure hunt through the museum!

Film Screenings



The IME has partnered with the Goethe Institut and the India Foundation for the Arts to bring a series of films of high artistic value, from around the country and the world. Three unique films were screened through the year.

Painting Competition



Over 800 children from various schools in Bangalore participated in the Coloursplash painting competition, organized by the Newspaper in Education division of the Times of India. The theme was “water songs” and the children's creativity was unleashed in the inspiring environs of the museum.





Exhibitions

Ravi Shankar Centennial Exhibition



The Indian Music Experience Museum curated and opened a centennial exhibition (“Ravi Shankar @100: India's Global Musician”) celebrating the life of renowned sitar maestro Pandit Ravi Shankar. The exhibition features a total of 29 objects, including his musical instruments, costumes, awards and photographs, along with listening stations and interactives, supported by interpretive graphic panels, that chronicle the life and work of the celebrated artiste.

The exhibition was inaugurated on the 7th of March 2020 by the President of the Madras Music Academy, N. Murali, in the presence of Ravi Shankar's wife, Sukanya Shankar, who is also President of the Ravi Shankar Foundation.

The inauguration was followed by a music concert by Ravi Shankar's disciple, Vishwamohan Bhatt on the mohanveena, accompanied by tabla maestro Bickram Ghosh. The museum expresses its gratitude to the Ravi Shankar Foundation, the GRAMMY Museum and the sponsors for their support to the exhibition, which will continue to be on display till the end of the year.

T. Balasaraswati Centennial Exhibition



The IME hosted a travelling exhibition (“Credo of a Dancer: An in-depth exhibition on the life and art of T. Balasaraswati”) curated by the Chennai-based Museum of Performing Arts (MOPA). The exhibition featured photographs and press clippings, along with costumes, ornaments and other personal collectibles of the legendary Bharatanatyam dancer, and was on display at the IME for 2 weeks in November 2019. The exhibition opening was marked by two days of public programs, that featured dance performances by the grandson of Balasaraswati, Aniruddha Knight, and other leading dance exponents of Bangalore, as well as a panel discussion featuring dance scholar Nandini Ramani and others. The public programs were organized in collaboration with the World Dance Alliance, Karnataka Chapter.



Instrument Donations

The IME is perhaps the only institution in the country, whose mandate includes conserving and displaying musical instruments and other memorabilia belonging to legendary musicians.

If you have a musical instrument or a collection to donate, please write to Sahana Mohan, Head of Collections, at sahana@indianmusicexperience.org

Ravi Shankar's Instruments and Memorabilia



The Ravi Shankar exhibition has a total of 29 objects that have been loaned to the museum for the purpose of the exhibit. Of these, 3 musical instruments – a sitar, an 80-year-old surbahar, and a tanpura – all belonging to and played by the maestro will be part of the museum's permanent collection. In addition, two pairs of costumes and other ephemera will also remain with the museum in its permanent display. The IME is extremely grateful to Mrs. Sukanya Shankar and the Ravi Shankar Foundation for placing these invaluable pieces of musical heritage in our care.

Zakir Hussain's Tabla



Tabla maestro Zakir Hussain graciously donated a pair of his tabla-s to the IME after his concert at the Grand Launch in July 2019. It is currently on display as part of the Ravi Shankar exhibit, and will continue to be part of the museum's permanent collection.

Guitar Signed by Roger Waters



The IME was happy to receive a guitar signed by the legendary guitarist, Roger Waters, donated by Venkat Vardhan, Chairman of DNA Networks, in January 2020. The guitar, which was signed by the musician during his tour of India in the year 2002, is currently on display in the Contemporary Expressions gallery of the museum.





Learning Centre

Learning Centre



The IME Learning Centre continues its mission to impart high quality music education in various disciplines via its diploma program, that aims to provide structured, curriculum-based arts education. The Learning Centre currently has 90 students on its rolls. With a passionate and dedicated faculty, well-designed infrastructure, and exposure to all the public programs at the museum, the Learning Centre provides a unique learning environment to nurture the next generation of musicians.

