



 **MARG**
Spirit of Visioneering

LIVE YOUR DREAMS



India's first professional college for contemporary music



If you are a music lover, you will definitely attest to the fact that music draws inspiration from nature.

For good music to emerge there has to be a fount of inspiration.

Come, be inspired to bring out the musician in you.

Swarnabhoomi Academy of Music (SAM), the professional music college at MARG Swarnabhoomi, set up by MARG Limited, India's fastest growing integrated infrastructure company, in partnership with world renowned guitarist and composer Prasanna, is the first ever professional college of music in India to offer a range of programs in contemporary music that includes Rock, Jazz, Classical and World music. With Voice, Guitar, Piano, Bass, Drums and Indian Percussion performance as its focus, SAM has started its first Diploma Certificate Program in Music Performance in July 2010.

Since then, SAM has hired 56 world class musicians from 24 countries to teach here. These include several Grammy nominated artists, MacArthur Fellows and some of the most distinguished performing artists in the world.

Till date over 225 students have studied the Diploma program and 125 others in the short term programs at SAM. Besides imparting music education, free spirited education environment at SAM instilled the entrepreneurship skills in the students and they formed their music groups. Today over 10 music bands have been formed at SAM, notable among them are Family Cheese & ECR, not only these bands have represented SAM at various music platforms but also have won various accolades. Today each band is paid huge for their performances at various musical arenas.

The learning experience

SAM is a modern gurukula commune of learning. It's 4 acre campus with a 29,000 sq.ft. facility containing top-of-the-line infrastructure is located in beautiful lush green surroundings where the soul of rural India shines. In the centuries old traditional Indian gurukula system of learning for classical music, the student lives together with the teacher and acquires a much deeper educational experience that is as much learning about life as it is about music. Blending this concept with a modern western educational system of learning and driven by a uniquely designed curriculum that focuses on true multiculturalism in music, SAM is a quintessential global music school.



LIVE YOUR DREAMS

SAM: The quintessential global music school



At SAM, learning happens 24 hours. To find an impromptu Clave-meets-Carnatic or Samba-meets-Kopaniitsa jam sessions on tables with knives, spoons and forks in our dining room at any time of the day is part of everyday life here. All students, staff and faculty live in the apartment complex next to the main campus and dine in our gourmet multi-cuisine facility. The access our students get every day in a focused environment for months together with our world class faculty makes it a transformational learning experience.

Course Curriculum

The curriculum consists of 2 year, 1 year and 6 months Diploma Certificate Programs in Music Performance majoring in Guitar, Bass, Drums, Indian percussion, Piano and Vocal. The Diploma Certificate Program in Music Performance is designed to give students a rounded music education that will prepare them with the right skill set to adapt and perform in a variety of musical situations both live and in the recording studio.



Students will also learn essential skills such as reading and writing music, harmony, ear training, counterpoint, composition, improvisation, arranging, rhythmic concepts, band dynamics both musical and inter-personal and more.

MoU with McNally Smith College of Music in St. Paul, Minnesota, USA

Swarnabhoomi Academy of Music has partnered with McNally Smith College of Music in St. Paul, Minnesota, USA to enable our students to pursue a degree program in Music after their graduation from SAM. Students who graduate from SAM can transfer upto 60 credits of SAM instruction to McNally, roughly the equivalent of 2 years worth of study. This makes it possible for a student to go to SAM for 2 years for the Diploma program and then go to McNally for 2 more years to get a Bachelors Degree in Music from McNally Smith. Top graduating students recommended by SAM are also eligible for generous exclusive scholarships from McNally Smith. This will enable the students of SAM to get a degree from McNally Smith and a Diploma from SAM at less than half the price of just what a degree at McNally Smith would have otherwise cost him/her. The exchange programme will start from the Fall 2012 batch.

McNally Smith is one of the largest colleges of music in the US with an enrollment of nearly 700 students, top class faculty and facilities. For more information about McNally Smith, visit the college web site at www.mcnallysmith.edu



SAM also have interesting collaborative partnerships coming up with Sao Paulo's Souza Lima Conservatory (<http://www.souzalima.com.br/index.php?lang=en>), one of the largest and most prestigious music colleges in Brazil and the exciting Indian International Arts Festival 2013 of which SAM will be a partner along with Allan Tweedie, a veteran music promoter from Scotland (<http://www.melange.org.uk/pages/associates/alan.htm>).

Exciting spring 2013 program

SAM's faculty for Spring 2013 program include Grammy and Latin Grammy nominated artists, musical ambassadors to the United Nations, drummers of superstar acts like Ricky Martin and Spyrogyra, music directors for artists like Angelique Kidjo, to some of the most cutting edge Indian, American, Cuban, Brazilian and Argentinian artists that are in the forefront of the creative music scene today.



