

2022
MIXTURA
vizha

Shreya Nagarajan Singh Arts Development Consultancy

Celebrating 5 years of SNS and Tamil Nadu Day through performing arts
13 Performances | 4 Venues | 1 Evening on July 18th, 2022

Mixtura Vizha - Report

Mixtura Vizha

Monday, July 18th 2022 PM 5:00 - 7.00 pm IST



Celebrating 5 years of

**SHREYA
NAGARAJAN
SINGH**
ARTS DEVELOPMENT
CONSULTANCY

with

**2022
MIXTURA
vizha**

Monday, 18th July 2022
5pm - 7pm

**Venues across
Chennai**

My Lady's Garden Park
Periyamet

**Dr. Visweswaraya
Tower Park**
Anna Nagar

Jai Nagar Park
Arumbakkam

**The Children's
Club Society**
Mylapore

Partners

**KM
MUSIC CONSERVATORY**

Powered by

SPI EDGE **BAHWAN
CYBERTEK**

Ft. 13 performances

Nadaswaram and Tavil - **Vada Iluppai S Anandan, S Sridar, Talam - Subramani**

Rappers - **Rapmad, RapKid, Kandiban**

Bharatanatyam - Students of Guru Aniruddha Knight and The Balasaraswati Institute
Maharani Parismuthu & Abinaya Senthil
Vocal - **Usha Shivakumar**
Mridangam - **Adyar Gopinath**

Percussion Fusion - Mridangam - **Venkat Subramaniam** and Parai - **Philip Aruldoss**

Gana Stephen, Gana Settu, Gana Udhaya, Dholak Appu and Dholak John

Indicus Dreams Band led by Suraj Shanker

Indian Choral Ensemble led by Karthick Manickavasagam and Kalyani Nair

Traditional Tamil Folk Dance by **Logesh and Team**

KM Sufi Ensemble

The Sunshine Orchestra Baby Brass Band

KM Prep Vocal Ensemble

Learn to DJ led by DJ Phani

Open Mic for Children (5-15yrs)

**Who's going to perform where?
Come and find out!**

We at SNS Arts Development Consultancy presented our debut festival "Mixtura Vizha" as we completed 5 years of working in the arts development and management space. This festival is a reflection of what we love and enjoy doing, which is bringing people together, spotlighting & supporting artists, and fostering the creative economy. The festival was presented on Tamil Nadu Day and was curated in collaboration with KM Music Conservatory, The Greater Chennai Corporation and was powered by SPI Edge and Bahwan CyberTek.

This festival's preparations officially began in April 2022. We had to wait a long time to get permission to conduct the festival in various parks. We would like to thank IAS officer D. Sneha (Deputy Commissioner - Education) and Mr. Raj and Ms. Christy from Chennai Smart City, who helped us expedite the process of availing permissions. We also appreciate the cooperation of Mr. Shankar for The Children's Club Society and all of the Regional Deputy Commissioners, Zonal Officers, Executive Engineers, Park Supervisors, and caretakers of all the parks. The festival was aimed at bringing Chennai's performing arts scene together through performances in public spaces to make sure all events are accessible to the public. We showcased the artistic

genres that we felt were close to us, and we presented emerging artists who needed encouragement and exposure. As a consequence, we organised *13 performances at 4 different venues at the same time* in Chennai. The idea was to bring a festive spirit to Chennai and have fun, which is why we never announced which act was being presented at which of the 4 venues. This mysterious component thrilled people and drew unexpected crowds to all places.

We would also like to thank our special guests, who are close to us and have supported all our past events. We were very thrilled to have them at our milestone festival. Here are the names of our special guests at each venue:

- Ms. Lalgudi Vijayalakshmi and Ms. Deborah Thiagarajan - Jai Nagar Park
- Ms. Priya Murle and Mr. Paul Jacob - Dr. Visveswaraiya Tower Park
- Mr. Ratheesh Krishnan and Mr. Sreenag - My Lady's Garden Park
- Ms. Spoorthi Rao - The Children's Club Society

With their encouraging and appreciative comments for all the performers, the distinguished guests contributed to the festival's lasting memory. Mr. Sreenag, who has been SNS's steadfast supporter and backbone, graciously volunteered to go to My Lady's Garden Park since Mr. Ratheesh couldn't attend the occasion. In addition to attending the events in Anna Nagar Park, Mr. Mukesh from SPI Edge was a huge help to us. We also like to recognise and thank the festival's MCs, Abhirami Rao, Aravind Natarajan, RJ Meena, and Nivedita Srikant, for running the festival so professionally and with such good spirit. Here are more details about the events at each venue.

