

Indian music EXPERIENCE MUSEUM



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Maratha
muna-Ganga
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ayaka jaya he
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जेजे गंगा
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गंगाजीसाहेब गंगा जी
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पुनर्जी गंगाजीसाहेब जी

MOTHER
INDIA
PATRIONISM IN
POPULAR
CULTURE

गंगाजीसाहेब गंगाजीसाहेब

Supported by



BRIGADE

ANNUAL REPORT

2020-2021

“Only in the darkness can
you see the stars.”

– Martin Luther King

Namaste

We have collectively endured one of the defining experiences of our life and times. What started off as a pause in the hustle and bustle of daily life has now become a happening that will forever define the way we see the world. Many of us experienced loss – of loved ones, of time, of precious moments, and of a sense of normalcy. There were days when I questioned everything, and felt the meaninglessness of it all. At the same time, I realized that the future is built one day at a time, by the seemingly small actions we take each day; that, as Martin Luther King said, everything that is done in the world is done by hope.

And so, we see ourselves looking back at a most strange year, but one that I am glad to report has been extremely productive for the Indian Music Experience Museum, in our mission to build community through music. The team at IME seamlessly adapted to the online world. We ensured the continuity of music education at the Learning Centre. We unveiled two new online exhibits through an important partnership with Google Art and Culture. Our work in preserving musical traditions achieved an important milestone through the creation of an online archive on the life and works of legendary violinist and composer, Mysore T. Chowdiah, in collaboration with the Shankar Mahadevan Academy. We presented a wide variety of talks, discussions, workshops, showcases, and exhibit walkthroughs online, growing our audience beyond the geographic limitations of in-person events.

We seized the opportunity to reopen the museum after a six-month closure, and were thrilled to see audiences coming back both for museum visits and in-person concerts. Even though we have had to face a second lockdown, it has proven to us that music is an innate human need, and audiences will surely return to partake in the shared experience of *rasanubhava* (experience of emotion).

As we navigate this hybrid world with resolve, we are humbled by the support we have received from the Board of Trustees, our Advisors, donors, the artist community, friends and well-wishers. Although we need to adapt as per the demands of the situation, our mission remains unchanged. Our belief that music can heal, uplift, and bring us together has only strengthened.

Please do spare some time to read through our Annual Report for 2020-21. I would love to hear from you at manasi@indianmusicexperience.org with your suggestions.

