

SYNTHFARM FUNDING PROPOSAL

Synthfarm, India's premier
residency for sound
synthesis, modular science
and electronic music
learning.

June 2018

Dear Madam / Sir

Thank you for downloading the Synthfarm Funding Proposal.

In this document we define and demonstrate the need for funding for Synthfarm, 2019 and onwards. The document includes a details of our previous achievements, current challenges as well as future expansion plans and activities. We aim at establishing a lasting and committed relationship with our patrons, funders as well as all students and faculty.

Synthfarm is pleased to present this proposal for your review. We look forward to partnering with you in order to ensure the growth of the residency and to provide quality affordable education in the field of electronic music, synthesis, production and conceptual knowledge.

Our proposal requests 3000 Euros annual funding : as a partnership and pledge towards Music Education and Synthfarm. Synthfarm is 100% independent non-profit initiative and the pledged funds will be directed towards various aspects of education, empowerment and development with utmost commitment. Please peruse the following report and information for further consideration and solicitation.

**SYNTHFARM PERFORMANCE REPORT 2015 TO 2018.
ACHIEVEMENTS. CHALLENGES. FUNDING.**

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2015 to 2018

Since March 2015 till date, Synthfarm has completed 5 editions. The first edition hosted 10 participants and three faculty members. Since 2015, **participation has doubled** : Episode 5 February 2018 concluded with 20 participants and 4 faculty members. The applications to join the residency has grown **230% during the last 3 years** : due to the limited capacity in terms of lodging, food and hospitality at the venue (farm), the current 'student cap' is set to 20 persons plus 4 faculty members and 3 part-time assistance staff. At Synthfarm, total '**Learning Hours**' counted **approximately 4100 hours** [5 residencies conducted over the last 3 years with a total of 73 participants and 8 unique faculty experts] : 2018 onwards the residency is annual.

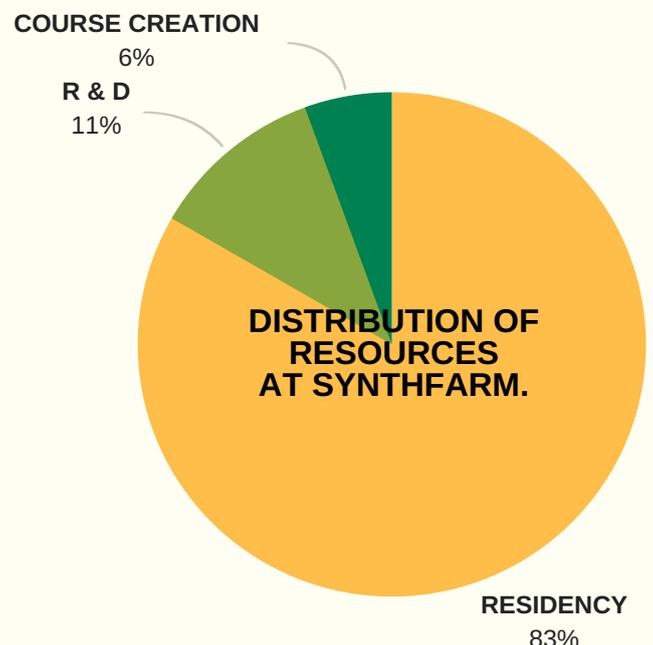
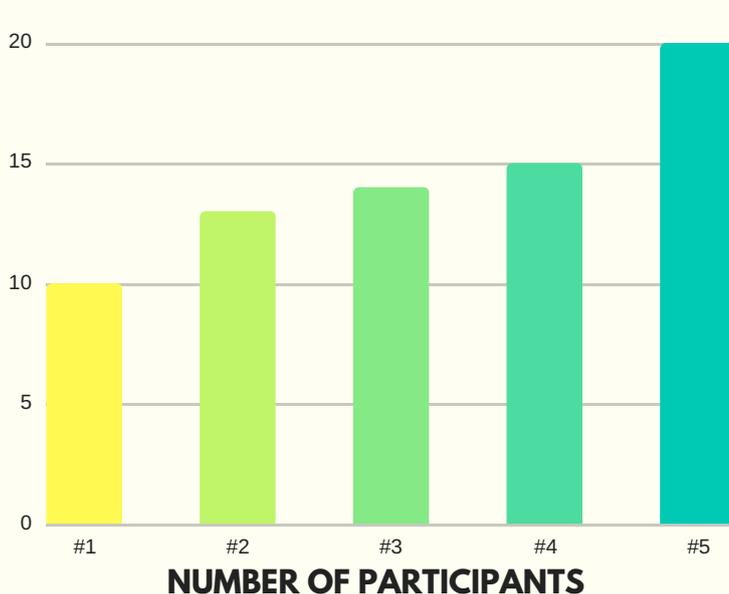
Visiting Student Demographics.

