

Earthsync releases Laya project in India

Popular world music label EarthSync today announced the all-India launch of their award-winning Laya Project on Thursday 3rd of July 2008

EarthSync, the distinctive music label and high-end audio-visual production house based in Chennai, South India, announced that their flagship product **Laya Project** will be in stores across India on **Thursday 3rd of July 2008**. EarthSync is committed to nurturing folk, tribal and native music from Asia, and bringing this music to a global audience by bringing together the traditional and the contemporary from around the world.

Major retail chains like Planet M, Landmark, Music World, Crossword and Odyssey will all be carrying the 3 different product formats: a) the deluxe box set consisting of the 68-minute documentary DVD and 2 CDs, b) the DVD only, and c) the 2 CDs only.

For **Laya Project**, the international EarthSync team travelled for two years through the folk communities in the 2004 tsunami-affected regions of Sri Lanka, Thailand, Indonesia, Maldives, Myanmar and India. The musicians are the people of coastal and surrounding communities recorded on-location; the recordings were then mastered and enhanced at Clementine Studios, EarthSync's in-house recording studio.

Says Sonya Mazumdar, EarthSync's CEO: *'Laya Project has been gaining appreciation in many countries around the world, doing well in terms of reviews, unit sales, awards and accolades, yet it fills us with special pride to be releasing it here in India.'*

Laya Project is a personal and collective musical tribute to the resilience of the human spirit, a celebration of the spirit of sound. The production creates a composition that mixes and enhances the original recordings, and embarks on an inspirational visual and musical journey crossing borders, while preserving the music of the people. Some of the performances are rare, and are documented for the first time in this production.

'When people from these countries see Laya Project, they often tell us how it makes them proud of their culture, their music and traditions' adds Yotam Agam, EarthSync's CTO. *'Creating global awareness and appreciation for unique cultures is something we strive for with all our projects.'*

Laya Project, distributed in India exclusively through EMI Music India, is also being screened worldwide on National Geographic Channel.

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