



## **Bhartiya City sets to host another electrifying Music & Art Festival- “Emerge”**

**28<sup>th</sup> February 2015, Bangalore:** Building on the overwhelming success of its other cultural activities where Bhartiya City had played host to Slayer, Santana and Guns’n Roses, besides the Edinburgh International Science Festival & the recently concluded Great Grover Wine Festival, it will now host **EMERGE** a day-long, multi dimensional festival with stunning installations, live art events, sculptures and more. **EMERGE – Music and Art Show will kick off at Bhartiya City in Bangalore on 28<sup>th</sup> of February.**

Having hosted a slew of large-scale outdoor concerts in recent years including the likes of Tiesto, Swedish house mafia and the iconic Metallica, Bhartiya City serves as the perfect space to host the very first **EMERGE Music & Arts Festival**. Since its inception in 2013, LIVE Viacom18’s most cutting edge music venture **EMERGE** has brought to India a host of international talent for music-hungry fans across the nation.

**EMERGE** has put together what promises to be a phenomenal day of fun and frolic in the Capital as well as the country’s original stomping ground for alternative music, Bangalore. On the bill is **Grammy-Award nominated Alt- J**, **BRIT Award Winners Rudimental (DJ set)**, and **virtuoso hang-drum player Daniel Waples** featuring **The Petebox**. Fantastic homegrown talent, **Advaita** bring their sublime fusion tunes to the fore plus Bangalore rock-outfit **Parvaaz** will also be part of the festivities.

One of India’s best portals for new art and design, **Cupick**, will be co-curating the art at **EMERGE** this year. Showcasing their works at the festival are three stellar creative minds.

**Allisson Weeks Thomas** – American illustrator and writer Allisson create pieces with a fairy-tale like charm and innocence and has a penchant for mixed-media. **ShiloShivSuleman’s** project **The Fearless Collective** brings together artists from across India with one singular message – women shouldn’t be afraid. Expect artworks to reflect their ideals strongly at the festival. London based designer and illustrator **Alex Griffiths** will also be displaying his whimsical and witty drawings at **EMERGE**.

At the very core of **EMERGE** is music and arts discovery- a platform, a forum where young fans can expect an experience like no other, where they will be able to truly open their minds and have a chance to discover something unique, something that will blow their mind - you could find your favorite new band, favorite new dancer and painter at **EMERGE**.

Building on Bhartiya City as a cultural hub and a luxurious destination with their soon to be launched **Leela Residencies at Bhartiya City**, **EMERGE** is a perfect platform to bring the art and music enthusiasts together and those seeking quality recreation and live entertainment.

**Speaking on the concept of this Festival, Mr. G Raghavan, CEO Bhartiya Urban** said “We are extremely excited to host EMERGE at the Bhartiya City premises in keeping with our intention of creating a vibrant smart city where people live, work, play and have fun. EMERGE, like the many events we have had in Bhartiya City, will bring a high energy performance by best among the emerging artists from across the globe. We are pleased to have the opportunity to bring this not only to potential residents of Bhartiya City but also for Bengaluru city as a whole”.

**Event details-**

**Date:** 28 February 2015

**City:**Bengaluru

**Venue:**32/1, Bhartiya City, Thanisandra Main Road, Chokkanahalli, Hegde Nagar, Bangalore, Karnataka 560064

For the best tickets log on at the earliest to:<http://in.bookmyshow.com/events/vivo-presents-emerge-music-and-art-festival/ET00027561>

**About Bhartiya City:-**

*Bhartiya is a diversified lifestyle group founded in 1987. It consists of two verticals: Bhartiya Fashion (international manufacturing of leather products and fur and Leather SEZ, Listed Company) and Bhartiya Urban (city development). Bhartiya Urban is developing Bhartiya City in Bengaluru, a 125 acre integrated urban township within the municipal limit of Bengaluru City - a first of its kind in India. The 20 million sqft development will be a self-contained city with housing in various formats, retail (souks, high-street retail and shopping malls), 5 star hotels, business/financial district, IT campus, convention/conference centre, a school, a hospital and other amenities serving the community. The next big initiative will be in mass housing.*

For further media information, please contact-

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