With warm regards



MANASI PRASAD
Museum Director

SNAPSHOT



3,205
Visitors



50
Public programs



06
Instrument
Acquisitions



88
Learning centre
students



595
Google Reviews
and a 4.6 rating



6200
Followers on
Facebook



2600
Followers on
Instagram



14000
Website
visitors



ABOUT THE IME

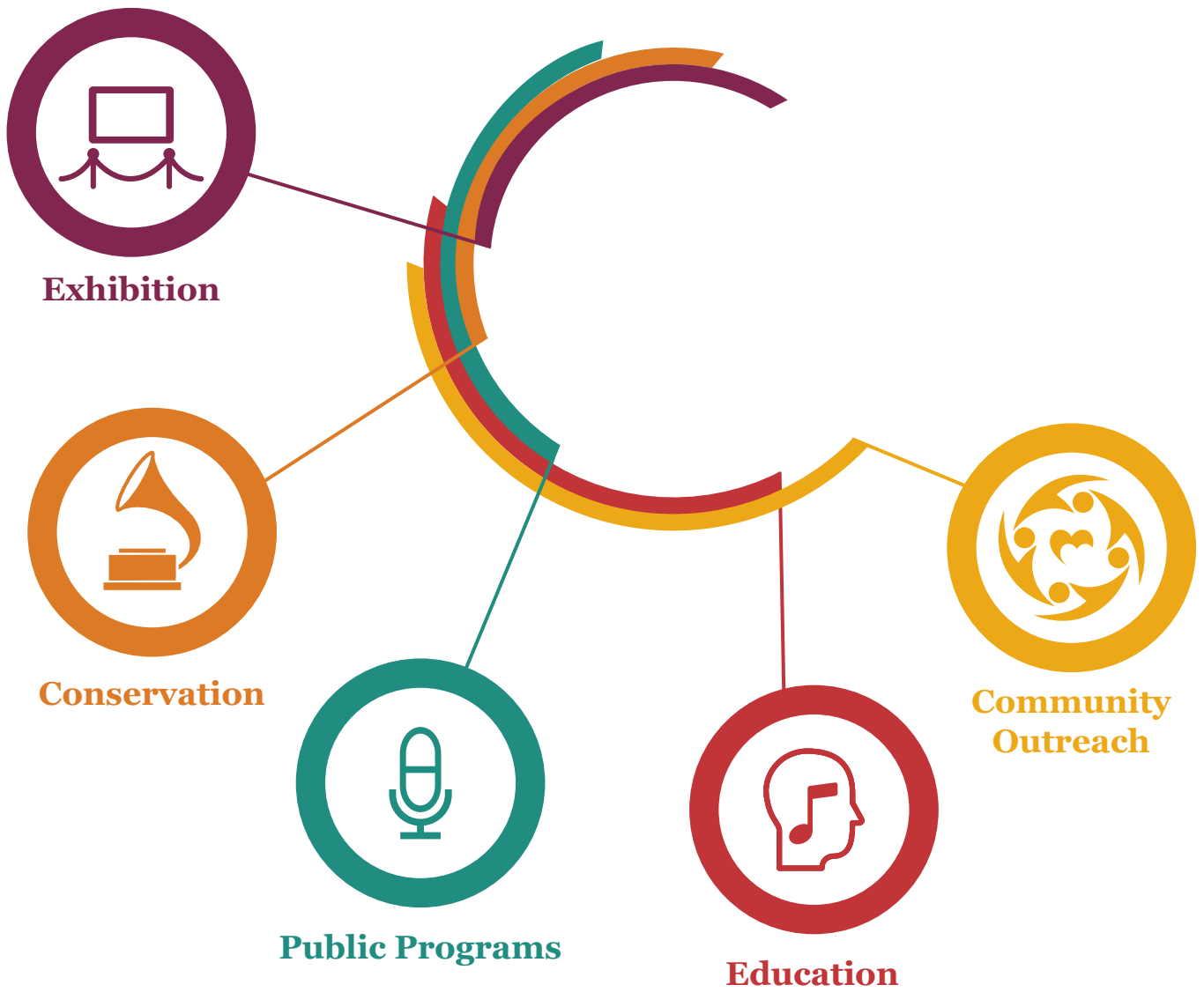
The Indian Music Experience Museum (IME) is India's first interactive music museum. Located in Bangalore, the IME museum is a non-profit initiative of the Indian Music Experience Trust, supported by the Brigade Group. The vision of the IME is to introduce the youth to the diversity of Indian music and to preserve India's rich musical heritage. The setup 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 audiovisual recordings, photographs and paintings; and books.

