

VVS Murari

INDIAN CLASSICAL MUSICIAN | COMPOSER | EDUCATOR | ART ENTREPRENEUR



A Short Profile

BORN INTO A FAMILY OF MUSICIANS WITH RICH LINEAGE AND STEEPED IN PEDIGREE MUSIC, MAESTRO VVS MURARI REPRESENTS THE FOURTH GENERATION OF MUSIC PRACTITIONERS IN HIS FAMILY. MURARI HAS BEEN GROOMED UNDER THE GUIDANCE OF HIS FATHER AND GURU THE LEGENDARY VIOLINIST 'NADAYOGI' VV SUBRAHMANYAM, FAMOUSLY KNOWN AS VVS AND LATER FROM THE DOYEN OF CARNATIC MUSIC 'PADMA VIBHUSHAN' SEMMANGUDI SRINIVASA IYER. MURARI WAS INITIATED INTO CLASSICAL CARNATIC MUSIC BY HIS PATERNAL GRAND FATHER AND MUSICIAN VADAKKENCHERI VEERARAGHAVA IYER, AND ALSO MENTORED BY HIS MOTHER JANAKI VVS WHO HAILS FROM A FAMILY OF GREAT CONNOISSEURS OF MUSIC AND ARTS IN KOZHIKODE. MURARI'S MATERNAL GRANDFATHER SHANKARANARAYANAN IYER WAS A NOTED TEACHER AND A PASSIONATE FLAUTIST FROM KOZHIKODE, KERALA.



MURARI TODAY NOT ONLY BEARS THE TORCH OF THE VVS TRADITION BUT HAS ALSO EVOLVED AS A SENSITIVE AND EMOTIVE MUSICIAN, GIVING A DISTINCT STYLE OF HIS OWN. IN HIS VOYAGE AS A CULTURAL AMBASSADOR OF INDIA'S RICH HERITAGE, MURARI HAS PERFORMED EXTENSIVELY IN INDIA AND ABROAD IN THE MOST PRESTIGIOUS FORA, DRAWING CRITICAL ACCLAIM WHEREVER HE HAS PERFORMED. HE HAS WON SEVERAL ACCOLADES FROM MANY REPUTED INSTITUTIONS.

NOT ONLY AN ACCLAIMED MUSICIAN, MURARI IS ALSO AN ART ENTREPRENEUR, DONNING THE HATS OF FOUNDER DIRECTOR FOR VVS FOUNDATION, INDIA, EXECUTIVE DIRECTOR OF VVS FOUNDATION, USA AND FOUNDER & CHIEF OPERATING OFFICER OF SAMAA ARTS LLC, USA. THROUGH THESE ORGANIZATIONS HE HAS BEEN DOING GREAT SERVICE TO ART INDUSTRY BY ENCOURAGING AND FEATURING YOUNG MUSICIANS OF CARNATIC MUSIC IN VARIOUS PLATFORMS WORLDWIDE. HE HAS ALSO BEEN THE CATALYST IN TAKING RAW TALENTS, MENTORING THEM, AND ALSO PUTTING THEM ON WORLD MAP BY TOURING THEM ACROSS THE UNITED STATES AND CANADA. HE HAS BEEN INVOLVED IN SEVERAL UNIQUE PROJECTS COMBINING CLASSICAL INDIAN MUSIC AND WESTERN CLASSICAL TO JAZZ MUSIC THUS BRINGING THE WORLD TOGETHER.



MURARI, A STRONGER BELIEVER OF PHILANTHROPY AND ONE HIMSELF, HAVE BEEN ASSOCIATING HIMSELF WITH MANY CHARITY AND GIVING BACK TO COMMUNITY PROJECTS AND HAVE BEEN SUPPORTING OVER 500 MUSICIANS EVERY YEAR THRU' VARIOUS MUSIC AND ART FESTIVALS.

IN LINE WITH MANY OF HIS UNIQUE PROJECTS, "DAKSHINOTSAVAM" (IMPLYING THE FESTIVAL OF THE SOUTH) WAS A PROJECT HE CAME UP WITH IN DECEMBER 2020 TO IDENTIFY AND FEATURE LESSER-KNOWN MUSICIANS AFFECTED BY THE COVID PANDEMIC RESULTING IN A FINANCIAL LURCH. MURARI TOOK UPON HIMSELF TO DO HIS SMALL BIT TO REACH OUT TO 150 FELLOW CARNATIC MUSICIANS OF THE SOUTHERN STATES OF KERALA, TAMILNADU, ANDHRA PRADESH AND KARNATAKA, IN INDIA WHO DO NOT HAVE MUCH ACCESS TO TECHNOLOGY TO SHOWCASE THEIR TALENTS AND THOSE WHOSE ONLY SOURCE OF INCOME WAS MUSIC. HE PERSONALLY CONTRIBUTED GENEROUSLY AND ALSO COLLECTED OVER TWEN THOUSAND DOLLARS AND DISTRIBUTED TO ALL THE 150 MUSICIANS.

AS A GURU, HE CHALLENGES HIS STUDENTS TO USE THEIR IMAGINATION, INTELLECT, AND CREATIVITY AND PREPARES THEM IN THE SAME DIRECTION. THIS MUSICAL JOURNEY TRANSFORMS INTO A STRONG BOND OF MUTUAL TRUST AND RESPECT BETWEEN THE SHISHYA & GURU. APART FROM HIS OWN STUDENTS SOME OF WHO ARE PERFORMERS, HE HAS BEEN AN INSPIRATION FOR MANY YOUNG STUDENTS AND MUSICIANS.