

KYUNG HWA YOU & WORLD MUSIC ENSEMBLE E-DO

World Music Ensemble E-DO's name comes from Yi Do, the name of Sejong the Great, Korea's most loved monarch. *Yeominrok* is a production based on "Yeominnak", a song composed by King Sejong for the enjoyment of the people. The philosophy behind E-DO's music, modeled after King Sejong's song, is to create music for the modern era that can be enjoyed by all, and, to share it freely in Korea and beyond. Presenting audiences with the traditions of *gugak* as well as modern Korean music, along with an engaging mix of traditional and modern instruments, World Music Ensemble E-DO, highlights the beauty and balance of traditional Korean music. The group's works include original songs based on traditional music as well as fresh interpretations of traditional repertoires.

E-DO is an ensemble of incredibly talented musicians who combine traditional and contemporary rhythms with consummate ease. The group is led by Kyung-Hwa, You, one of the most acclaimed artists in Korea. Kyung-Hwa, You who took her first traditional dance class at the age of 4, is credited with reviving the *chulhyungeum*, an ancient instrument from Korea that was almost on the verge of extinction. Kyung-Hwa, You on the *chulhyungeum* and *janggu* (the hour-glass drum) is accompanied by four equally exceptional musicians. The *daegeum* (long pipe) is played by Kyung-Gu Lee; on bass is Jung-chul Seo, a member of the fusion jazz band Watercolor whose repertoire ranges from Jazz and Pop, to Latin percussion; and on *Guitar*, is Young-Deok Jo with *Sori* or song by Youn-Koung, Eo. E-DO is being produced by Ms. Sim Jin Ye Together, these artists create music that exudes a unique blend of tradition and modernity. Their profound understanding of traditional Korean music is complemented with a singularly contemporary re-orientation. The resultant music is precise and technically exact yet spontaneous and fresh.

17 October 2016	Performance in Kochi at Rajagiri Centre for Business Studies
19 October 2016	Performance in Chennai at Phoenix Market City

Kyung-Hwa, You, Janggu & Chulhyungenm / Art Director



- General Art Director, Seoul Metropolitan Youth Traditional Music Orchestra.
 - B.A, Seoul National University.
 - M.A, Korean National University of Arts.
 - Ph.D, Hanyang University.
 - Young Artists Prize awarded by Ministry of Culture, Sports and Tourism in 2002.
 - Arts Award of the year in 2003.
 - Korean Music Award of KBS in 2010.
 - Eight times Solo Concerts from 2002 to 2012.
 - Two Invitation Concerts in Korea and U.B.C. in Canada.
-
- Released a Solo Music Album titled "Sympathy", compositions for the Chulhyungeum in 2005.
 - Presenter, "I like Korean Music" on FM 99.1, Korean Music Broadcast in 2006.
 - Yu, Kyunghwa Ensemble's Invitation Concert in Boston World Folk Music Festival in 2009.
 - Europe Tour Concert of 21c Korean Music Series "Sanjo Journey" in 2010.
 - Solo Concert and Lecture at the International Music Conference in India.
 - Broadcasted at Arirang TV "The Sensation" in 2012.
 - Masters Invitation Series "Duo Concert of Yu, Kyunghwa and Rushi Vakil" at Pan Art Hall.



Jung-Chul, Seo, Bass guitar & Contrabass / Music Director



- Chief Producer of Anthogate Corporation.
- 2013, Yamaha Bass Artist.
- Lecturer, Department of Practical Music, Calvin University, Hoseo University, Seoul Art College, Seoul Christian University.
- Lecturer, at Seoul Jazz Academy and at Jungang University, Korea.
- Composer, of Arirang Festival in 2012.
- Bassist, Watercolor Fusion Jazz band.
- Juror, Top band.

Kyung-Gu, Lee, Daegeum & Hand Pan



- Graduated from Chugye University for the Arts.
- Plays Korean traditional instruments such as daegeum, sogeum and various kinds of wind instrument.

Young-Deok, Jo, Guitar



- Graduated from Kyung Hee University.
- First prize for 'Best Soloist' at the Jarasum International Jazz Festival Competition.

Youn-Koung, Eo, Sori



- Completed the Pansori (Epic Chant) Simcheongga which had been proclaimed as the 5th important Intangible Cultural Property of Korea.



The performances in India, in Kochi and in Chennai, are presented in association with valued partners:



The Rajagiri institutions are managed by a Catholic order of priests called Carmelites of Mary Immaculate (CMI) whose efforts have been to establish educational institutions of high quality across the country. At present they manage about 500 institutions that offer education programmes from pre-primary to post-doctoral levels.

Dating back to 1955, Rajagiri institutions are now spread across two campuses, namely Rajagiri Hill Campus at Kalamassery and Rajagiri Valley Campus at Kakkad.

Rajagiri Centre for Business Studies is situated in the Valley Campus. Rajagiri School of Management [RSOM] offers Post Graduate Degree courses in Business Administration and Human Resource Management and is affiliated to M.G. University. Rajagiri Business School offers Rajagiri's flagship programmes, the two-year Post Graduate Diploma in Management. Rajagiri's management programmes have been ranked among the top 50 in the country. Rajagiri is soon to be globally accredited and is registered as a candidate with Accreditation Council for Business Schools and Programs.



"Phoenix Marketcity Chennai" is a joint venture of Phoenix Mills Ltd & Sharyans Resources. The Marketcity is a concept born out of a bold vision to offer India's urban consumers a place where they can find the best brands, fantastic entertainment options, superlative dining and an overall exciting experience. Phoenix Marketcity Chennai, located in Velachery in Chennai, is one of the biggest malls in the city and is credited with the retail and entertainment experience in the city.

