**Viva La Vida**

With the typical club music being played all around Manipal, two music-lovers from School of Communication came up with an idea to put forth something quite unconventional to the Manipal audience.

Meghana Kripal Das and Manthan Bahal, with a team of friends and help from Chicken Sambhar, an independently run production house, came up with an idea for organising a live music event in Manipal. Though, a lot of events are being organised by many around Manipal, there has not ever been something that particularly focuses on music, especially live music. That exclusiveness is something Viva La Vida aims at having, and maintaining throughout. “I wanted to focus on something more chilled out and relaxed, and not so loud all the time. Also, I’m interested in doing events in future, so this seems like a good start”, says Meghana.

They believed Zeal rooftop to have the perfect setup for the event, and they sure were right as they have successfully pulled off two versions of Viva La Vida there. Both the events had a good turn out as they got a decent music-loving crowd to support their initiative of promoting live-music among the student crowd in Manipal. They’re hoping to keep the venue the same, as even the owner of Zeal has helped them a lot by being cooperative and making it easy for them to carry out their plans.

They have decided to have themed nights, which will determine the kind of music the performers will play, and the décor of the place. The second event was themed – Retro nights – and they are looking forward to having more such themed nights ahead!

Both bands and individual musicians perform at the event, and the line-up does not exceed more that 3-4 performances, as they want to give the performers the platform to get the exposure they deserve. Also, this has proven to be a good move to keep the audience engaged as well, as there is no monotony sets in even by the end of the event.

Manthan has been doing event management for three years now, and has had more than 50 gigs under his name. Him and his band do something very similar, that is promote acoustic music throughout cafes in Calcutta. He also tells us about his band which is currently on a tour. They have performed in New Delhi and Mumbai, and will be covering Bangalore and Manipal sometime in mid-October. This has also been one of his inspiration to work towards Viva La Vida, he says, while putting forth his opinion about Manipal and music here, “I have that in Manipal, everybody loves good music but they don’t have a place to actually experience music being made live on stage. So that’s what we’re trying to bring in”.

So, with the passion and hard work that has been combined to come up with such an interesting event, we do hope the team achieves success and all their efforts are paid off!

We wish them luck for the same! ☺