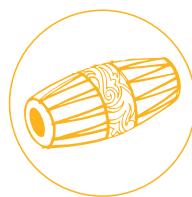
Learning Centre classes are offered in



Karnatic
vocal



Hindustani
vocal



Mridangam



Bharatanatyam



Keyboard



Guitar

Learning Centre Annual Showcase

Each year, the students of the Learning Centre present a performance, showcasing their talents to their families and friends. This colourful and well-attended event provides much-needed stage exposure for the children, and serves as a marker to witness their progress. This year, the guests at the event were renowned danseuse Padmini Ravi and noted drummer Arun Kumar, who shared their experiences and encouraged the young artistes.



Volunteer Program

76

Total
Volunteers

38

Volunteers
in 2019-20

1420

Volunteer
Hours

8500+

Visitors
Guided

Volunteer Program



The IME volunteer programme (managed by ReReeti Foundation) is a community outreach program to connect with the people of the city and invite them into the museum as active members of the team.

The volunteers primarily guide school groups, facilitate events and help with administrative tasks at the museum. It is open to people of all ages and backgrounds, to support the museum's vision and mission and become community representatives as well. The program has been running for 2.5 years, with 5 batches of volunteers.

Training Program

The training of the volunteers is designed to teach them about the museum's content and equip them with a number of soft skills required for the job. We conduct a 6 day training session, which takes place over 3 weekends. The sessions include a guided tour of the museum, a communications workshop, as well as training in documentation, accessibility and safety procedures. At the end of the training sessions, the volunteers undergo an evaluation exercise where they guide a mock group tour.

Volunteer Speak

“Volunteering with IME started with a curiosity and turned into passion. This place is and will always be dear to me for it has offered an ocean of knowledge and a bundle of memories and an opportunity with network with diverse group of visitors.”

- **Sindhu Narayan**

“The sense of calm and at the same time learning received at IME makes me feel humbled to be a part of such a beautiful place. From taking school children around the museum to answering visitors' queries, the volunteering experience at IME is second to none.”

- **Madhavi Ramam**

“As a school student, spending my free time volunteering at the Indian Music Experience has given me a new perspective of the real world. My knowledge of Indian music, as well as my interpersonal and linguistic skills, have improved greatly.”

- **Sreenidhi Bhoopathi**



10
Work.
Certified
APR 2019–MAR 2020
INDIA

BRIGADE
Building Positive Experiences

AMONG THE BEST
REAL ESTATE
WORKPLACES



Awards and Recognitions

Award for excellence in customer experience



The IME received an award for Customer Experience at the annual InfoComm Summit organized in partnership with the Indian Express newspaper. The IME shared this award with two other leading museums – the CSMVS museum in Mumbai and the Partition Museum in Delhi.

GRAMMY Museum Affiliation



The IME has been named an official institutional affiliate of the GRAMMY Museum. To further its educational initiatives and mission, the GRAMMY Museum (headquartered in Los Angeles, USA) is engaging with like-minded institutions in a collaborative and unique approach to arts education and outreach through its affiliate program. As a GRAMMY Museum affiliate, universities and cultural centres will have

access to educational initiatives, research programs, internship opportunities and much more.

Currently, there are 28 affiliates in the program, including educational institutions such as Berklee College of Music in Boston, Yale University in Connecticut, Sapienza University of Rome, as well as music museums and institutions such as the B.B. King Museum and Delta Interpretive Center in Indianola, Mississippi and the National Blues Museum in St. Louis, Missouri.

A biennial meeting of the affiliates was held in April 2019, at the GRAMMY Museum in LA. The Ravi Shankar Centennial exhibition was the first project that was born out of this affiliation, and we hope it is the first of many more!

Letter from Prime Minister Narendra Modi



सत्यमेव जयते

प्रधान मंत्री
Prime Minister
MESSAGE

It is heartening to learn about the inauguration of a Music Museum named Indian Music Experience in Bengaluru. This initiative of Indian Music Experience Trust is both – interesting and unique.

From Hindustani music in north to Carnatic music, Rabindra Sangeet to Sufi songs and ghazals, Indian music have been a binding force that cut across social, cultural, as well as language barriers and foster a sense of unity and togetherness.