Prasanna, President, Swarnabhoomi Academy of Music



MAGOS HERRERA
(MEXICO)



RUBENS DE LA CORTE
(BRAZIL)



MANUEL VALERA
(CUBA)



DR. S. KARTHICK
(INDIA)



YUNIOR TERRY
(CUBA)



LUDWIG AFONSO
(USA)



ALEX KAUTZ
(BRAZIL)



FARAH SIRAJ
(JORDAN)



JAKE HERTZOG
(USA)



DARIO BOENTE
(ARGENTINA)



ANDRES
ROTMISTROVSKY
(ARGENTINA)



TONY ESCAPA
(PUERTO RICO)

Prasanna – President, Swarnabhoomi Academy of Music

"Prasanna plays guitar, quite simply like nobody on the planet"

– Allaboutjazz.com

"I have never heard an electric guitar sound like that"

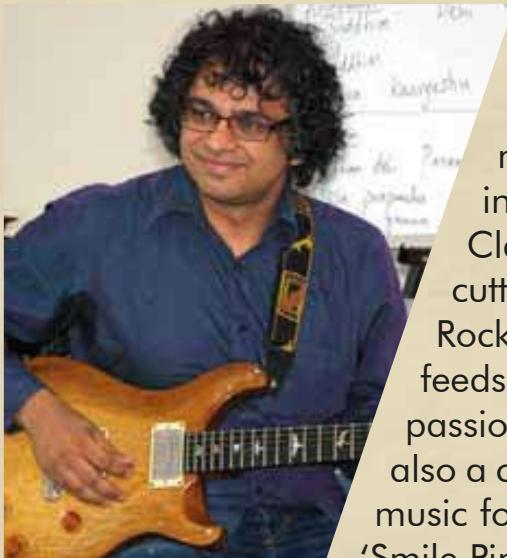
– Utah Statesman, USA

"As instantly recognizable as Carlos Santana or Jimi Hendrix"

– India Currents, USA

"True World music visionary"

– Jazziz magazine, USA



Hailed by critics and fans around the world as one of the world's most innovative guitarists and composers today, Prasanna truly exemplifies the notion of a global musician. From being a pioneer in performing the ancient art of traditional Indian Classical Carnatic music on the guitar to being a cutting edge guitarist and composer that blends Jazz, Rock, Classical, Blues, Reggae and everything else he feeds on into a unique signature sound to being a passionate educator, Prasanna does it all. Prasanna is also a critically acclaimed film composer having scored the music for the 2009 Academy Award winning documentary 'Smile Pinki' among others.

Prasanna has performed at some of the top festivals in the world including the North Sea Jazz Festival in Holland, The Java Jazz Festival in Indonesia, Middelheim Jazz Festival in Belgium, Chicago Jazz Festival, Chicago World music festival, Lotus World music festival in the US, Panafest African music festival in Ghana, Guitares Festival Du Monde in France and several more. He has performed at several prestigious concert halls including Queen Elizabeth Hall in London, Seymour Centre in Sydney, Berklee Performance Center in Boston, Symphony Space in New York, Museum KunstPalast in Dusseldorf, Theatre Lieu Unique in Nantes, Charlie Davis concert hall in Fairbanks, Alaska etc.

Prasanna has also performed at top jazz clubs around the world including Bimuis in Amsterdam, The Jazz Standard in New York, Scullers in Boston, Yardbird Suite in Edmonton, Jumo Jazz club in Helsinki, Sound Station in Leige, King Kamehameha in Frankfurt etc.

Prasanna has recorded 15 albums as a leader including several traditional Carnatic releases, highly acclaimed CDs of his original music such as 'Be the Change', 'Electric Ganesha Land' and 'Peaceful', a live performance DVD 'Live in Sedona' and a guitar instructional DVD 'Ragamorphism'. In Indian film music, Prasanna is best known for his work with the Academy Award winning A.R. Rahman on numerous projects including arranging and conducting the string orchestra for the title score of the Academy Award nominated film 'Lagaan' and guitar sessions on several of his top selling soundtracks. Prasanna is also an acclaimed composer for dance theater with his works premiered in Australia, England, USA, India and several other countries.

Prasanna has performed and recorded with some of the world's most acclaimed musicians across the board including Joe Lovano, A.R. Rahman, Victor Wooten, Vijay Iyer, Aka Moon, Larry Coryell, Anthony Jackson, Ilayaraja, Hariprasad Chaurasia, Steve Smith, L. Subramaniam, Omar Hakim, Dave Douglas, TrilokGurtu, Jeff Coffin, Alphonso Johnson, Ralph Humphrey and several others.