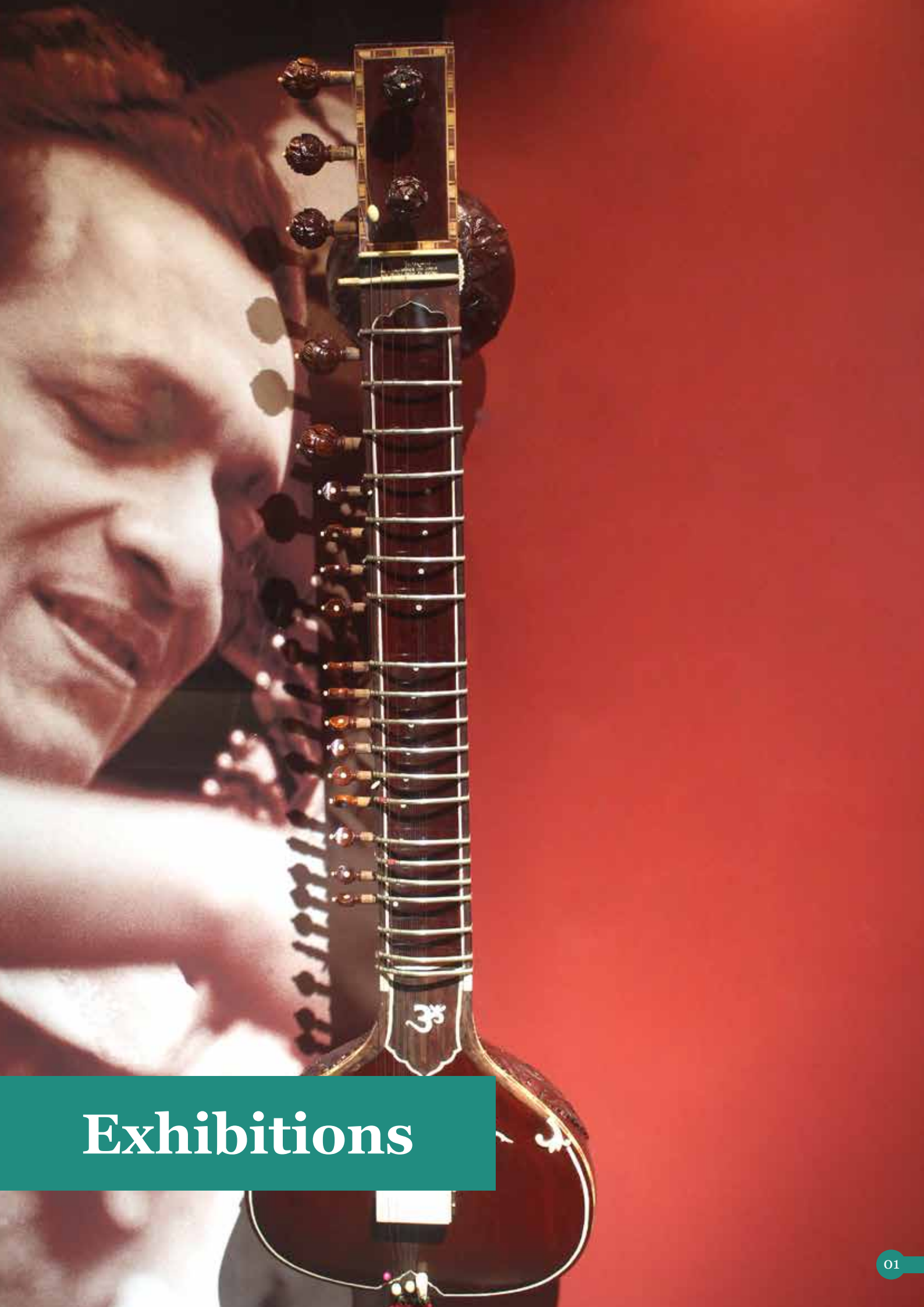
The IME's work spans across Exhibition, Conservation, Education, Public programs, and Community Outreach. Besides museum visits, the IME hosts a wide variety of events, including concerts, seminars, workshops, talks and film screenings, both at the museum and online. The museum believes strongly in collaboration, 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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Exhibitions

Ravi Shankar Centennial Exhibition



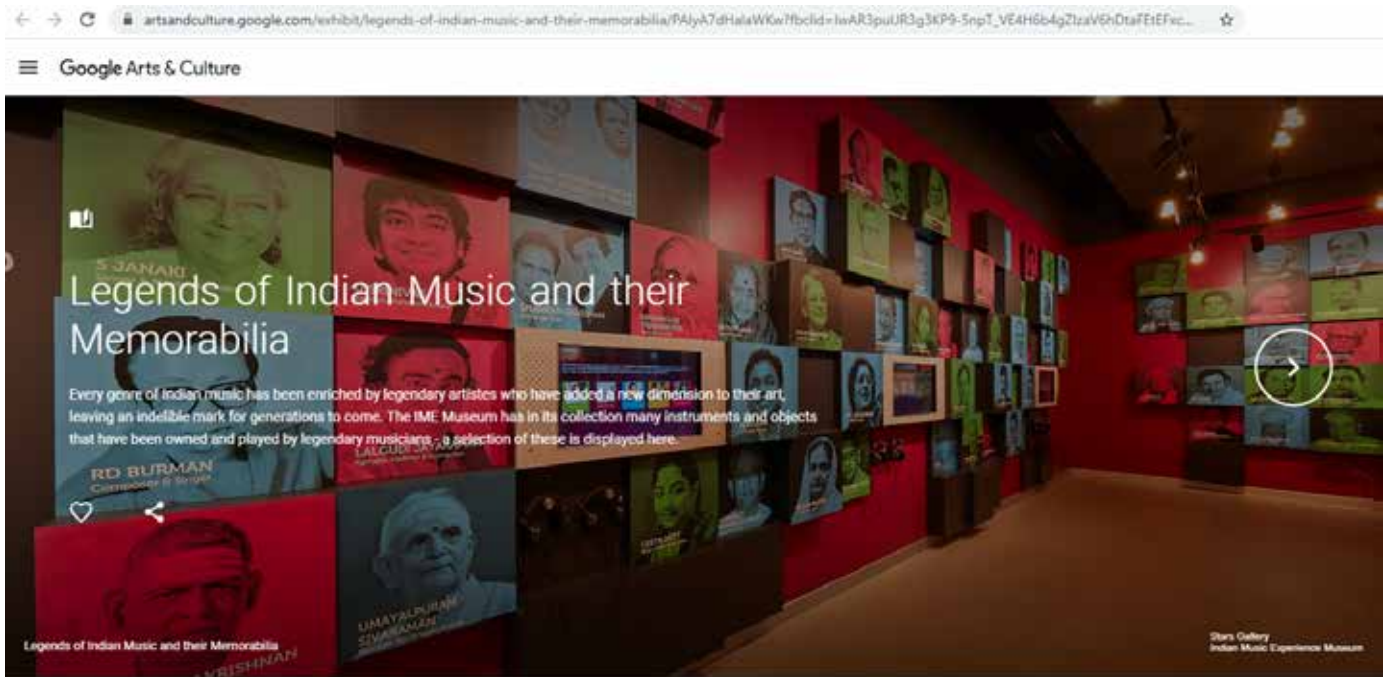
The Ravi Shankar Centennial Exhibition (*Ravi Shankar @100: India's Global Musician*) was inaugurated on the 7th of March, 2020, and was on display till 21st February, 2021. Featuring his musical instruments, costumes, awards, rare photographs and audio-visual recordings, it was an in-depth exploration of the life and work of the legendary sitar maestro.

