

## The Grand Maestros of Indian Classical Music is a collector's piece of the 90s!

### An exclusive compilation of unseen images with Indian music legends

#### *Viren Desai is seeking crowdfund to turn it into a book*

**Mumbai, August 8, 2016:** Viren Desai, a freelance fine art and advertising photographer based in Mumbai, is soon to launch his coffee table book which is an absolute exclusive. The book, *The Grand Maestros of Indian Classical Music*, is an exploration of the creative and soulful lives of the greatest contemporary Indian classical musicians. Capturing their lives, both on and off stage, the book encapsulates the personalities of 22 legendary artists – a small sample is here: Ustad Amjad Ali Khan, Pandit Bhimsen Joshi, Pandit Ravi Shankar, Ustad Zakir Hussain, Vidushi M. S. Subbalakshmi, Vidwan 'Vikku' Vinayakram, Pandit Jasraj, etc.

Viren is now using the crowdfunding platform Fueladream.com to bring this coffee table book to life and turn it into a book. For this he is aiming to raise 11L INR and he has already raised 9,55,200 INR so far.

To know more about his crowdfund campaign, please visit <https://www.fueladream.com/home/campaign/90>

This piece of work contains a compilation of never seen before images of these maestros, all shot exclusively for this book over the last 25 years. Interspersed with beautiful anecdotes describing their life, family, love and most importantly, their music, insightful quotations drawn from personal interviews with each artist, they open wonderful new windows into them – for eg. to read about the laughter of Pandit Ravi Shankar, to see the shy smile of Amma Subbulakshmi and to know about Ustad Bismillah Khan reminiscing about the unforgettable taste of his mother's 'gobi ka sabji', is just priceless.

*The Grand Maestros of Indian Classical Music*, the book is 288 pages (12" x 12") with 158 colour photographs and 130 black and white photographs. It is divided into 22 chapters, each depicting a single artist along with inspiring quotes & collated knowledge - all capturing their dedication to their art and craft.

This project ultimately stands as a testimony to the music and the lives of these legends that have enriched so many people across the globe.

Viren first approached Ustad Zia Mohinuddin Dagar and Pandit Hariprasad Chaurasia, explaining the concept of the book that he wanted to create and how he wanted to showcase them. After the maestros graciously agreed to take out time from their busy concerts and teaching schedules, Viren saw his dream turn into reality.

#### **About Viren Desai**

Viren graduated from the Rochester Institute of Technology, New York in 1985 and then worked as a freelancer in New York for 2 years, before moving back home to Mumbai in 1987. Since then, he's worked for corporate and advertising campaigns for brands like Hero Honda, Visa, Channel V,



Concern India, Shrenuj, Ravindra Heraeus, Pepsi and more. Viren is also an Indian classical music buff, and used this book to combine both his passions and the rest is history.

The more he listened, the more his curiosity to know the person behind the music grew. Their persona on stage, the adulation they received from their listeners completely overshadowed the real person, and that was the one Viren wanted to get close to. Fuelled by this dream, he chose his camera to tell their intimate stories.

### **About FuelADream.com**

**FuelADream.com** is a crowd funding marketplace for people & organizations that aim to raise funds for creative ideas, causes, charities etc. Founded in Mid-2015 and based in Bangalore, the start-up aims to impact 2.2 billion people in India, Africa & S.E Asia. Fuel A Dream has raised \$ 250,000 in an initial round of funding over the last 8 months from a clutch of individual investors from the corporate world.

Fueladream.com is the brainchild of Ranganath Thota. His team is focused on transforming how people raise and contribute money for ideas, social causes and other activities. **FuelADream.com** connects the campaign owners (people who want to raise money) to funders in a very productive and engaging way.

**For more information on the campaigns that fueladream.com is working on please visit <http://fueladream.com/>**

**For further queries, get in touch with**

Priya - 9108048375, [priya.kumari@mediamoments.in](mailto:priya.kumari@mediamoments.in)