“SVARAM brings the joy of music and the touch of sound into everyone’s heart and hands.” - Aurelio
MISSION

UNIQUE INSTRUMENTS

SVARAM CAMPUS PROJECT

HERITAGE

APPLICATIONS OF SVARAM INSTRUMENTS

INTEGRAL MUSIC PEDAGOGY

PSYCHO ACUSTIC - SOUND HEALING & MUSIC THERAPY

SOUND INSTALLATION & SOUND LANDSCAPES

CONSULTANCY

PARTICIPATORY MANAGEMENT & COMMUNITY ENTERPRISE

VOCATIONAL TRAINING FOR MUSICAL INSTRUMENTS

IMPACT & MULTIPLICATION

REQUEST & COLLABORATION

AURELIO

CO-CREATION

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SVARAM Musical Instruments and Research
Kottakarai, Irumbai P.O.
Auroville 605111
Tamil Nadu
India

INFOS

- founded in 2002
- Executives: Aurelio C. Hammer, Jan van den Dikkenberg, Chandresh Patel
- 35 musical instrument makers (10 Trainees) & employees
- 80 different instruments (Strings, Flutes, Gongs, Chimes, Percussion, Bar instruments, Sound Stones)
SVARAM Musical Instruments’ pioneering products, activities and services contribute to the individual and social harmonization and wellbeing, bringing the life enhancing, cultural-creative and value fostering gifts of music into everyone’s heart and hands.

SVARAM is a community enterprise founded 10 years ago in rural Tamil Nadu, in association with the international UNESCO endorsed project of Auroville. SVARAM is recognized in the UN Compendium ‘Music as a Global Resource’ as one of first 100 selected projects working towards achievement of the ‘Millennium Goals’ through a socio-cultural-creative enterprising approach. Initiated as a vocational training opportunity, the youthful project is now established as a sustainable, income generating and growing venture managed by the original trainees in a participatory model organization.
More than 20 years of international research in musicology, acoustics, harmonic studies, intangible heritage, pedagogy and healing arts - utilizing at the same time the traditional craft talents, indigenous skills and community organization systems of Tamil culture - make SVARAM’s products and services unique in the Indian and Asian context. The confluence of the rich heritage of musical instruments from around the world with cutting edge studies and expertise opens a fertile ground for explorations and innovations. The emerging and growing interests in India reflect people’s need for personal, creative growth and wellness, from lifestyle and hotel boutiques to specialized educational institutions and the art world. Besides selected orders from overseas, customers are mostly individual buyers and boutiques, with the recent addition of more and more project oriented customized requests for specific educational institutions and the growing wellness sector.
SVARAM CAMPUS PROJECT

Through increasing requests and a need for bringing the work into a larger framework of an institution we are now planning the formation of an innovative campus located in the Auville Galaxy Plan, integrating diverse aspects to create a thriving environment for the art and science of Musical Instrument Crafts, bringing together the rich heritage of the Indian tradition with the accomplishments of academic musicological research, technical know-how and contemporary design.
SVARAM Campus

MANUFACTURE
- Finest handcrafted Musical Instruments
- Innovation & Design
- Participatory Management

RESEARCH
- Psycho-acoustic research
- Sound Healing & Music Therapy
- Music Education
- Music Ethnology & Heritage

INSTRUMENT CRAFT
- Finest artisan, handcrafted instrument manufacture
- Innovative, multidisciplinary explorations

CONSULTANCY
- Music & Leadership
- Integral Organisation
- Teambuilding

HERITAGE
- Ethnomusicological research, intangible heritage documentation
- Investigation of indigenous knowledge, craft skills and methods of original and classical instrument making

COMMUNITY ENTERPRISE
- Participatory Management
- Sustainable enterprise development
- Tradition and innovation - social awareness and cultural diversity

APPLICATION
- Integral approach in Music Pedagogy
- Sound Education
- Psycho-acoustic Research, Sound Healing and Music Therapy
- Sound Installation and Sound Landscapes

TRAINING
- Certified professional vocational training for instrument makers, international dual system of study and hands-on work
- National and International projects, trainings, internships, research residences and educational programs