1. Jai Nagar Park





The Nadaswaram, Tavil, and Talam, one of the oldest, most auspicious, and traditional forms of Tamil Nadu art, opened our multi-venue festival, Mixtura Vizha, as has been customary. One of our favourite Nadaswaram musicians, Shri. Anandan Jyothi is someone we sincerely adore and heartily recommend. S. Sridhar and Subramani accompanying him on the Tavil. In direct contrast to the first performance, Jai Nagar witnessed a rap concert including two groups of upcoming musicians from South and North Madras: RapMad, RapKid, Kandiban, and Infanto. Each of them demonstrated incredible talent and played words and rhythms beautifully. They are all self-taught, and they all compose their own lyrics.

Mixtura's goal was to bring attention to a variety of artistic disciplines while also relocating them from traditional performance venues to more accessible spaces. This was the idea behind the Bharatanatyam performance at Jai Nagar Park. We express our gratitude to Shri. Aniruddha Knight, Abinaya Senthil, and Maharani Parisumuthu for presenting traditional compositions with a live orchestra with utmost grace and ease. It would be unfair to forget to thank the evening's special guests, Ms. Lalgudi Vijayalakshmi and Ms. Deborah Thiagarajan, who gave all the artists great encouragement and appreciation. Abhirami Rao, the MC for this location, pulled everything together well and enthusiastically hosted the evening.

2. Anna Nagar Tower Park



Dr. Visveswaraya Tower Park was one of Mixtura Vizha's largest venues. A variety of group presentations were scheduled at this location, including choir by the Indian Choral Ensemble, a folk dance ensemble, and the Sufi Ensemble from KM Conservatory. Despite delays with audio setup, once the events started, they all seamlessly flowed to the following event. The Indian Choral Ensemble, under the direction of Karthick Manickavasagam, gave a composed choral performance that was peaceful and well received by the special guests.

The choir group provided the atmosphere for what followed next. A display of traditional folk dances, including marakalkuchi aatam, parai attam, oyilattam, and silambattam, was presented by Logesh and his team. The young group's energetic folk beats not only united the entire park, but they also demonstrated dynamism and intensity on stage. The KM Sufi Ensemble's scintillating combination of Sufi and Qawwali tunes by AR Rahman served as the last

performance at Anna Nagar and Mixtura. The whole amphitheatre witnessed and listened to heartfelt music and rejoiced in the Sufi Ensemble's performances.

The MC for this event, Aravind Natarajan, kept the audience entertained all evening long with activities that were loaded with fun and recognized Tamil Nadu Day. The audiences were enthusiastic and engaged throughout too. Paul Jacob, a very accomplished music composer and producer, senior Bharatanatyam artist Priya Murle, and Adam Greig, our event partner from the KM Music Conservatory, were among the special guests at this location. 150 people on average attended each event at this location, and over 600 people attended the entire evening. On behalf of SPI edge, Mr. Mukesh also spoke.

3. My Lady's Garden



My Lady's Garden was an intriguing place at Mixtura Vizha, both for its ambience and for the way it had been curated. This park is enormous, has historical significance for the neighbourhood, and is well maintained. The park's visitors and participants took in unusual partnerships and avant-garde performances. We were quite eager to explore with the combination of the Parai and Mridangam, two distinct percussion instruments. We wanted these two

percussionists to work together and jam together despite their coming from different schools of thought. Philip Aruldoss played the parai and Venkat Subramanian performed on the mridangam. It was fascinating to watch the audience form while the Parai artist performed prior to the start of the festivities at this location.

Gana Music, performed by Gana Stephen and Gana Settu with Appu and John on percussion, was one of the forms displayed. The audience enjoyed singing along to other gana songs as well as their classic singles like "gumbalaga suttuvom." The Indicus Dreams Band, led by flautist Suraj Shankar, gave the last performance. They played both original music and unique versions of well-known songs. The trio undoubtedly influenced listeners to appreciate the songs as much as they did while performing them. Meena, the MC for this location, did an excellent job of interacting with the spectators and smoothly directing the performance. However, it would have been better if there had been a little more attention on getting enough people there to see the events.