Prasanna is highly sought after for clinics, residencies and teaching assignments at prestigious institutions like Berklee College of Music, Banff Centre for the Arts, Arizona State University, MIT, Utah State University etc. Prasanna has taught music privately for several years and his incredibly diverse group of students include guitarists Dave Fuiczynski, Gustavo AssisBrasil, Ruebens De La Corte and Greg Passler, drummer Mauricio Zottarelli, pianist Marc Rossi, composer Luiz Casteloes, trombonist GaroSaraydarian, bassist Kirk Sanger, film composer Dejan Eskerica, violinists K. Ishibashi and Brit Lundgren, songwriter Ian Thomas Mccollough, vocalist Ivana Gomez and several others.

Prasanna holds an engineering degree and a music degree from two of the world's most prestigious institutions - Indian Institute of Technology, Chennai and Berklee College of music, Boston.

For More details...

<http://www.guitarprasanna.com>

<http://myspace.com/guitaristprasanna>

<http://www.facebook.com/pages/Prasanna/7536103955>

The modes of instruction for students include:

Private Lessons:

One-on-one lessons with your faculty on your chosen instrument customized to help you enhance your specific musicality in aspects of music that you want to improve on.

Performance Labs:

Performance labs will focus on specific music skills for each group of instruments. These labs will cover a broad cross-section of music performance courses, techniques and methods. Some examples of performance lab courses could be raga concepts for guitar, odd meter skills for drums, improvisation techniques for singers, soloing over chord changes for pianists, carnatic tala calculation techniques for percussionists, ostinatos and pedal point applications for bassists etc.

Ensembles:

Students will form ensembles (bands) with fellow students and will be coached by the faculty on all aspects of ensemble playing. Ensembles will be of varying instrumentation. For example, Ensemble 1 could be 2 guitars, bass and drums, Ensemble 2 could be 3 vocals, 1 piano, 1 drums and 1 ghatam and so on. Examples of ensembles could be 'the music of metallica ensemble' , 'hip hop raga ensemble', 'Jayant Kulkarni meets Thelonius Monk ensemble' etc.

Ear Training:

Various approaches and methodologies for effective ear training for students will be taught. Ear training sessions will cover important aspects such as development of good relative pitch, reharmonization by ear, aural interaction skills between soloist and rhythm section, Timbral recognition for effective arranging for varied instrumentation, music transcription etc.

Class Lectures:

Faculty will present class lectures on a multitude of topics. Some class lectures are mandatory for all students irrespective of their instruments and some will be specifically for certain focus groups of students. Examples of class lectures could be 'Role of music in Indian culture', 'Latin American musical styles', 'Contemporary composition techniques in Jazz', 'From Beethoven to Jimi Hendrix – the evolution of rhythm in western music' etc.

To complement the above means of instruction, there will be recitals, jam sessions, concerts and several other fun musical activities.

Success Stories

A measure of how much the college has become sought after in the international music world can be seen from the fact that Fall 2012 will witness students such as **Conrad Reeves** who just graduated with a degree from Oberlin Conservatory, America's oldest and one of the most prestigious conservatories in the world that was awarded a medal of honor by Barack Obama recently, **Neal Goldberg** who studied at Berklee College of Music, well known Tunisian drummer **Ayman Boujlida** who has a degree in music and musicology, **Joel Thielman**, an exchange student from McNally Smith, **Maria Lucas** from Argentina who is an exceptional singer alongside being a PhD candidate in Sustainable Housing Development at Putra university, a few other international students and many other amazing students from India.

- Teji Toko who finished his one year Diploma in SAM was the runner up of "India's got Talent", the most highly watched TV contest after Indian Idol
- Alyssa Mendonsa just completed her one year Diploma at SAM is the nominee for the prestigious Filmfare award for 'Best Playback Singer in Hindi' for 2011
- One of the featured artists of MTV's hit show 'Coke Studio' from the last season was Divya Lewis who got a single semester Diploma in Fall 2011.
- The band voted as number one for the most downloads of their songs for 2011 was "Kaash" of which 4 students did 6 month Diploma programs in Spring 2011 and also a half Diploma special program in Spring 2012. Their hit song "Main Laut Aaonga" has more than one million views on You Tube.
- One of India's biggest and most prolific performing bands "Something Relevant" had 5 of the 7 members graduated with a 6 month Diploma program in SAM in Fall 2012.
- Gowri Jayakumar, a Senior Business Correspondent with Reuters agency and also as Indian Editor of the online travel magazine 'Conde Nast' quit her job for her passion in the music industry. She is one of the most unique young singer/songwriters in India who has been making waves all over the country performing at major venues. Her latest CD 'Sad little Shoe Box' was released under her stage name "Kozmi Cow". Gowri joined SAM this semester and have won the "Young women in music" scholarship.

Success Stories

- Loy Mendonsa of Shankar-Ehsaan-Loy who is the biggest music directors in Bollywood today is keen on coming to the next 5 day Camp to study at SAM
- Joe Alvares, considered one of the brand name in Indian Jazz world and a business associate of India's biggest event management company 'Wizcraft' is planning to come for the 5 day Camp at SAM.