TRAINING
- Vocational Training
- Professional Studies
- Music & Management
- Educational Outreach
Through its rich diversity in the folk tradition - between Himalayan mountains, river valleys and deltas, deserts and plains and the southern tropical and coastal regions - India harbors amongst the nations one of the richest heritage cultures in musical instruments. Due to fast modernization and the loss of natural resources and habitat many of the cultural treasures of the indigenous people are fast disappearing and with it the intangible heritage of specialized skills. Even the classical tradition, while more established and transmitted through generations suffers great losses in the ancient art and knowledge of the musical instrument craft. Historically and to date the skills have been passed on through family linages, small scale handicraft units and specialized guilds and casts. SVARAM Campus aims to bring this ‘National Treasure’ into a more objectified, modern and available setting through a nationwide outreach and integration of traditional skills and contemporary practices of media, design and dissemination.
SVARAM Musical Instruments are innovative contributions to the emerging field and activity of World Music Culture being utilized in educational institutions, in the personal growth and wellness arena and the growing sector of sound healing and music therapy. The instruments are easily approachable and offer an immediate experience of the power of sound and music for everyone, and are geared in different categories towards utilization by children, youth, musicians and professionals. They are offered as singular pieces, selected ensembles or installations for interior and outdoor features, sound gardens and sensory experience fields. The services include educational, consulting and advisory functions, research and design work, workshops, seminars, therapy sessions, cultural programs and event design.
The experience of the last decades in Music Education worldwide has shown that culturally sensitized and integrative new approaches work far better in imparting to the young generation the sense of wonder of music, the principles of harmony and the possibilities of a creative and fulfilled life.

Svaram has initiated a 2-year study and research on “Music for the Growing Soul – Integral Approaches to Music Practice and Teaching” in Sept. 2012. The aim of the project is to work toward a synthesis of innovative and traditional practices and develop a conceptual framework which can formulate, expose and provide an integral approach for curriculum development, teaching and learning materials and methodologies including a selected range of world music instruments. A first contact and collaboration with University of Salzburg, Mozarteum is emerging and seminars and workshops and pilot projects are ongoing.
While historically music has always been seen and utilized in a sacred and socio-ethical context, with communal and individual applications for psycho-somatic purposes, the research of the last decades in the field of psycho-acoustics and neurology brings an increased awareness and acceptance of the powerful aspects of sound and music and its impact upon individuals, communities and environments and their state of health, balance and wellbeing.

A growing international interest in these activities brings to Svaram now, on the background of decades of Aurelio’s studies, research and practice in this field, associations and collaborations with international experts and institutions e.g. World Federation of Music Therapy, International Sound Healing Association.

The “SVARAM New Waves” series is a unique range of instruments based on Pythagorean studies and harmonic principles and is specifically geared for the use in the emerging field of psycho-somatic medicine. Teaching modalities are now developed to be able to make the unique gifts of these instruments available to interested professionals and a wider public.
Since a few years our explorations extends into sound installations for interiors, landscaped spaces, public areas, parks, schools and other educational institutions. With an increasing awareness of environmental impacts on our general health and overall well-being the attention to sound related subjects is evoking public interest and concern. Whereas noise pollution is a recognized hazard in urban settings and developments, so far very little research has been done on the positive effect of sound in enhancing the quality of life and environment.

Beside private spaces especially parks, recreational and institutional areas offer places and opportunities to bring in the balancing and harmonizing effect of sound and could also be important learning environments for the public. In recent educational research scientists found out that in information-overloaded present societies a protective closing-in of our overall sensory awareness is provoked. As a result the essential human creative capacity and impuls is regressing. The Sounds of SVARAM invite to a direct experience and stimulate the sense of listening and touching actively. They further attention and social competency through immediate contact and play with the interactive instruments.

SOUND INSTALLATION & SOUND LANDSCAPES
Music, orchestra play and instruments are metaphors for communication, cooperation, great group and outstanding individual performance. Performing as a music ensemble, perceiving each team member as an instrumentalist who communicates to his co-players in a well prepared, fine tuned, harmonious and sound way as well as leading a team, enterprise or project like a music conductor, uses the dynamics of musical play to enhance personal and professional skills through coordinated group interaction and a new creative approach to leadership.

Tuning of the instruments before starting a performance shows how effective communication of individuals in a team can be worked out by speaking, listening, observing, sensing and creating a common understanding about roles and responsibilities in a team and an organization. Classical orchestra or Jazz band - leading as a conductor or switching leadership to individual team members - “improvisation” - are different perspectives of performing as an authentic and successful ensemble.

