

# Atharva Fusion Fest (AFF)

“Where Traditions Meet New Possibilities.”

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## About the Festival

### A Celebration of Innovation in Indian Music

CRPIM proudly presents **Atharva Fusion Fest**, a dynamic festival dedicated to contemporary experimentation, cross-genre collaboration, and innovative musical storytelling. This festival aims to redefine how Indian classical, folk, global, electronic, and modern styles come together—creating fresh soundscapes without losing the essence of tradition. It is a platform where creativity leads the way and artistic boundaries are expanded.

### A Canvas for Musicians to Reimagine Music

Atharva Fusion Fest offers musicians a rare creative freedom: the opportunity to **form their own fusion bands** based on the festival’s annual theme. Using the vast pool of CRPIM-empanelled artists—from Hindustani and Carnatic maestros to folk musicians, jazz artists, Western instrumentalists, percussionists, and experimental performers—each musician can curate a unique ensemble. This ensures diverse, theme-driven performances that are artist-designed, fresh, and innovative.

### A Spectrum of Genres & Experiments

The festival will feature conceptual sets blending:

- Indian classical with world music
- Folk with electronic and contemporary rhythms
- Jazz, blues, and global percussion with raga frameworks
- Ambient, cinematic, and meditative soundscapes
- Tribal instruments layered with modern harmony
- Experimental ensembles exploring rhythm, texture, and form

This format encourages musicians to explore new territories while respecting traditional roots. Each performance becomes a conversation between cultures, genres, and artistic visions.

## CRPIM's Vision Behind the Festival

Atharva Fusion Fest embodies CRPIM's long-term vision of balancing heritage and innovation. While CRPIM preserves classical and folk traditions through baithaks, heritage concerts, and education initiatives, this festival represents the future—where young and senior artists collaborate, experiment, and create contemporary expressions that connect with global audiences. It aims to position India as a leader in fusion and world-music creativity on the global stage.

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# Process of Implementation

## 1. Annual Theme Declaration

- CRPIM will announce a unique theme for each edition (e.g., *Elements*, *Colours of India*, *Nature's Rhythm*, *Seven Continents*, *Silk Route Sounds*, *Journeys* etc.).
  - Musicians will design their fusion concepts around this theme.
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## 2. Artist Pool & Band Formation

- CRPIM will maintain a **curated list of artists** across genres—classical, folk, Western, jazz, percussion, electronic, vocal, instrumental etc.
  - Participating musicians will be given access to this pool to **assemble their own fusion band**.
  - They may choose collaborators based on:
    - Theme alignment
    - Sound texture
    - Experimentation potential
    - Cultural representation
  - CRPIM will facilitate introductions, rehearsals, and creative pairing.
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## 3. Concept Submission & Selection

- Artists will submit their fusion concept, list of musicians, and 15-minute audition material or rehearsal video.
- A selection panel will evaluate based on creativity, originality, musical balance, and thematic relevance.
- Selected bands will be featured in the festival lineup.

## 4. Rehearsal Support & Creative Development

- CRPIM will provide rehearsal spaces or online rehearsal coordination.
  - Creative mentors and senior musicians may guide selected bands.
  - Technical teams will support sound design, instrument integration, and stage aesthetics.
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## 5. Festival Production & Performance

- The festival will be held annually at a premier venue.
  - Each band will perform a **20–30 minutes curated fusion set**.
  - Performances will include modern stage aesthetics, lighting, projections, and immersive sound to reflect the innovation theme.
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## 6. Documentation & Streaming

- All performances will be recorded with a multi-camera setup.
  - The festival will be streamed or uploaded for global audiences.
  - CRPIM will create digital albums or short films highlighting each fusion ensemble.
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## 7. Artist Promotion & Global Identity

- Selected bands will be promoted on CRPIM's website, social platforms, and partner networks.
  - Exceptional fusion ensembles may be taken to:
    - International world-music festivals
    - Embassy cultural events
    - University collaborations
    - Cross-country fusion exchange tours
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## 8. Long-Term Ecosystem Building

- Atharva Fusion Fest will evolve into:
  - A yearly talent discovery platform
  - A creative lab for experimental music
  - A global showcase of Indian fusion artistry
- It will inspire young musicians to innovate while staying rooted in tradition.