165 students from India, USA, UK, Mexico, Democratic Republic of Congo and Bangladesh have studied here either in SAM's Diploma programs or short term workshops with 40 world-class musicians from USA, Canada, Switzerland, Suriname, Netherlands, Poland, Armenia, Germany, Brazil, Mexico, Greece, Argentina, Hungary, Venezuela, Spain, Cuba, Colombia, Israel, France and India.

Facilities @ Swarnabhoomi Academy of Music:

SAM is a 4-acre campus set in lush green surroundings. The main music facility is an imposing 29,000 sq.ft. LEED Gold certified Green building, shaped uniquely like a Grand Piano. In addition to the main building, there is a large administrative building that houses all the staff and faculty office rooms. The main entrance to the music building also features some exceptional sculptures and murals that reflect the true blend of ancient Indian art and contemporary western art that exemplifies the college ethos.

The fully air conditioned, fully Wi-Fi enabled SAM music facility has 10 large ensemble rooms equipped with a PA system, 8 individual practice rooms, 5 drum practice rooms and labs, 12 private lesson studios for guitar, bass, Indian percussion and voice, 4 guitar labs, 3 piano labs, 1 percussion lab, 1 voice lab, a large recital hall, a medium large recital hall, an amphitheater, a roof top performance space, a recording room linked to a recital hall and an ensemble room to record performances and rehearsals, a large library equipped with several hundred books and instructional DVDs, a media center equipped with Macintosh computers, a large dining facility and more.

SAM has partnered with the world's largest print music publisher Hal Leonard Publishing to bring quality books, DVDs and instruction material. Our top of the line gear includes Kawai Concert Grand, Upright and Digital Pianos, Mesa Boogie Lone Star, Mark V, Transatlantic and Express guitar amplifiers, Orange bass amplifiers, DW, PDP and Dixon drum kits, Sabian Cymbals and more.

The Campus

MARG Swarnabhoomi, the city of education, research and innovation, is located on scenic East Coast Road (ECR), mid-way between Chennai and Puducherry and has proximity to the Auto & Electronic industrial belts of the nation. This strategic ECR stretch is “the growth corridor” of the future and being close to Chennai, has access to world class academia. It is also well connected via road, rail and airport but also unlike other industrial clusters, it has all the facilities to foster business.



The impressive entrance of MARG Swarnabhoomi



Away from common din of the cities, located at scenic backwaters of ECR, the city is planned in such a way that it harmonizes with nature and offers scenic tranquillity and peacefulness to uplift human mind and soul.

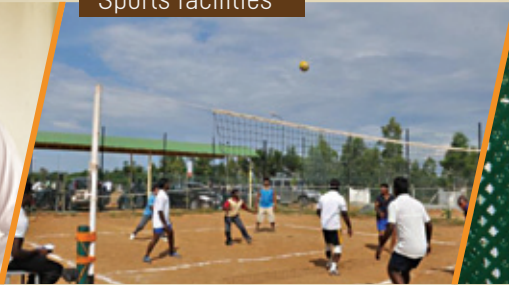
Christened as the “Land of New Thinking”- this global city brings together educational institutions, manufacturing & research companies, IT services firms, housing and healthcare facilities, all under one roof.

Infrastructure to Foster Creativity & Innovation

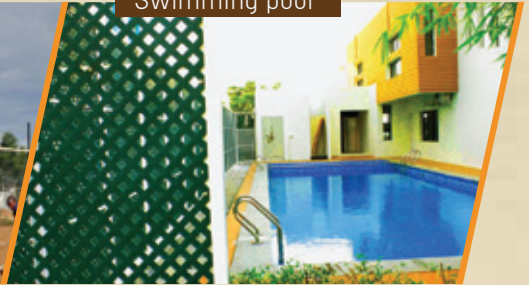
24X7 healthcare



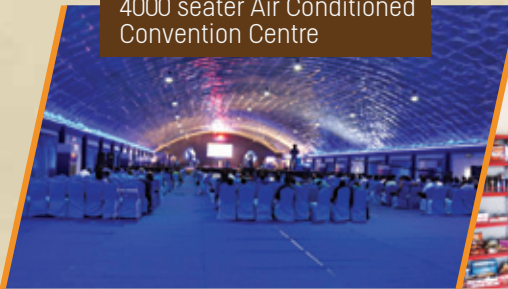
Sports facilities



Swimming pool



4000 seater Air Conditioned
Convention Centre



Convenio



24X7 Security



Gymnasium



Centralized Kitchen



Dual Telecom Redundancy



Hostel facilities with all amenities



Integrated canteen facility



For more information please contact:

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Call +91 95000 12658 or visit www.sam.org.in for more details