During the lockdown, various online events commemorated the centennial, including a virtual tour, a video premiere of the opening concert, webinars for schools, and a discussion with the exhibit curators. The exhibit finale was commemorated on 21st February through Ravi Naman - a tribute concert featuring musical tributes by leading musicians - Pravin Godkhindi, Sangeeta Katti and Anupama Bhagwat.

The exhibit panels are now on permanent display at the Ravi Shankar Centre in Delhi. Three of Ravi Shankar's musical instruments - a sitar, a surbahar and a tanpura are now part of IME's permanent collection and are on display at the museum's Hall of Fame. The legacy of the exhibition continues through an online exhibit on the Google Art and Culture platform.

The museum gratefully acknowledges the support from Mrs. Sukanya Shankar and The Ravi Shankar Foundation in presenting this important exhibition.

Online Exhibits



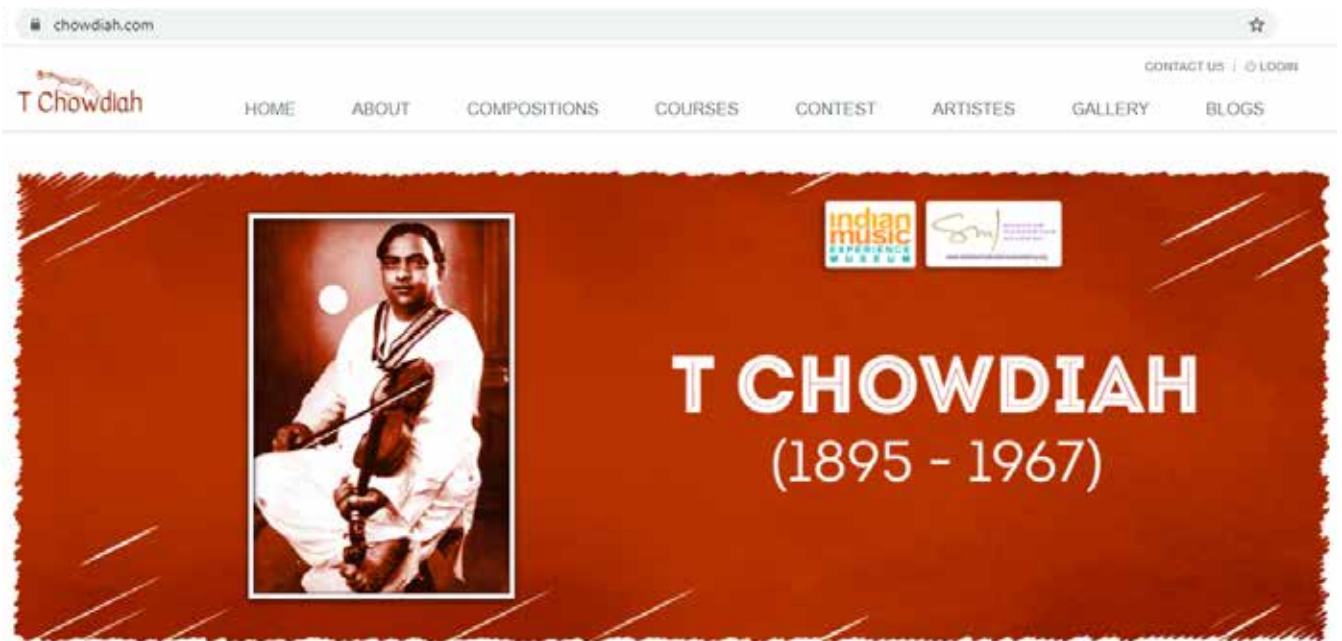
In 2020, IME entered an important partnership with Google Art and Culture, an online global platform that features content from over 2000 of the world's leading museums and cultural institutions. Through the partnership, the IME aims to bring its collections and exhibits online to make these resources accessible to audiences and communities from around the world.

