



CONCERTS

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CORPORATE EVENTS

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VISUAL STORYTELLING

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Partners:

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Sarve Bhavantu Sukhina, Sarve Santu Niramaya, Sarve Bhadrani Pashyantu, Ma Kashchit Dukhbag Bhavet

May All be Happy,
May All be Free from Illness.
May All See what is Auspicious,
May no one experience Suffering



DesiYUP Founder Mahesvari Autar with Prime Minister of India Narendra Modi

Familiarize the West with Indian Classical Music

Indian classical music is the root of all Indian music and remains an essential part of all other Indian musical genres. Therefore DesiYUP organizes not only cross-over, fusion and folk concerts, but also Indian classical music to familiarize the Dutch society with the sound, instruments, forms and styles. To make classical music more accessible DesiYUP has been part of the Holland India Music Festival for a good few years. On a European level DesiYUP collaborates with Darbar, the biggest Indian classical music festival in Europe. We strive to make Indian classical music more accessible to the West.

Music, a soft power asset

DesiYUP Concerts appeal to the human mind and heart. The Indian music culture plays an important role in building the identity of India and its soft power on a global level. In the Netherlands, DesiYUP organizes meaningful concerts that enhance the experience of the Indian Traditions and elevates an individual to universal values that transcend culture, religion, language, race and color. Indian music and cultural elements such as Dance, Yoga, Ayurveda and Bollywood play a role in boosting India's image as a soft power and they help to realize policymaking, business and diplomatic goals in The Netherlands. Cultural diplomacy establishes, revives and strengthens cultural relations and mutual understanding between The Netherlands and India.



Concert Pandit Hariprasad Chaurasia, Soul to Soul, Zuiderstrandtheater The Hague



Hindi Cinema Classics II, With Vasuda Sharma (India), Navin Kundra (UK) & Rayen Panday (NL) in Oude Luxor Theater

Conveying information through visual storytelling

Most recent technologies help companies to convey their corporate message through visual storytelling. Well-told stories convey great quantities of information in relatively few words. A video format with a good interview and visuals can easily increase engagement from a focus group or grasp the attention of viewers. DesiYUP Media Productions is specialized in visual storytelling from a verbal narrative perspective. Delivering video's with smart interview bites and scenic images of events, animation, historic clips, kinetic texts and photos. Visual storytelling is typically used to share information with the masses and to preserve memories of important events. DesiYUP Media Productions made videos for various clients: Rotterdam Partners, Amsterdam Business, Indian Embassy in The Netherlands, Television station Open Rotterdam, Albeda College and Drechtstadsboer.

Social aspects of musical engagement in corporate spheres

In general music can communicate to a greater number of individuals and over greater distances than language. Conjoining music within corporate events is a most valued activity. Making music together or listening to music simultaneously encourages building a community together. During corporate events, cultural values can bring individuals of different backgrounds and even generations together. DesiYUP provides musical performances to companies and government institutions which are accessible for a broad audience. We can book artists worldwide, but also scout talents from The Netherlands. DesiYUP has arranged artists for various clients; e.g. PM Modi event in Brussels, PM Modi event in The Hague, Jet Airways launch in Amsterdam Amstel hotel, LT Foods launch in Rotterdam.



An interview with actress Nandita Das at Cannes Film Festival, in France



Founder Darbar, Sandeep Virdee inspirational talk during Holland-India Festivals

Building on Cross-Cultural Community Support

Indian music is a distinctive art form that influences the musical and daily life of a subcontinent and millions of people in Diaspora countries. Therefore DesiYUP encourages musical education by organizing various activities on a grassroots level. Over the years we have organized workshops to stimulate music teaching and learning processes as well as in-house concerts and inspirational talks to develop a broader perspective on music and education in contemporary Indian music culture. For this mission DesiYUP collaborates with Codarts, World Music and Dance Department and Rasique Music School.



Managing Director Broekman Logistics, Albert Hoek at Rotterdam Partners business seminar Start-Up India, Co-Create with Indians

Marketing and Media Communication Consultancy
DesiYUP Media Productions consults companies who in particular want to captivate the attention of an audience for projects related to diplomatic and economic relations between The Netherlands and India. For inquiries about projects that we are involved with please contact us per mail: info@desiyup.com. We will give you references of clients that we have worked for in the past or are consulting currently.

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