

MAGIC AND MYTHOLOGY ON STAGE - WITH LIVE SPECIAL EFFECTS!!

~Nippon Paint presents 'Pathala Bhairavi' & 'Maya Bazaar' by Surabhi Theatre~

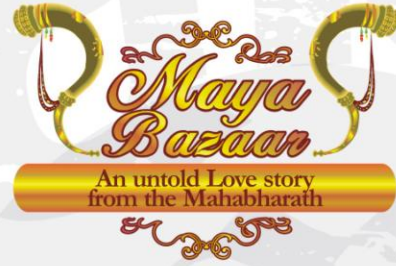
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April 20th, 2009, Chennai: This April, Nippon Paint and evam are bringing down to Chennai- the "Surabhi" group, a traditional, performing community from Hyderabad who will be staging two mythological plays in Telugu- 'Pathala Bhairavi' and 'Maya Bazaar' on April 25th and 26th at Music Academy! A visual spectacle far from ANYTHING that Chennai has seen performed on stage, Nippon Paint presents Surabhi's 'Pathala Bhairavi' and 'Maya Bazaar', where palaces will fly, Narada will descend from the sky, where men will turn invisible and weapons will invoke fire and rain - LIVE ON STAGE!

"Surabhi", also known as Sri Venkateswara Natya Mandali, is an entire family of performers who have been performing Telugu Mythological plays for over 124 years. Seven generations of the family now have been performing plays for a living and have performed over 2000 shows so far across India with a few international performances as well. Their traditional theatre, involving MAGIC and MYTHOLOGY, appeals to audiences of all ages and backgrounds, transcending the barrier of language. The real specialty of the group however lies in the special effects, pyro techniques and rope techniques of various kinds that the group uses to bring MAGIC alive on stage - which makes their kitsch performances a spectacular visual treat! Having travelled across India and entertained audiences of all ages, these plays which are traditionally performed in Telugu are now coming to Chennai and we assure you that the visual effects, transitions and presentation of the play transcend language.

In fact, both these plays, steeped in Indian folk-lore and heritage became so popular that they were made into super hit movies in Tamil and Telugu in the 1950's. KV Reddy's 'Pathala Bhairavi', made in 1951 with sterling performances from N.T. Rama Rao and S.V. Ranga Rao, is an Indian Alladin story, still one of the most popular movies of our times. In 1957, director K.V. Reddy made 'Maya Bazaar' - a bilingual in Telugu and Tamil. GV Rao's song 'Kalyana Samayal Sadam' from the movie continues to be a big hit with people of all ages! These were one of the first movies in the fantasy genre, using special effects, and opened new avenues for filmmakers. Both films also helped the popularity of "Surabhi" who were already known for their special effects on stage.





Speaking on the occasion **Mr. Ramakanth V. Akula, Vice President, Nippon Paint** said *“Rich hues of colour and magic are what Nippon Paint's association with evam's Maya Bazaar & Jai Pathala Bhairavi is set to bring to Chennai. We are happy to be associated with this visual treat that is all set to take the city by storm... Tradition and strong values of more than 120 years precedes us and 'Surabhi' is what makes partnering with this event special”*

“Maya Bazaar is an effort to expose evam and Chennai audiences to the traditional magic of Company Theatre and the lost art of Repertory theatre with live Music and Ex. An effort to watch in awe as we learn, and glean from” – commented **Sunill evam Karthik - Directors, Evam Entertainment Pvt. Ltd**

"Pathala Bhairavi" and **"Maya Bazaar"** will be staged on the 25th and 26th of April respectively at 3:30pm and 7:30pm at Music Academy.

The tickets for the show are priced at 500/750/1500 (premium) & 100/200/300 (Balcony)
Tickets are available at Sathyam Cinemas, Landmark (Nungambakkam, Spencers, Citi Centre), Fruit Shop on Greams Road (Kilpauk Branch).
Tickets can also be bought online at special discounts at www.bookmyshow.com
For **Door Delivery** of tickets call **4224 4224**
More information, pictures and videos are available on www.evam.in
Call **98406 12333/99404 38669** for more details

The event is presented by **Nippon Paint** in association with **Sathyam Cinemas**. **Other Partners** include:
On Ground Partners: Landmark, Fruitshop on Greams Road
Radio Partner: Radio One
Media Partner: The Hindu MetroPlus
Hospitality Partner: Savera Hotel

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