Creating a Cyber Portal in music

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IT was a night shimmering with stars from the world of music. Musicians around the city gathered at The White Castle in Banani to mark the .Loud launching ceremony by amadergaan.com, a Bangladeshi music portal. Pronounced as 'dot Loud', the project is a joint venture of AmaderGaan Ltd and Sound Machine Ltd aimed to promote musicians all over Bangladesh and around the world via Internet and various other activities. Several artists and musicians who became a part of the .Loud project will be receiving free web hosting space and domain from amadergaan.com, a 20% discount on recording costs and practice pads at Sound Machine and even official promotion of the respective bands.

Sponsored by Banglalink, about 260 guests attended the event, which included musicians from both the underground and the mainstream in Bangladesh. "It is absolutely wonderful to see all these people under one roof," exclaims a guest. "We listen to their music at home and read about them in magazines. AmaderGaan has definitely done wonders bringing them all together and having them interact."

Hosted by Alif Alauddin, the vocalist of the band Pentagon, around 38 member bands and artists of .Loud were acknowledged at the event and presented free web spaces, which included prominent musicians like Ayub Bacchu from LRB, James from Nagar Baul, Habib Wahid, Warfaze, Bappa Mazumder, Ajob, Arbovirus, RaaGa, Breach, Cryptic Fate, Fuad Almuqtadir, Kronic, Pentagon, Reborn, Shironaamhin, Stentorian, Triloy, Yaatri, The Watson Brothers and many more.

The project is affiliated to Sound Machine Ltd, a leading sound equipment sales and rental, audio and video production and musical event management company. Sound Machine also has a recording studio, music store chain and a music school. After an extraordinary laser show displayed by Sound Machine, Thein Han Maung Titi, the Managing Director of the company spoke about the need to promote the channel of communication between musicians around the world and the use of modern equipment to fulfil the technical needs of musicians. "We also want to have the new and upcoming musicians to interact with us so that there can be an exchange of new ideas and inputs," says Titi. Everyone gathered for an unplugged moment, at the end of the programme, with Arbovirus, Ajob, Nemesis and other musicians who were present at the event.

AmaderGaan.com is probably the most popular music portal for Bangladeshi music and Bangladeshis to come together and discuss their thoughts and opinions. A self financed organisation dedicated to promote and expand Bangladeshi music all over the world, it has around 8500 members creating a close knit cyber family of music lovers. AmaderGaan has also organised several concerts, one of which was a charity concert for the musical legend of Bangladesh, Abdur Rahman Boyati. A huge fund was accumulated through the concert, which helped him in his medical treatment.



An unplugged moment with Arbovirus.

Run by Faysal Islam, the MD of the organisation and Safwan Khan, the Deputy MD from all the way in Canada, these two young men in their early twenties had begun AmaderGaan.com a few years ago with just a handful of members. Eventually, the society grew and many of the renowned musicians of the country became members as well. "Music lovers in Bangladesh and the