

'It's imperative to look at music as an industry to sustain it'

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Panaji: Goa has been a focal point for music for decades with melodious tones lilting through the swaying palm trees across the state. Music has coursed through the veins of Goa, picking up diverse influences from the Portuguese and the Hippie generation before arriving at today's electronic genre. But the evolution of music has raised a pertinent question. Is it sustainable?

Globally, the music industry is estimated to be worth more than \$125 billion and includes so many genres and sub-genres, that it is easy to lose count of them.

According to an EY report on the entertainment and media sector, Indian mainstream music, which is largely Bollywood and Hindi Pop, is valued at approximately \$222 million. The numbers may stump you but musicians rue the manner in which they are slotted as entertainers.

"I think it is very imperative that we look at music as an industry because that is



A band performs at the Live Music Project

the only way we will be able to sustain it. We need to look at non-mainstream music and take it seriously and quantify it as to what is its worth today, as an economic entity," says singer-songwriter Vince Costa, who recently released his album 'Saint and sinner'.

Goa has a multitude of bands, yet Goan Indie bands are scarce at mega concerts like Live at the Console or the Vans New Wave Musicfest and other international mu-

sic festivals held in Goa.

Goa's party destination tag has leant towards electronic dance music, raking in the moolah that comes with the EDM festivals' mass following. Couple this with the lack of attractive financial

prospects for live bands and the 'wedding band' route is where you go for your bread and butter.

"There are many cover bands in Goa, but in terms of what bands know, it is limited," says Darryl Noronha, co-

founder of The Live Music Project and Art Escape. "I think awareness is a critical aspect. A lot of musicians who are collaborating with international artistes are looking for collaboration with newer artistes. Experimenting is critical."

Costa agrees. "Exploration is going to make you uncomfortable. The question is whether you are willing to be uncomfortable till you discover new things," he adds. "There are lots of people who want to come to Goa and be creative."

The truth is, Goa attracts artists looking to collaborate and jam up with international artists. "A lot of these musicians coming to Arambol are from folk music and gypsy music," says Vinesh Iyer, co-founder of Art Escape and the Live Music Project, which completes two years since its launch in Goa.

Goa could definitely do with residential studios for musicians and with a little handholding, budding artistes will find it worth their while to create their own music, local musicians say.