Music has been a way of life and an integral part of Indian culture and heritage. For long, it has been associated with purity. Classical music has always been seen as a means of spiritual upliftment and peace. All forms of music – classical, folk and popular play their part in realising the vision of 'Ek Bharat, Shreshtha Bharat'.

I am sure that the exhibits in this interactive Music Museum will piece together and trace the glorious journey of Indian music over the centuries. The vision behind the setting up of the Museum of spreading awareness among the youth about the beauty and power of Indian classical music is laudable.

Best wishes for the inauguration of the Museum. I hope that the Museum will showcase to its visitors the glory of Indian music in an 'Arohi' - ascending musical notes style.

(Narendra Modi)

New Delhi
16 November, 2018

Shri P. V. Maiya
Chairperson
Indian Music Experience Trust
Brigade Millennium
J.P Nagar.7th Phase, Bengaluru
Karnataka- 560078

MONDAY, JULY 29, 2019 | ADVERTORIAL, ENTERTAINMENT
INDUSTRY PROMOTIONAL FEATURE | BENGALURU

Bangalo

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The music maestro donated his tabla to Bengaluru's Indian Music Experience museum after his performance in the city on Saturday



Ustad Zakir Hussain plays on his tabla, which will be displayed in Bengaluru

Ustad Zakir Hussain's tabla will now be displayed at Bengaluru's music museum

Ustad Zakir Hussain, who was in Bengaluru to perform at the launch of the Indian Music Experience museum, not only enthralled the audience with his energetic performance along with musicians Louiz Banks, Gino Banks, Sheldon D'Silva, Sanjay Divecha and Bengaluru's own violinist Kumaresh Rajagopalan, but also contributed to the treasure trove housed at the museum. "This is the opening of a music museum, and it would only be right for me to make a contribution here. This tabla that I performed on today, now belongs to the music museum," said Zakir Hussain. He handed over the table set to musicians Suma Sudhindra and Manasi Prasad of the museum at the end of the show.



Manasi Prasad and Suma Sudhindra receive the tabla

MORE ON PAGE 3

IME in the Press

IME in the Press

The IME continues to receive extremely positive coverage in the press both for its exhibits and its public programs. We acknowledge the support of the media in spreading the message of the museum to audiences far and wide. In particular, the Grand Launch of the museum received plenty of attention across newspapers. A snapshot of the coverage is presented here.



Publication : The New Indian Express - edex Date : 02.12.2019 Page Nos: 8 & 9



Publication : The Hindu Business Line - Blink Date : 21.09.2019 Page No : 14





INDIAN MUSIC EXPERIENCE
GRAND LAUNCH
BRIGADE 2019

Donors

Donors



We welcomed several new donors to the IME family in FY 2019-20. These comprise both corporate houses under their Corporate Social Responsibility, as well as individual and family philanthropists. We are extremely grateful to all our donors for their continued belief.

*If you would like to become a patron or donor, please write to info@indianmusicexperience.org
All donations are tax exempt as per Section 80G of the Income Tax Act.*

Prof. CNR Rao and Mrs. Indumati Rao Endowment for Music Education

The IME was honoured to receive a donation of Rs. 25 lakhs from one of the most eminent scientists and academicians of the country, Bharat Ratna Prof. CNR Rao and his wife, Mrs. Indumati Rao. The funds will be kept as a corpus, and the proceeds will annually be used to bring children with lesser economic means to the museum free of charge, to sponsor children from economically weaker sections to attend IME's summer camp, and to host an annual music concert.

Prof. and Mrs. Rao visited the IME on the 25th of February, 2020. They toured the museum, interacted with students from the nearby Puttenhalli Government School, and shared inspiring messages with the gathering.

