



CENTER FOR THE CRAFT, ART & SCIENCE OF SOUND



*“SVARAM brings the joy of music
and the healing touch of sound
into everyone’s heart and hands.”*



VISION

To manifest a globally significant and unique Center of Learning and Excellence for the Craft, Art and Science of Sound.

OBJECTIVES

To model an educative, experiential exhibition center of human musical culture and sound phenomena

- To showcase the evolution from ancient into modern times of musical instrument craft
- To establish fine craft workshop trainings focusing on traditional knowledge skills and instrument acoustics
- To model a dual – theory and practice – vocational training opportunity for this specialized craft in India
- To create new instrument inventions for education, therapy and wellness
- To offer exposures, seminars, internships and classes in instrument building, organology and the role of sound and value of music in human civilization.

MISSION

To serve the growing need for Harmony in the field of Education, Special Needs, Health and Management to achieve a wholesome integrated Wellbeing of Self, Society and Environment.

- To conduct studies and applied research in psycho- and eco-acoustics
- To create an innovation hub for creative sound art, installation and experience fields
- To offer pioneering consultancy on “Music and Management”
- To share new pedagogical approaches in music education
- To provide services in the field of sound healing & music therapy for the benefit of society
- To conduct international cultural and educational programs to spread the awareness and gift of harmony as a source for personal and global peace



Through increasing requests on SVARAM's expanding research and services and a need for bringing them into a larger framework of an institution of global relevance, we are now pursuing the formation and manifestation of an innovative Center located in the Auroville Galaxy Plan.

SVARAM Center for the Craft, Art & Science of Sound

will be a thriving **Integral Learning Center & Experience Field** bringing together the rich heritage of Indian Music Tradition with international academic Musicology, Craft, Sound Studies and Research, Contemporary Design and Innovation and the spiritual, futuristic aspiration of Auroville and its experiment of Human Unity.

In a unique evolving, flexible and interdisciplinary way the Center will bridge

- Craft & creativity,
- Science & intuition,
- Phenomenology & consciousness studies
- Education & healing arts, naturally creating an atmosphere of experiential learning through hands on work, explorations, trainings and studies.

BENEFICIARIES

The Center will have far ranging impact and multiplication effects through direct involvement, trainings, seminars, intern placements, research and art residences, international programs and collaborations, covering the full range of beneficiaries from the immediate local to national and international participation. SVARAM's holistic approach for an interdisciplinary integrative Center is unique in its form and content and will be the first of its kind in Asia, striving to become an outstanding center and service provider for the benefit of a more harmonious, balanced and sustainable life for humanity of the third millenium.



CONTEXT OF AUROVILLE

Envisaged as a city for 50,000 people, Auroville is an emerging universal township of presently about 3,000 Aurovillians, from 50 countries with an approximate frequency of 1,000 Volunteers/Interns yearly. Located in a rural area of Tamil Nadu, South India, it is surrounded by 13 villages with a population of approximately 40,000 people.



In 1966 UNESCO passed an unanimous resolution commending it as a project of importance to the future of humanity, thereby giving their full encouragement. Over the past three decades, Auroville has been dedicated to a wide range of development programs and offers innovative solutions for some of the pressing needs of our time focusing on Regenerative Development, Integral Economic Solutions, Educational Research, Environmental Regeneration & Deep Ecology, Health & Healing, Innovative Building Solutions, Integrated Urban Planning, Rural Development & Women Empowerment and Renewable Energy.



Holding up the vision of Human Unity while at the same time promoting cultural diversity and emphasizing spiritual and material research, Auroville is an ideal location for emerging types of new ways of thinking and activities.