On our 74th Independence Day, the IME opened its first online exhibit, titled "Legends of Indian Music and Their Memorabilia", on the Google Arts and Culture platform. The exhibit features precious artefacts from the Indian Music Experience Museum, belonging to musicians who played a significant role in contributing to India's national identity, such as Bismillah Khan, Ravi Shankar, MS Subbulakshmi and Bhimsen Joshi. The IME's exhibit on Ravi Shankar also has an online version on this platform.





Conservation



As part of its mission to preserve and propagate musical heritage, the IME developed an online digital archive (www.chowdiah.com), dedicated to the legacy of Karnatic violin maestro Mysore T. Chowdiah. The digital archive houses notations and renditions of his compositions by various artists, as well as rare photographs and other information about this legendary musician. This digital archive has been developed in collaboration with Shankar Mahadevan Academy.

To further propagate Chowdiah's compositions, 'Smarane', a competition for students of music on the compositions of T Chowdiah, was conducted jointly by the IME and Shankar Mahadevan Academy. The judges for the competition were eminent musicians - vocalist and musicologist Dr T S Sathyavathi, violinist Padma Shankar and flautist Mysore A Chandan Kumar (T Chowdiah's great-grandson). The contest winners received a golden opportunity to interact with the renowned musician Shankar Mahadevan online.





Public Programs

Ravi Naman



The Ravi Shankar centennial exhibition concluded with a the sitar maestro on February 21st, 2021 to the sitar maestro. The event featured concerts by flautist Pravin Godkhindi, Hindustani vocalist Sangeeta Katti and sitarist Anupama Bhagwat. The event was conducted in the open-air environs of IME's Sound Garden, in keeping with Covid-safe protocols. This first post-Covid live concert was graced by Chief Guest Hari Marar, MD of the Bangalore Airport.

Ravi Naman was supported by grants from the Premaanjali foundation and The CNR Rao and Indumati Rao Endowment.

Evening at the Museum



The IME launched a series of musical evenings at the museum called “Evening at the Museum”, with an alfresco dinner and live music at the Sound Bites Cafe. Held every Saturday in December, and then on the last Saturday of every month, the museum remained open until 9 pm, providing a unique nighttime experience of the space. Added attractions included a special dinner featuring varied cuisines at the Sound Bites Cafe, accompanied by live music under the stars.

Indian music EXPERIENCE MUSEUM

Evening AT THE MUSEUM

MUSEUM VISIT: 10 AM to 9 PM | DINER & CAFE (at Sound Bites): 7 PM to 10 PM

VENUE:
Indian Music Experience Museum
Call: 90866 01366 for reservations

Live music and a special dinner menu

India's First Interactive Music Museum | www.indianmusicexperience.org

Film Screening



A screening of the film *Who is Baul* was held at the museum in March 2021. The film gave viewers an insight into the mystic music tradition of the Bauls of Bengal. The event was graced by the presence of Sairam Sagiraju (Director), Vikram Sampath (Producer) and Ricky Kej (Producer and Music Director), who participated in an engaging interactive session with the audience, after the screening of the film.

Online Events

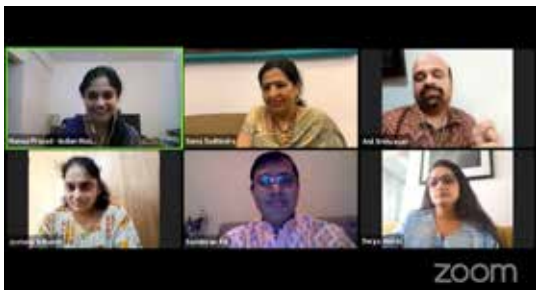
Despite the pandemic, the IME leveraged digital platforms to continue to share music and music education with its community, through several online events and engagements.