Major New Donors in 2019-20*

Brigade Properties
Professor C.N.R. Rao and Mrs.Indumati Rao
Adani Group
Sterling and Wilson
Tamilnadu Brick Industries
Shriram Transport Finance
Kusuma Muniraju
Brigade Hospitality Services
WTC Trades and Projects
BCV Developers

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Brigade Group
Brigade Foundation

Major Donors

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Southern Auto Products
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Tandem Allied Services
Harman International
B Jayashree, MP (Under MPLAD Scheme)
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**Rs. 10 lakh and above*

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Dr. Suma Sudhindra

Vineet Verma

The IME Team

Manasi Prasad, *Museum Director*

Sahana Mohan, *Head of Collections*

Dr. Adity Gudi, *Administrator*

Krithika Sreenivasan, *Program Executive*

Manita Desai, *Growth and Development Head*

Tejshvi Jain, *Partnership Consultant*

Rushmi Kashyap, *Learning Centre Coordinator*

Sridhara, *Facilities Manager*

Bhanu Atyam, *Accounts*

RADIO CEYLON

AIR's ban on film music in 1952 led Indian audiences to tune in to Radio Ceylon (Sri Lanka Broadcasting Corporation), which provided a new platform for film songs. The extent of the channel's popularity was such that a survey carried out at the time indicated that of every ten licensed radio sets, nine were tuned into Radio Ceylon and a tenth was broken! Faced with the growing demand for film music, BV Keskar was forced to reintroduce film music on AIR as a new service, Vividh Bharti, in 1957.