Developing teams requires to understand the importance of team role characters as well as identifying individual skills and competences. Custom designed trainings on leadership, team building, enterprise/project development, creating performance values, managing diversity and change, decision making and problem solving, offer extraordinary interactive learning experiences with the whole gamut of SVARAM’s Musical Instruments.
In the context of the UN selected project work in the chapter of “Music and Community Building”, SVARAM wants to model a sustainable, participatory approach of effective self management in its departments and overall coordination. The young team of crafts people, artisans, trainees and office staff is learning to efficiently organize their work based on the traditional methods and structures of community values and practices. Regular consultancies and directive inputs are offered by experienced resource people and the process is also supported by long term international volunteers, student interns and visiting experts, making the Svaram Campus into an exemplary co-creative learning and work field.
The students will acquire the theoretical and practical abilities to develop and manufacture innovative, modern and historical Musical Instruments of high quality by excellent craftsmanship enhanced by artistic as well as scientific aspects. The training includes a subject related education in musicology, music theory, design, art and aesthetics of instruments, history of music and instruments, acoustics, sound technology, construction and materials, as well as general education in mathematics, physics, technical drawing, economics, English. The training will be rounded up by musical training & instrument practice as well as personal development & life skills.
Through the scope of the developed, existing and projected activities and the location of the campus in the context of India and the international futuristic project of Auroville, the campus will have far ranging impact and multiplication effects through direct involvement and employment trainings, courses, seminars, intern placements, research and art residences, international programs and collaborations and exchanges covering the full range of beneficiaries from the immediate local to national and international participation in a co-creation of a new era in musical craft for an emerging global civilization.
The planning board of the UNESCO endorsed international community project of Auroville in Tamil Nadu, South India has allocated land for the manifestation of the overall vision and the projected campus of Svaram and we are now looking for support and funding resources in a private-public partnership and direct collaboration with organizations, donors and well-wishers. The nation- and worldwide uniqueness of the Campus attracts already attention from diverse quarters of Heritage Work, Innovative Craft Development, Social Enterprise and Higher Studies and represents a cutting edge opportunity of an Integrative Model Campus.

Svaram Community Enterprise is growing and proving itself in sustainable developments, but invites now the intervention of substantial sponsorship to be able to build necessary facilities and manifest the activities and faculties of a premier national institution of its kind. In the quest for more harmony and wellbeing of the individual and collective life and environment, SVARAM Campus projects to become a unique institute of international reputation of pioneering studies and work in one of the oldest crafts of human culture and wants to manifest a center of excellence and innovation in the context of the utopian vision of Auroville.
Aurelio, born in 1960 in Austria, having traveled, studied and lived on different continents, since 2003 directs Svaram Musical Instruments, a Vocational Training and Music Research Station and develops innovative musical instruments and participatory programs. He works with sound healing modalities and active participatory music therapy settings in the Quiet Healing Center and Verite Integral Learning Center in Auroville, South India where he also utilizes a good collection of world and home made musical instruments in individual and group work. Currently he is exploring collaborations in India, Asia and Europe following the adoption of Svaram’s work in a UNO presented paper on “Music as a Global Resource” and is in communication with organizations in Craft development, Music Education and Music Therapy. He participates in, mentors and consults international cooperative productions in the field of performing arts, creative arts education and youth training programs. Aurelio has widely traveled offering programs and workshops on “A Sound Approach to Life” in various settings and formats.

“The journey of instrument making and building, especially while listening to these new incoming waves, is a discovery in unchartered territory, strongly limited and defined by the given constraints of material, the laws of physics and acoustics. Admittedly, electronics have opened unheard of possibilities spanning the whole range of frequencies, tunings, timbres, dissecting, digitalizing and synthesizing the corpus of sound, freeing it from material bondage into its realm of pure wave form – but what about the continuation of one of the oldest preoccupation of humanity, of invoking, inducing, stimulating, beating or teasing out the vibrational nature of matter? What about the sound of stones, of wood, of bamboo, of metals, of skins, of new materials – is it all said, has it all been played, is there more to be done, explored, discovered?”
CO-CREATING THE CAMPUS

SVARAMs work is the living experience of a
dynamic growth through participation of experts
and explorers from around the world. We trust
that there is a larger movement driving, inspiring
and bringing together the necessary means and
personalities to manifest the vision. If you hear
sense resonance with our adventure we are
welcoming you as an interested visitor or specific
customer and your participation and involve-
ment as a musicologist or craftsman, designer,
researcher or musician in residence, an expert,
teacher, trainer offering workshops or as a long-
term volunteer / student intern to participate in
the daily and expanding work. We are presently
looking for effective collaborations and support
through sponsorships and shared investments
into our future. Together we will be stronger to
continue successfully our holistic entrepreneurial
strategy.

• for the international SVARAM Campus which
brings together production, research, training as
well as socio-cultural services and programs

• for the modernization of the production facilities
& workshops, the most necessary factor, as it
guarantees income gen

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Thanking for your attention and support, we
are „listening ahead” to hear from you !