The IME conducted a wide variety of talks, quizzes, webinars, storytelling events, instrument showcases, and others through online platforms. Some highlights are mentioned below.

The IME continued its successful series “Up, close and unplugged” in an online format, featuring interviews with well-known musicians such as guitar Prasanna, flautist Shashank Subramanyam, and northeastern rock pioneer Lou Majaw.

The museum believes in storytelling as a powerful medium to engage young audiences. Several storytelling sessions were conducted throughout the year, harnessing both contemporary storytelling, as well as traditional forms like Kaavad Katha to introduce children to the wonders of music.



The IME conducted several webinars in collaboration with institutions in India and around the world, such as Casa de la India in Spain, the Manchester Museum in the UK, the Art X Company and others.

To further its educational mission, the IME also presented its webinar on “the world of musical instruments” to students of several schools in the city.



Various musical genres were introduced to the community through events such as an interaction with international musicians for World Music Day, a performance by Manganiyar musicians of Rajasthan, a carol singing workshop during Christmas time, and others.



Educational Activities

Learning Centre Goes Online!

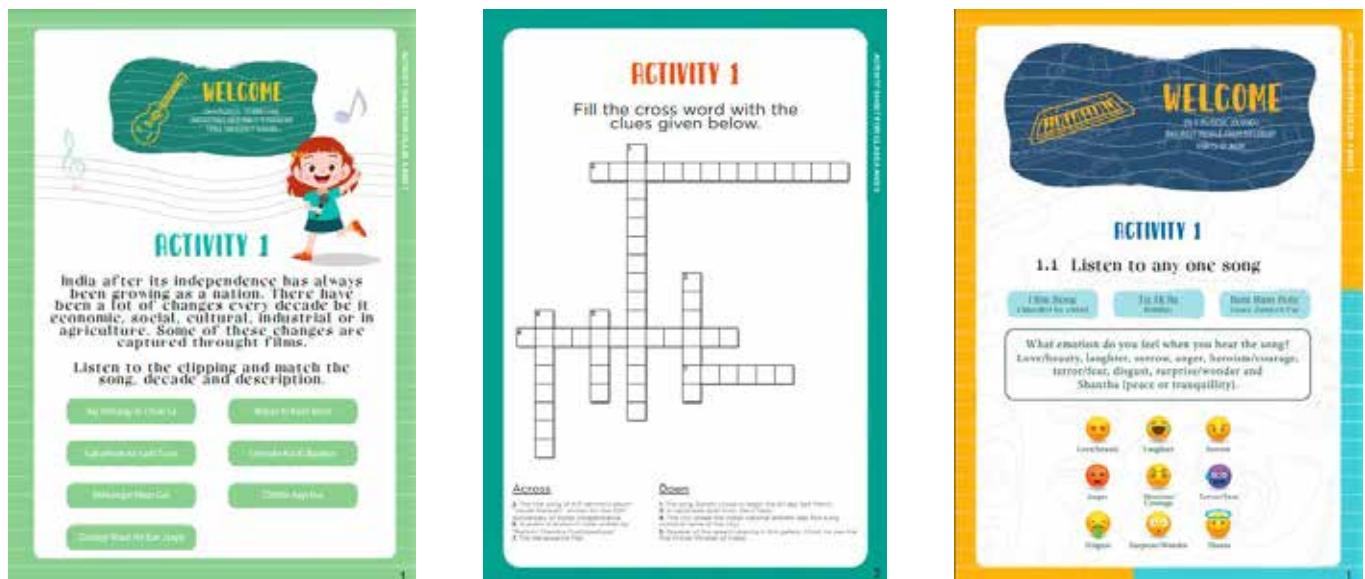


The Learning Centre classes were swiftly and efficiently shifted online to ensure that the learning never stops, and both teachers and students enthusiastically took to this new mode of classes. Classes were held in the disciplines of Karnatic Vocal, Hindustani Vocal, Keyboard, Bharatanatyam, Mridangam and Guitar.

Online Summer Camp

Spending summer in a lockdown is a situation most of us did not foresee. However, the IME took this opportunity to make the best use of time and encourage children to work on some new, exciting skills. The annual summer camp took an online route and featured songs and stories from around the world.