THEMATIC FIELDS & FACULTIES

Manufacture – Music Instrument Craft

- Finest handcrafted Musical Instruments
- Traditional Practice & Innovation
- Sound Art & Installations
- Sound Gardens & Experience Fields



Training – Academy

- Craft Courses & Hands-on Internships
- Vocational Training & Life Skills
- Professional Studies in Music & Medicine
- Music Management & Consultancy



Research – Applied Research Institute

- Music Ethnology & Heritage
- Psycho-acoustic & Ecomusicology
- Sound Healing & Music Therapy
- Sound Pedagogy & Music Education

Community – Culture

- Social awareness & Cultural Diversity
- Indigenous & Contemporary Context
- Local/Global Cultural Engagement
- Exhibition & Experience Museum



FUNDING & FINANCES

While SVARAM has proven financial sustainability with a steadily growing yearly turnover presently at more than INR 2.8 Crore (EUR 350,000) and a midterm projected INR 5 Crore, the building of the Center will necessitate core funding and sponsorship for INR 16 Crore (EUR 2 Mio.) building & equipment costs, ushering the growing enterprise from a social development cottage craft project into a skill based, diverse production unit and a unique service provider of national significance.

For this target we foresee support through private/public sponsorship in an exemplar collaboration between well-wishers, donors, cultural development and research foundations, government schemes and corporate investments.

Donations for Svaram are 100% tax exempted.

SPACE REQUIREMENTS

1.5/2 acres (5,000 m²) allocated land

Built spaces 2,483 m² for

- Fine Craft & Artisan Workshops
- Exhibition & Experience Space
- Design, Research & Sound Studios
- Interns, Researchers & Artists in Residence
- Sound Therapy Facilities
- Class & Group Rooms
- Performance Space
- Sound Garden & Musical Playground
- Infrastructure & Amenities

SECTION AREAS & ESTIMATES

The large scale construction is planned in 3 sections:

Auroville Planning Board is providing the allocated land, 1.5/2 acre with current value of 1.4 crore.

CRAFT – Workshop

Fine Craft, Heritage & Training Workshops

ART – Healing Arts, Wellness

Sound Therapy Center, Cultural Program Facilities, Sound Garden

SCIENCE – Academy, Experience Centre

Research, Studios, Ateliers, Classrooms, Exploratorium



INSTITUTIONAL BACKGROUND

The SVARAM Center is emerging from SVARAM Musical Instruments, initiated in 2003 as a grassroots community development project in the field of Musical Instrument Craft, Research and Socio-Cultural Development. Initially started as a vocational opportunity for youth at risk, it has been adopted by the UN Initiative “Music as a Global Resource” in 2011. SVARAM finds international recognition for its pioneering work in applied studies into matter-sound-consciousness and models an exemplary approach of a participatory community enterprise. With a team of 43 artisans, trainees and professionals we manufacture a unique range of over 80 musical instruments and sound installations. Our cultural programs reach the local, national and international arena.

Aurelio C. Hammer is the **Founder and the Creative Director of SVARAM**, an organologist, ceremonial musician and sound therapist. He has done more than 25 years of research and studies in ethno-musicology, acoustic and harmonic studies, listening traditions, music pedagogy and healing arts. The Austrian born Sound Explorer has become a noted pioneer in the development of innovative musical instruments and created the holistic modality “A Sound Approach to Life”.

Jan van den Dikkenberg is the technical expert, craft master and resource person for the Instrument research & production. Living since the pioneer years in Auroville and having worked in the eco-restoration and afforestation efforts, he practices yoga & meditation and is also passionate about playing e-guitar, besides creating unique Plate Bell sets in various tunings for international music projects. His life-long experience contributes a strong human element of social justice and equality to the team and project.

A VISIONARY VISIT TO THE SVARAM CENTER

Huddled in the lush green of Auroville one approaches the Center through the majestic spread of two “Wisdom trees” into the landmark reception area of the “Wave”, an iconic building complex. Immediately a very special atmosphere seems to open an unusual space. You realize that it’s sound from diferent directions and diverse qualities that calls your attention: huge wind-chimes in the trees, sound sculptures and flowing water in concert with the compelling ambient of something different and unique.

