



AMC Press Release
AUGUST 2007

ASIAN MUSIC CENTRE

THE ASIAN MUSIC CIRCUIT'S INNOVATIVE MULTI MEDIA EDUCATION AND RESOURCE CENTRE THE FIRST OF ITS KIND IN THE UK

**LAUNCH DAY FRIDAY 28TH SEPTEMBER 2007
AT BRADFORD ROAD, OFF WARPLE WAY, ACTON W3 7SP.**

The Asian Music Circuit is the leading company in the UK producing tours and concerts of music from Asia. It has an excellent reputation for the superb quality of its productions as well as an innovative approach in its year round artistic programme.

With support from an Arts Council Capital Lottery Award, the AMC has created a unique Centre of great benefit to the public at large as well as students of Asian Music.

In Asia and especially in India, knowledge has been seen as more a matter of revelation than science, contemplative and intuitive rather than intellectual. Music is seen as a form of knowledge and has been seen as the medium to express what could not be put into words. Music opens up a whole world of knowledge whose goals are the same as science – the search for truth. Music is seen as a way to understand other people's perceptions, their hopes and aspirations and views of the world we live in. It is a powerful way to understanding our environment and can lead to peace and reconciliation. The AMC has always tried to present the best of traditional and often dying art forms which should be supported and brought to the attention of the public. It is not just our physical environment that is at risk but also our spiritual environment is at risk in a global atmosphere that is bent on the rush towards wealth and power. In this context, the AMC has sought to create a Centre in which the experience of the music will be impressive and thought provoking and enable people to see things in a different way – in short to EXPERIENCE!

The new Centre houses an interactive museum of musical instruments from different Asian countries, and from touch screens, one can access a huge database of information in audio-visual format on aspects of the instrument and the music.

What is it? How is it made? How is it played? What is its social context? What do you play on it? These are just some of the questions that are answered through superbly edited text and film from the AMC's extensive audio-visual archive.

The Centre has a most innovative space in which sound beams can be interrupted to create music selected from a menu, accompanied by film and still images and changing colours to enhance the mood of the music.

Visit the workshop room where children attend superb workshops on subjects as wide ranging as Indonesian puppetry, Tibetan masks and music, Taiko drumming, Chinese instrumental music as well as opera and Indian music. Come and attend a seminar or a listening session with a discussion or watch a film. The seminars and workshops are given by AMC's touring artists as well as experts in the UK.

Sit at peace in the study and browse through some 350 hours of audio-visual archive that the AMC has created.

ENJOY A UNIQUE EXPERIENCE

This initiative is a prime example of the exciting ideas and events that the AMC has been creating since 1991 when it was made an independent not-for-profit company funded by The Arts Council of Great Britain and now the Arts Council England, London.

The AMC is a partner in "OPEN REHEARSAL" – an initiative of the Mayor of London – all are welcome to attend a superb exciting workshop on Japanese TAIKO drumming to be held at the Centre from 4pm till 5.15pm. on Friday 28th September 2007. This session will be immediately followed by a short tour of the Centre.

NOTES TO THE EDITOR:

To arrange a visit and interview AMC staff about this unique project, please contact Shih Ching Wei on ginger@amc.org.uk Unnati Dasgupta on unnati@amc.org.uk or Kuldeep Jalf on kuldeep@amc.org.uk
Visits by appointment

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PRODUCING EXCITING TOURS AND CONCERTS OF MUSIC FROM ASIA,
ALONGSIDE A YEAR ROUND EDUCATION PROGRAMME INCLUDING
AN ANNUAL SUMMER SCHOOL AND NOW ITS OWN UNIQUE MULTI
MEDIA ASIAN MUSIC CENTRE – THE FIRST OF ITS KIND IN THE UK.**