Educational Worksheets



Based on the themes and contents of the museum galleries, the IME developed a set of educational worksheets for middle-school children. These provided parents with a means to engage their children through fun and informative activities. These interactive, multimedia worksheets are available on the IME website are filled with activities that are sure to enhance children's understanding of music and broaden their perspectives.

Learning Centre Virtual Showcase



Every year the IME learning centre conducts an Annual Showcase event, where the students share their progress in the form of performances for an audience of their family and friends, as well as the IME's community of music lovers.

This year, a video production, titled "Guru Vandana" was presented online by the students of the IME, under the guidance of the Learning Centre faculty. The students were exposed to the intricacies of creating a piece of music online and remote collaboration.

Teachers' Upskilling Program



As part of the IME's continuing effort to upskill its music educators, a workshop was conducted by renowned percussionist B. C. Manjunath. The teachers shared several perspectives and personal experiences of online music education, and received inputs on harnessing the best from the students, as well as motivating them to achieve excellence.



Community Outreach

Scholarship Programme



The IME launched a scholarship program to provide music education to students from underprivileged backgrounds. This scheme, titled 'Vidyadeepa', currently has six students, who are learning Karnatic music at the Learning Centre. The scholarship program is supported through a grant from the Lalitha Charan trust.

If you would like to sponsor music education for a child, please contact info@indianmusicexperience.org

Crowdfunding Campaign



The pandemic accelerated the need for museums to bring more of their resources onto a digital platform. To develop and share more of its artefacts, exhibits and educational material online, the IME reached out to the community to raise funds via crowdfunding in October 2020 to support its goals in “bringing the museum online”.

While the target for the campaign was Rs. 5 lakhs, the campaign received a wealth of support from over 100 donors and was able to exceed its target by 20%.

With the support of the proceeds from the campaign, the IME has brought more of its exhibits online on the Google Art and Culture platform, created a director's walkthrough of the museum's highlights as a film on YouTube and is also in the process of completing a 3D interactive virtual walkthrough of the museum exhibits.

Post-Covid reopening



The physical premises of the IME remained shut from March to October 2020, in keeping with government directives. However, the IME was one of the first cultural institutions in the city to plan for reopening, keeping Covid-safe protocols in mind.

A thorough review of publications and best practices from international museums as well as organizations in other industries was undertaken, and the IME prepared a detailed plan for a new way of working.

As an interactive museum that relied heavily on touch, several new measures had to be implemented. Stylus-based touch was introduced for the interactives, as well as a provision for visitors to use their personal earphones at the audio kiosks. In addition, general safety measures such as hand sanitizer stations, temperature checks, social distancing signage and mandatory masking were introduced. The visitor services staff were taken through several rounds of training to ensure a safe, yet comfortable experience for visitors.

The IME reopened on October 15th and witnessed a steady growth in visitor numbers over the rest of the FY.

Note: The museum had to close again as per the government directives during the second wave of Covid. As of end-June 2021, the museum remains closed but expects to reopen in the coming weeks.



Donations

Instrument Donations

The IME continues to augment its collection through selective acquisitions, and in particular, invites the donation of musical instruments of historical value. A few of the important donations received this year are listed below.



RAVI SHANKAR'S SITAR, TANPURA AND SURBAHAR

The Ravi Shankar Foundation donated three of the maestro's instruments, namely Sitar, Tanpura and Surbahar for permanent display at the museum. In addition, two sets of performance costumes are also part of the museum's permanent collection.



SITAR BELONGING TO BABA ALLAUDDIN KHAN

The family of N. R. Rama Rao, a disciple of Ravi Shankar, donated a sitar that belonged to noted musician and guru Baba Allauddin Khan to the museum in Dec 2019. The IME gratefully acknowledges sitarist Shubhendra Rao and Sadhana Jayaram for this donation.



SRI MRIDANGAM BY DR K VARADARANGAN

Dr K Varadarangan, the creator of the SRI Mridangam, an instrument that does not use any animal by-products such as leather or hide, donated a Mridangam to the IME to be part of its instrument collection.

Donors

Despite the challenges and immediate needs arising out of the pandemic, several donors and benefactors supported the IME in its mission through generous donations. We gratefully acknowledge all contributions, big and small, made to the museum to further the cause of music education and preservation.