From the **Craft Workshops** a busy activity rises, with a plethora of handwork, hammering, filing, drilling, polishing, and in between notes from a flute scale being tuned, bells to be mounted and even stones seem to produce sound.

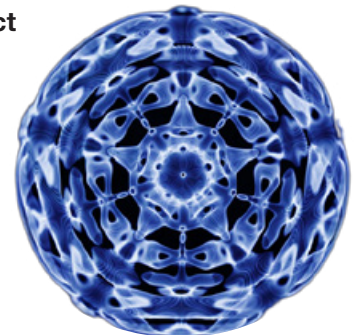


You move forward into the complex of **the Exhibition Center** which seems to be the portal to this temple of sound. Entering, you are led into darkened, narrowed room of an unusual and yet familiar sound space of gurgling, pumping weird noises: the pulsation of the heartbeat! And you get a memory of the first sounds you ever heard, there in the protection of the womb, at the beginning of life, you, your mother and the universe!

Kind of feeling reborn you emerge into the dawning light of the gallery depicting the beginning and **Origin of Humanity’s Music Making**, the first primitive expressions of sound and music. You learn about the need and evolution of musical communication in society, with nature and the universe. You experience the principles and archetypes of all the musical instruments

of primal percussions, skins, flutes and strings.

What a discovery to see the gallery of **Phenomena and Physics of Sound and its Effect on Matter**, the basics of acoustics with aesthetic displays and interactive, hands-on installations on cymatics, the science of waves. You can see the patterns made by different frequencies in liquids and on membranes, the science of harmonics by Pythagoras on the monochord and electronic, interactive sound exploration stations. The entering of the final domed **Gallery of the Music of the Spheres** catapults you from the initial encounter of the ‘womb’ now into the larger universe and the dimension of cosmic sound and the microcosmic existence of our very own sound.





Out in the fresh air you follow the invitation to a silent gardenspace around a small sparkling water fountain. There is the option to linger and refresh in the **Music Café** and then return through the showroom out to the craft workshops to see and learn about the processes of instrument building.

Your curiosity brings you to an orientation board where you find out more about the activities of this apparently versatile center: there is a layout of the building, marking studios, archives, audio-library, design ateliers, classrooms, music group rooms and more.

You are specifically drawn into a quieter garden area where **the Therapeutic Applications of Sound and Music** are explored and where it is also possible to take appointments for **“Sound Healing”**.

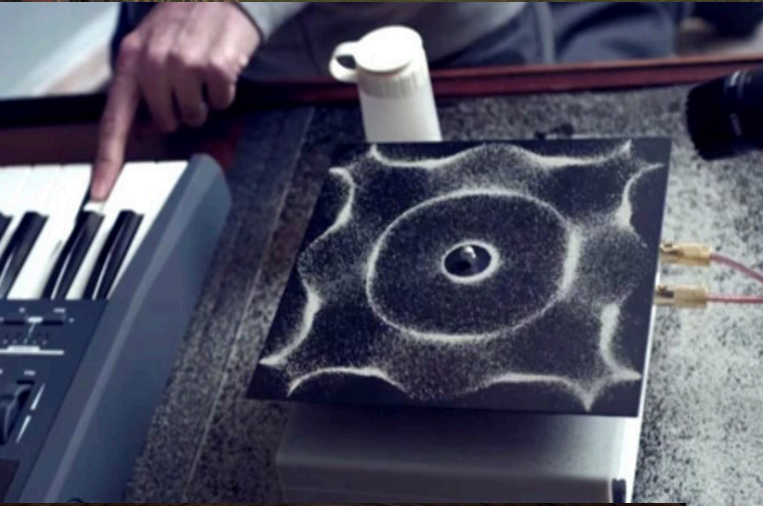
The most attractive feature at the core of this complex is the **“Sonanda”**, a unique architectural egg-shaped space, a truly vibrating “cosmic egg” which is unifying the inner and outer in a brief but timeless moment of bliss.