4. The Children's Club Society



The Children's Club Society, our fourth venue, was solely for children and featured performances by kids. The programmes at the club were introduced by the Sunshine Orchestra Baby Brass, a group of 15 young musicians who were very skilled and self-assured and who played their compositions on various brass instruments with a lot of enthusiasm and skill. The KM Prep Vocal Ensemble, who performed next, was a group of brilliant kids and young adults singing joyfully together. Each child sang with great conviction and fervour, captivating the entire audience. The youngest performer, who was just 5 years old, unquestionably won the audience's hearts.

An intriguing addition to the concerts was a DJ workshop organized just for kids. To keep the audiences interested in future, we can think about hosting alternative events for individuals who chose not to attend the session. The club's last performance featured an open mic for any child who desired to voluntarily present any song, poetry, or dance. Spoorthi Rao, a well-known young musician, was the special guest in attendance at this location. Nivedita, the young MC for this event, kept the kids' enthusiasm levels high.

Statistics

| | Jai Nagar Park | Tower Park | My Lady's Garden Park | The Children's Club | Total |
|------------------------------|-----------------------|-------------------|------------------------------|----------------------------|--------------|
| Average Audience | 300 | 600 | 150 | 80 | 1130 |
| Artists Supported | 13 | 30 | 10 | 28 | 81 |
| Technicians Supported | 4 | 5 | 3 | 3 | 15 |

Pre Event Press Coverage

1. Mylapore Times | 17 July, 2022 | Music show, workshop and stage to display talent

For full article:

<https://www.mylaporetimes.com/2022/07/music-show-workshop-and-stage-to-display-talent-event-for-children-july-18-5-pm-onwards/>

'Mixtura Vizha' celebrates five years of SNS Arts Development Consultancy based in the neighbourhood with shows at 4 venues, 12 performances, on one evening on Monday, July 18 between 5 and 7 pm.

This event is in collaboration with KM Music Conservatory, Greater Chennai Corporation and SPI Edge.

One venue is The Children's Club Society, V. M. Street, Mylapore. The Children's Club features exclusive events for the children, by the children. There is a lineup of performances and a DJ workshop for children followed by an exclusive Open Mic for children between the ages 5 - 15 years, where any child can voluntarily showcase their skills in music, dance, mimicry, recitation, or any performing art of their choice.

The formal events at the club are as follows: The Sunshine Orchestra Baby Brass Band, KM Prep Vocal Ensemble, Live DJ demo and workshop by children and Open Mic for Children.

Shreya Nagarajan Singh Arts Development Consultancy is an internationally qualified arts development consultancy run by Shreya Nagarajan Singh.

The Club is located off the Jammi Buildings landmark. On V. M. Street.

2. The New Indian Express | 18 July, 2022 | Chennaiites celebrate performances across genres

For full article:

<https://www.newindianexpress.com/cities/chennai/2022/jul/18/chennaiites-celebrate-performances-across-genres-2477603.html>

By Express News Service


Chennaiites are in for a two-hour extravaganza of performing arts this evening, as Shreya Nagarajan Singh (SNS) Arts Consultancy celebrates the fifth year of its operation with Mixtura Vizha. Derived from the Latin Mixtura, meaning mixture, the event will feature performances across genres as wide-ranging as Gana, Instrumental, Carnatic, Fusion, Sufi, Rap, Choir and Folk Art.

The number of performances total twelve and they are spread out across four venues - Jai Nagar, Arumbakkam; Dr Visweswaraya Tower Park, Anna Nagar; My Lady's Garden Park, Periyamet; Children's Club Society, Mylapore, and will be held from 5-7 pm. The Children's Club Society will feature performances alongside workshops and an open mic session.

Artists from prominent institutions like the KM Music Conservatory and the Balasaraswati Institute will be performing, and true to the name of the event Mixtura, each venue will feature a mix of genres in ways one wouldn't expect, which is why the organisers have chosen to do away with a schedule. Audiences visiting any of these venues might do well to expect an eclectic mix of performances.