Key donors for the year are mentioned below:

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Riya & Jai Maiya



P V Maiya &
P Girija V Maiya



Kusuma Muniraju
& family



B Jayashree, MP
(Under MPLAD Scheme)

Nirmala &
KRS Murthy





Awards and Recognitions

Tripadvisor Travellers' Choice 2020

The IME was happy to receive the TripAdvisor Travellers' Choice Award for 2020. This award places it in the top 10% of similar attractions worldwide.

Indian Music Experience in Bengaluru is now open for extended hours with traditional music and world cuisine



(Clockwise from above) A store at Indian Music Experience, Sound Bites Cafe, chicken satay, displays at IME

about the songs that mark events such as birth, harvest season and marriage, especially of rural and tribal Indian communities.

At the end of the three-hour tour, food was calling us and we answered it with a voracious appetite. Sound Bites Cafe now holds special live music evenings with delicious food. Before we knew, we had a table full of comforting Indo-Chinese food. You can opt for buffet or à la carte and the menu changes every month and will include different cuisines each time.

While we were there, loaves of bread, fresh out of the oven, were dexterously carved in shapes of different instruments. The honey chilli potatoes made for a good appetiser but the medium-sized carby potato chunks laced with honey were better. Vegetable momos were the biggest winners, while the kung pao vegetables and burnt garlic rice made for a comforting meal. The chicken satay served on skewers was one of the best non-vegetarian offerings. The meal ended with honeyed darsan, delicious crispy fried noodles coated with honey and sesame seeds.

In the background played Sufi music and songs by independent artist Intakhab Ansari. The café can seat only 30 people, so make sure you reserve a table and after that, it's all about soak in the richness of the night.

photos of fusion music pioneer Rahul Ram of rock band Indian Ocean displayed along with articles written about him. People can also listen to music by stalwarts through the interactive screens. Footages of popular festivals such as Sunburn

By AKHILA DAMODARAN

As you walk in, you're greeted by the sounds of mellifluous instruments in the background. The ambient lighting makes for a warm welcome and you see happy faces sauntering around to explore the unique audio-visual exhibits, accompanied by sumptuous food. This is the Indian Music Experience (IME), Bengaluru, India's first interactive music museum, which is now open later than usual every last Saturday of the month.

An initiative of the non-profit Indian Music Experience Trust, IME is trying to win people's confidence back in visiting its space. "It's been a difficult year for everybody. But

music and food have a way of warming people's hearts. Let's all get together and have fun in the new year," says Manasi Prasad, the director of IME. The self-guided tour that starts at the Sound Garden is highly recommended. Spread across three stories

and over 50,000 sq ft, it takes you through a kaleidoscope of India's musicscape. It starts with an area dedicated to 11 unique installations, including stones, gongs, chimes, and storm drums that one can play. There are several audio-visuals related to Indian music and it all comes together as a multi-sensory adventure. You have photos of fusion music pioneer Rahul Ram of rock band Indian Ocean displayed along with articles written about him. People can also listen to music by stalwarts through the interactive screens. Footages of popular festivals such as Sunburn are exhibited. Don't miss the piano from 1904 from the sets of a recording studio with Kishore Kumar singing in the background. Also, learn



IME in the Press



Visitor Testimonials



I had a very interesting and informative morning. This was a very vibrant visual experience. It is an amazing opportunity to learn about Indian music. I really appreciate the opportunity, thank you very much! I would be happy to experience this again through another visit.

Jonathan Zadka,
Consul General of Israel to South India



I was blown away by what I saw here. What an amazing museum! To Brigade Group and Mr. Jaishankar I must say - you've given the city an incredible gift. This museum is something we will show off to our guests from outside the city with a lot of pride and excitement, because this is really something that celebrates music in a wonderful way. We've visited a lot of museums internationally, and this museum really stands very high.

Hari Marar, Managing Director & CEO,
Bangalore International Airport Ltd



It gave me immense pleasure to visit the Indian Music Experience Museum. The museum is very beautifully curated exclusively for different forms of music, and this gives me a lot of happiness because I have also been associated with many genres of music. For me, the museum is also very close to my heart because I've been associated with it since its inception. I encourage everyone to take the time out to visit this magnificent and beautiful museum. If you love music, I'm sure you will fall in love with this place!

Pravin Godkhindi, Flautist



Spent an absorbing hour plus at the IME. This is truly a labour of love. The country will be richer if similar initiatives are taken up in cities like Hyderabad, Chennai, Delhi, Bombay, etc.

Jayesh Ranjan, IAS
IT Secretary, Telangana Government

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Indian music EXPERIENCE MUSEUM

Indian Music Experience Museum

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