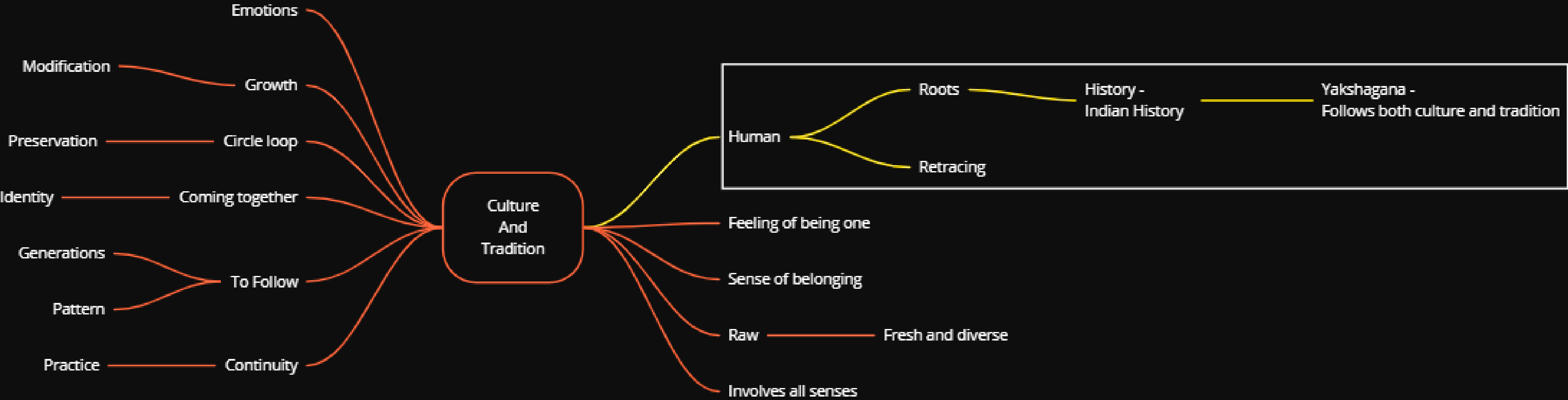


ಮೂಲ MOOLA

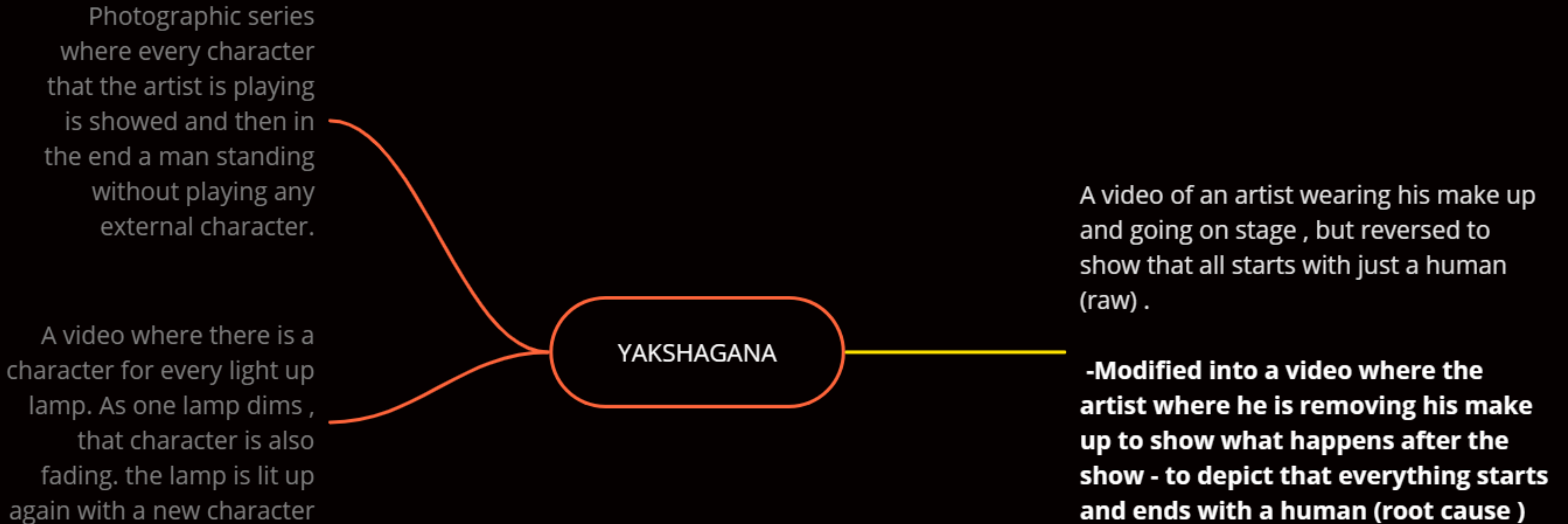
Address the core

MOOLA_Kshama Anagodumath

CULTURE AND TRADITION -



IDEATION -





CONCEPT NOTE -

You already belong somewhere without your knowledge, but in the end of the day when all the masks that you have been wearing fades away, you are left with yourself and for me this feeling of timeless echo of the human soul is culture and tradition.

The statement "you already belong somewhere without your knowledge, but in the end of the day when all the masks that you have been wearing fade away, you are left with yourself" speaks to the notion of self-discovery and the inherent sense of belonging that exists within each individual.

And more importantly a “human” is the root cause of culture and tradition. No matter what happens, in the end of the day it always going to be you.

Keeping in mind human as the Root cause, named this project as “MOOLA” translates to “ROOT” in Kannada.

The reason behind selecting “YAKSHAGANA” is because it is one of the art forms that include both culture and tradition, one certain group of people can perform this, which makes every generation of that family belong to this.

The idea of the project (Video) having an artist remove his makeup off is to give an understanding of how we are just ourselves, when all the masks are torn off and how we play a role of a character and getting back to our roots Emphasizing on how Culture and tradition make themselves a part of you rather than you becoming a part of them.

The play of overlay in the video plays an important role in communicating the same.



SCRIPT -

Unbeknownst to one's conscious awareness, an inherent sense of belonging silently permeates one's existence. However, as the day draws to a close and the ephemeral masks donned throughout life gradually dissipate, what remains is an unadorned and authentic self. Within this juncture, I find resonance with an ineffable sensation—an echo transcending temporal constraints—an essence encapsulated by the quintessence of the human soul.

Beneath the layers of this ephemeral guise lies a truth echoed in the quiet moments of unmasking. As the artist delicately peels away the ornate facade, a silent metamorphosis takes place, revealing the essence that transcends the embellishments—a return to the core, to the unadorned purity within. Yet, amidst this rich diversity lies a profound truth. At the heart of every cultural nuance and every timeless tradition, there exists a singular common denominator—the human. Culture and tradition make themselves a part of you rather than you becoming a part of them. Our faces become chapters, weathered pages written with the ink of traditions. For in the roots of culture and tradition, we find the timeless echo of the human soul.

SCRIPT for Voice-Over -

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----- for the putani entry -----

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----- kamsa description -----

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----- putani breastfeeding krishna -----



KIRAN ULLAL - ARTIST IN FRAME

Yakshagana Artist from Mangalore, Karnataka. Trained from a tender age of 6 , he continues to grow this artform worldwide. Currently the founder and managing trustee at Manthra Natyakala Gurukula , Mangalore, Karnataka..



MOOLA

Address the core

Starring Kiran Ullal, Manglore

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Address the core

Starring Kiran Ullal, Manglore

Video submitted as a different attachment

<https://clipchamp.com/watch/ZU4BFR5Q68K>