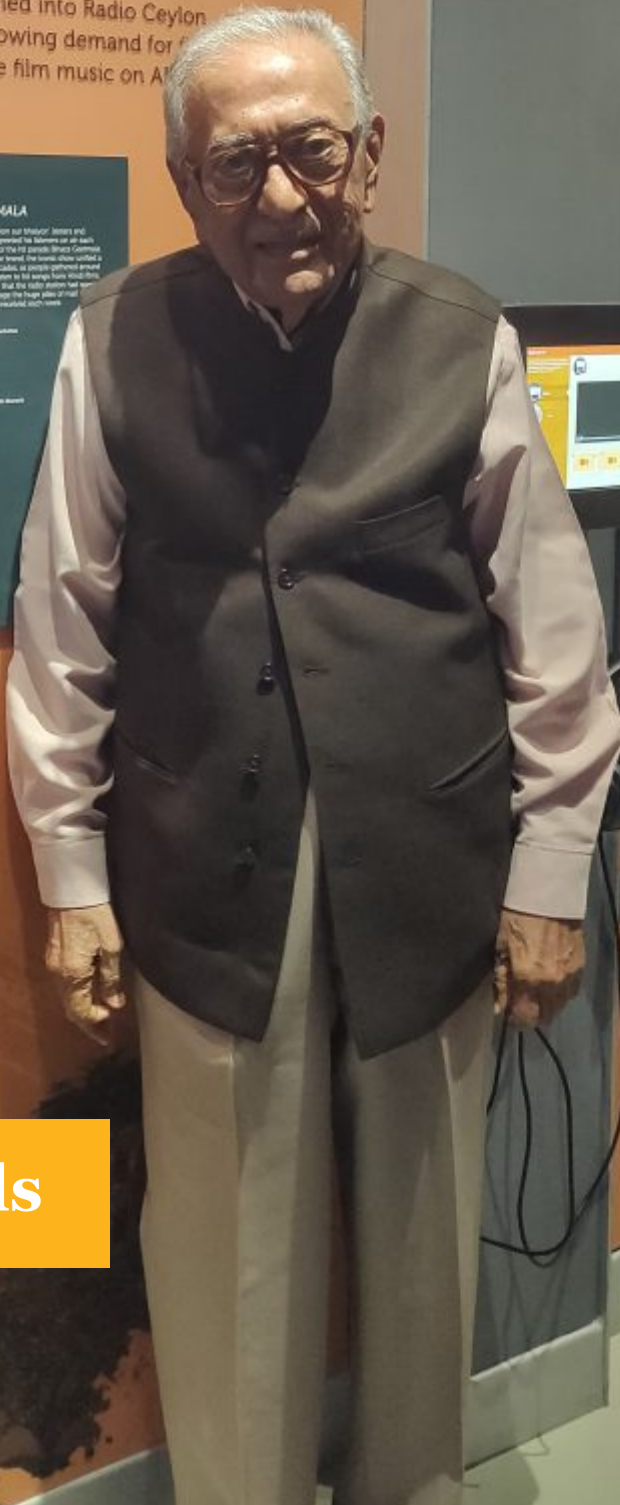
ALL INDIA RADIO

Pioneering radio clubs had given the public a voice, but they lacked the financial wherewithal to sustain themselves. After two years of experimental broadcasts, a state-owned company, the Indian State Broadcasting Corporation, began operations in 1930. The Empire Service, began operations in 1932 and was renamed All India Radio. AIR also came to be known as the 'voice from the sky'. The government has since had a monopoly over the airwaves until privatisation in the 1990s.

BINACA GEETMALA

With his trademark 'Behnon aur Mohan' songs and lyrics, Anant Geeta provided the listeners an air each week. He was the first of the first generation of radio artists. Sponsored by a broadcaster, he had the honor of writing a number of songs for the radio. He was a pioneer in the field of radio music and is known to have written many songs. The songs were so popular that the radio station had to purchase his songs and featured the songs in their programmes. Over 50,000 records were sold.

1957
Anant Geeta was the first radio artist.
Anant Geeta was the first radio artist.
Anant Geeta was the first radio artist.
Anant Geeta was the first radio artist.



CLASSICAL MUSIC ON AIR

Classical music has been a part of the radio since its inception. It has been a part of the radio since its inception. It has been a part of the radio since its inception. It has been a part of the radio since its inception.

Visitor Testimonials

“I spent a couple of hours yesterday going through your outstanding musical museum. Honestly, it was a shame that I had missed out on this very well conceptualized project. I was further surprised to be told that this is the only Museum of its kind in the Country!”

Prof BK Chandrashekar, former Karnataka Education Minister

“It's really impressive how much thought you have put into the project and the execution is seamless. The conception of it is educational, but also gives everybody a glimpse of various genres of performance, along with historical facts, which is really commendable. It far exceeds the quality of presentation at the EMP in Seattle, which is something I am familiar with.”

Prof. Ramesh Gangolli, Professor Emeritus, University of Washington
Renowned mathematician and musician

“I am simply awestruck by the information and planning and brilliance, brains, art, finesse and class behind the amazing Indian Music Experience. IME is Bangalore's pride and you must visit if you come to the city.”

BC Manjunath, Internationally renowned percussionist

“It is wonderful to see the Indian Music Experience becoming a destination that is engaging hearts and minds and so shaping the cultural landscape of Bangalore and helping to increase the appreciation of our collective musical heritage.”

Abhishek Poddar, Founder, Museum of Art and Photography

“Amazing space.... finally documentation of music is happening in a way it should be – there is information at your fingertips in a way that you can actually understand it, and interact with it to learn more about our musical heritage.”

Ustad Zakir Hussain, Tabla maestro

“This experiential music museum in Bangalore has given us a wonderful experience today because we have seen the amalgamation of science and music. Interesting ...we could ourselves discover many aspects of science as part of music....I'm thrilled to see how the museum is planned.”

K. G. Kumar, Former Director, Visvesvaraya Museum

“I am swinging with joy today. I am so happy to see this museum in Bangalore. I have not seen such a beautiful museum in the world! I am elated to see Binaca Geetmala and myself featured in the museum.”

Ameen Sayani, Radio Announcer, Binaca Geetmala

“It's a world by itself – the range of diverse subjects around music that are explored cover the past, present and future of music, and it's a lot of fun! It's like a beautiful choreography – the colours, the lighting, everything is in sync.”

Nirupama Rajendra, Acclaimed Kathak exponent

“It is absolutely fantastic to be here, much beyond what I had thought it would be.....unimaginable.....absolutely phenomenal experience”

Anuj Puri, Chairperson, Anarock Group





**Indian
music**
EXPERIENCE
M U S E U M

Indian Music Experience Museum

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Bangalore 560078.

 +91 96866 02366

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All donations are tax exempt as per Section 80G of the Income Tax Act.