It offers you a good grounding for the **Showroom of Instruments** with its noisy chaos of sound of visitors, trying their hands on the large variety of instruments in a happy and playful atmosphere. The beauty of the instruments intrigues you to visit the **Craft Workshops** as you want to see the artisans at work. There is a possibility to sign up for an **Instrument-building Workshop**. Just now there is a group of children from an international school working on simple bamboo instruments. In an open **Amphitheater** they are trying their first rhythmic play. Now you sense that there has to be more music in your life.

Finally you approach one of the **Sound Installations** that you had seen in the garden when arriving and you are able to evoke a very touching sound from a huge metal harp.



What an excursion! Though you already had heard about the magic of this place, you would have never thought to be drawn like this into the unknown universe of sound. Somehow there seems to be something pulsing and vibrating through this Center, something of the lost joy of life, of your own inner world: **The Sense of Discovery!**



“SOUND-COMPANIONS” – INTERNATIONAL ADVISORS, ASSOCIATES AND WELL-WISHERS

Through a wide network of international colleagues and associates we are glad to have the support of a group of renowned researchers, musicians and cultural entrepreneurs and are in contact with leading experts and institutions in the field of Music, Heritage & Sound Studies.

Prof. Werner Schulze – Harmonic Sciences, Univ. of Vienna, Austria

Walter Siegfried Hahn – Sensory Awareness Fields, Antroposophic Education, Germany

Prof. Priv. Doc. Mag. Gerhard Tucek – Music Therapy, Krems, Austria

Dir. Barbara Hesser – Music Therapy, New York, USA

Dr. Tim Cunio – Sacred Music, Pedagogy, Griffith Univ. of Brisbane, Australia

Prof. Gerhard Wenger – Ethnomusicology, Berlin, Univ. of Kathmandu, Nepal

Bahaudin Dagar – Bombay Jayashree, Shuba Mudgal, Mahesh Vinayakram, Indian Classical Music

Parvathy Baul – Musician, Aritst, Mystic, Kerala/Bengal, India

Shivamani – World Percussionist, Chennai, India

Umapathy Stapathy – Traditional Artisan, Sacred Architecture, Kumbakonam, Tamil Nadu, India

Rajeev Sethi – Designer, Scenographer, Curator, Asian Heritage Foundation, Delhi, India

B.V. Doshi – Architect, Ahmedabad, India

Dr. Karan Singh – Statesman, Philosopher, Singer, Delhi, India

Vera Brandes – International Association for Music and Medicine, Germany

Joshua Leeds – Music Production, The Power of Sound, Book Author, Oregon, USA

Jonathan Goldman – Sound Healers Association, Colorado, USA

Silvia Nakkach – Vox Mundi, CIIS, California, USA

Don Conreux – Harmonics, Gong Master, New York, USA

Thomas Blum – Prenatal Research, Neuropsychology, Marseille, France

Karhtik Iyer – Scientist, Entrepreneur, Consultant, Univ. of Oslo, Norway

Ralf Tita – Orphideum, School of Cymatics, Germany

Wolfgang Saus – Harmonic Artist and Researcher, Germany

Manfred Bleffert, Jochen Fassbender – Antroposophs, Innovative Instrument Makers, Germany

Manfred Tischitsch – Pankratium, Music Experience Center, Gmünd, Austria



pankratiumgmünd
das haus des staunens

DESIGN GUIDELINES

The SVARAM Center aims to

- demonstrate sustainably integrated planning and implementation;
- be relevant and forward looking as a bridge to the future;
- become a vibrant centre that demonstrates simplicity and beauty;
- be involved in generating local employment and upgrading of local skills, especially in the building trades used in the project;
- document the processes of design and implementation so as to act as a resource for future work;
- successfully integrate into the existing conditions of the into the Industrial Zone of Auroville and become a catalyst for further growth.