Post Event Press Coverage

1. Hindu Metroplus | 21 July, 2022 | Gana beneath the treetops



Hear ye, hear ye KM Sufi Ensemble at Anna Nagar Tower Park; (below) a rapper at Jai Nagar Park
• SPECIAL ARRANGEMENT

Gaana beneath the treetops

== TARUN MURALI AND SHIVANI ILLAKIYA PT

Shreya Nagarajan Singh, an arts development consultant and the mind behind SNS Arts Development Consultancy, decided to celebrate the company's fifth anniversary in a slightly different way. She hosted Mixtura Vizha, an arts festival in public spaces, with performances in different parts of Chennai, without revealing what art-form will be performed in which space.

"We really wanted to break down the barriers [that people experience] when accessing arts. Taking live arts to public spaces is something that really makes a difference," says Shreya.

She adds, "The idea was to introduce people to new performances. If I told you Bharatanatyam is happening here, rap is happening somewhere else and gaana is happening in another venue, you'd naturally gravitate towards the same things you have enjoyed before. If I say each venue is going to be a mix and you don't know what's going to happen where, you'd pick the most convenient venue or the one you like. You'll find something new."

The venues were decided for their value to the city. "We wanted to do something in North Madras, which is why we chose My Ladys Garden, a beautiful and old park. The Children's Club was [used] because we wanted to make one event specifically where children perform for children," points out Shreya.


The artistes made the otherwise quiet My Ladys Garden lively with their pre-performance practices. The venue saw a percussion fusion set by Venkat Subramaniam and Philip, followed by a gaana concert by Gaana Stephen, Gaana Settu, Dhols' Keyboardist Akhilesh Rajan says, "The thought of having it outside in a park is great, people come out so organically. It was not a ticketed crowd; they came out and just enjoyed the music and we were happy to close the act." The band played nostalgic Tamil songs of Ilaiyaraaja and Yuvan Shankar Raja.

Open air memories
Anna Nagar Tower Park was a mix of sufism, Tamil folk dance and acappella. Karthick Manickavasagam, co-director of the Indian Choral Ensemble, was "actually thrilled to just be outside. Chennai should have more such venues, where anyone can walk in and listen to music. Active musicians and other artists set the culture of a place. Art is not complete until it reaches people," he says.

The Indian Choral ensemble played three acappella pieces, including one by Pradeep Kumar of *Kabali* fame. Parattam, oyalattam and marakalattam performances by Logesh Kalai Kuzhu, and KM Music Conservatory's Sufi Ensemble were some other highlights in Anna Nagar.

"We're going to put it on our Youtube channel, so if people want to catch it they can always view it there," says Shreya.

A special guest was Paul Jacob, music director, festival curator and one of the minds behind Chennai Sangamam, which brought art out in the open years ago. "This is what we need to have a lot more of, not just in this city but all over the country. There needs to be a lot more public engagement with the arts," he concludes.



Conclusion

It was substantially smoother for us to organize and conduct the festival as every artist we engaged with was compassionate and excellent to work with. The team's planning and preparation created a solid basis for the festival as a whole because it required extensive coordination with numerous venues and performing arts. Without the artistic backing of KM Music Conservatory and Adam Greig, who really resonated with our concept and assisted us in giving it shape, no event of this size would have been feasible. Greater Chennai Corporation and Chennai Smart City were responsible for making all the venues accessible. Our sincere gratitude to SPI Edge and Bahwan Cybertek, our benefactors and supporters. Press coverage of the events was strong, and a huge thanks to Big FM for covering the events well.



Ultimately, without the excellent cooperation of the entire SNS team, all other planning would have been for naught. They were the real MVPs and it is important to spotlight the team members for their contributions. We had Pranathi Ram at Jai Nagar Park, Abdul Jeelani at My Lady's Garden, Rama Kshirsagar at The Children's Club, Sneha Mahesh at Anna Nagar Tower Park and of course Shreya Nagarajan Singh who was the central point of contact and gave shape to everything. We would like to thank Vikram for all the design work, Mohan for reels, Arasu and his team for managing audio requirements and amplification at all the venues, Muthu and his team for videography and our support staff Nagamma and Aadhi. We would also like to thank BRS Sreenag for offering his unceasing support in all our ventures.

Looking forward to planning Mixtura 2023, which will hopefully be bigger and better.