Space standard and performance

- The entire Center design – while being located on a plot with spatial constraints – shall have an adequate link between open and enclosed spaces and give a sense of openness.
- The design of the final Center in its completed form aims to be transparent and open to create a sense of virtual space and fluidity between indoor and outdoor spaces.
- The finally constructed buildings will be durable and meet all relevant building and safety statutory codes.
- The enclosed and covered spaces will be well lit, acoustically and thermally comfortable.
- The building design aims for a general ambient sonic performance standard and a sufficiently quiet indoor environment.

Health

- No materials and systems used will be detrimental to physical health and the premises will be a non-toxic, non-carcinogenic and chemical-free zone as per best practices in the construction industry.
- Natural methods of mosquito control will be employed along with screening for insects.
- The buildings shall be fully accessible (for the physically challenged) on all public floors.

Solid waste management

- A complete “at-source segregation” of solid wastes into organic and inorganic and a further segregation as “saleable” (glass, metals, paper, plastics ...) and “special disposal” (toxic, electronic, mixed ...) is aimed for.
- There shall be a suitable arrangement for sorted storage of different waste types.
- Disposal of sanitary waste shall be arranged through Eco Service.

Materials

- The project shall not use PVC, CPVC, or UPVC pipes for the potable water distribution. For potable water distribution composite, HDPE or multi-layer (PE-AL-PE) pipes shall be used
- Reduce embodied energy in the building construction materials mainly through the use of low-steel and low concrete consuming structures such as vaults, hybrid structures, load bearing structures for smaller spans, etc.

- Re-use construction and demolition (C&D) waste
- Reduce throughput of material in operation that creates waste in the project operations: packaging, non-recyclable products, chemically strong cleaning agents ...

Mobility

- Adequate parking encouraging low emissions and zero emission vehicles
- Adequate provisions for charging electric vehicles
- Carefully created connectivity within the centre for bicycles
- All service lines – power, telecom, water, sanitation – to be embedded with easy accessibility for maintenance
- Extensive use of local material for pathways and hard-scape
- All paving will be on a percolating base: earth, sand, gravel, etc. and not on concrete.

Connectivity

- Adequate Wi-Fi and wired connectivity through Internet
- Connection to the evolving Auroville OFC (optical fibre cable) network to be planned for
- Multi pair telephone cable connected to nearest BSNL distribution point.

Social

- The project shall encourage local employment
- The project shall create local skills in its implementation as well as in operation.





We see the creation of the SVARAM Center as an opportunity to come into resonance and co-create a world of more harmony and creative innovation.

Participate, get involved, be present and co-create!

Each act of goodwill and simple gesture can multiply the effect and create waves of positive vibrations like the literal 'stone in the pond', creating surprising impact on other shores.

Your donation is 100% tax exempted.

Support now – for:

● **Building/Construction**

Be a builder of the new world, adopt designated sections and selected features of the upcoming Center.

● **Equipment/Technology**

Share your skills and know-how, provide in kind support of necessary instrumentation for the activities.

● **Sound Research**

Delight in new discoveries, share your interest and engagement in a topic at heart, support research.

● **Sound Healing**

Immerse yourself in the vibrational dimension of existence, further the future of vibrational medicine.

● **Sound Installations**

Explore Sound Art, commission a unique sound sculpture or installation.

Get your personal reports and experience being part of the progress!

Bank Transfer

Auroville Unity Fund
Inside India: 10237876031
Outside India: 10237876508
State Bank of India
Auroville Township
IFS/Branch Code SBIN0003160

Online Banking

Auroville Donation Gateway
www.auroville.com/donations
Project name SVARAM CENTER

CREDITS

Pictures:

S.1, 4, 12, 14, 17: Vastu Shilpa Consultants

S. 2, 7, 10, 13: Svaram

S. 6: Auroville, Marco Saroldi



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