- A. Newbies - Young Non-Professionals - 26% - Age Group 20 to 30 years.
- B. Semi-Professionals - 54% - Age Group 25 to 38 years.
- C. Professionals - 20% Age Group 35 to 55 years.
- D. Male : Female Ratio 8 : 2 [**Under Improvement Plan**] *

Faculty / Educator Demographics.

- A. 35% Faculty is based outside India. 65% within India.
- B. Average Faculty Age - 38 Years.
- C. Cost of Faculty = Travel + Stay + Hospitality - Is paid 100% via internal resources of Synthfarm.
- D. Male : Female Ratio 1 : 0 [**Under Improvement Plan**] *

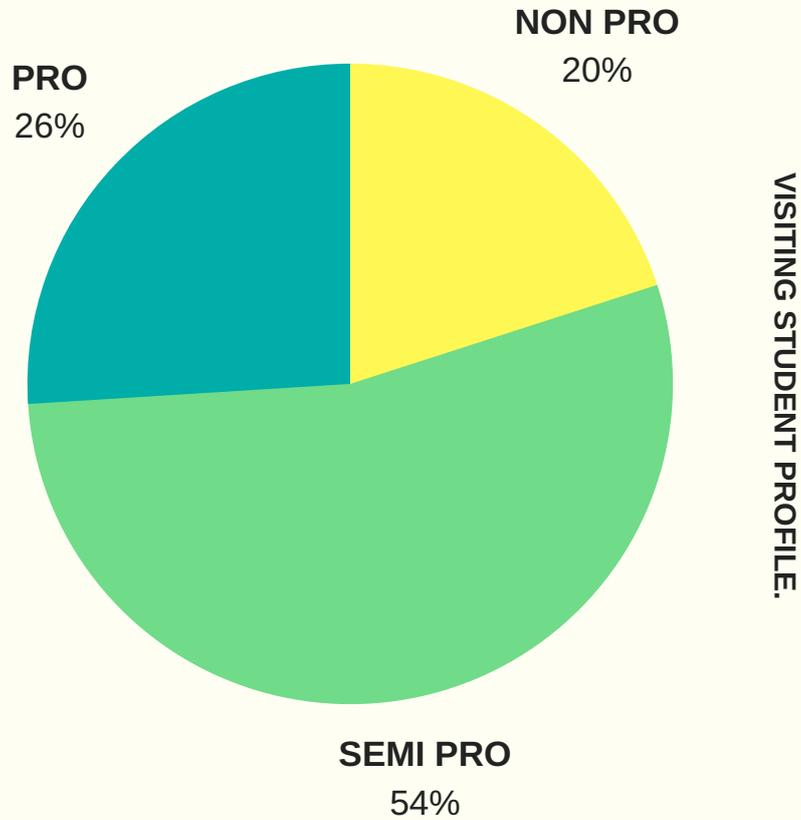
* Refer to the Empowerment of Women in Electronic Music at Synthfarm -



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Participation



[Synthfarm 5 Round Up Feature : Read Here](#)

[Making The 'Poca-synth' at Synthfarm](#)

[Synthfarm Video Series : Testimonials & Showcases](#)

[Artist Experience at Synthfarm](#)

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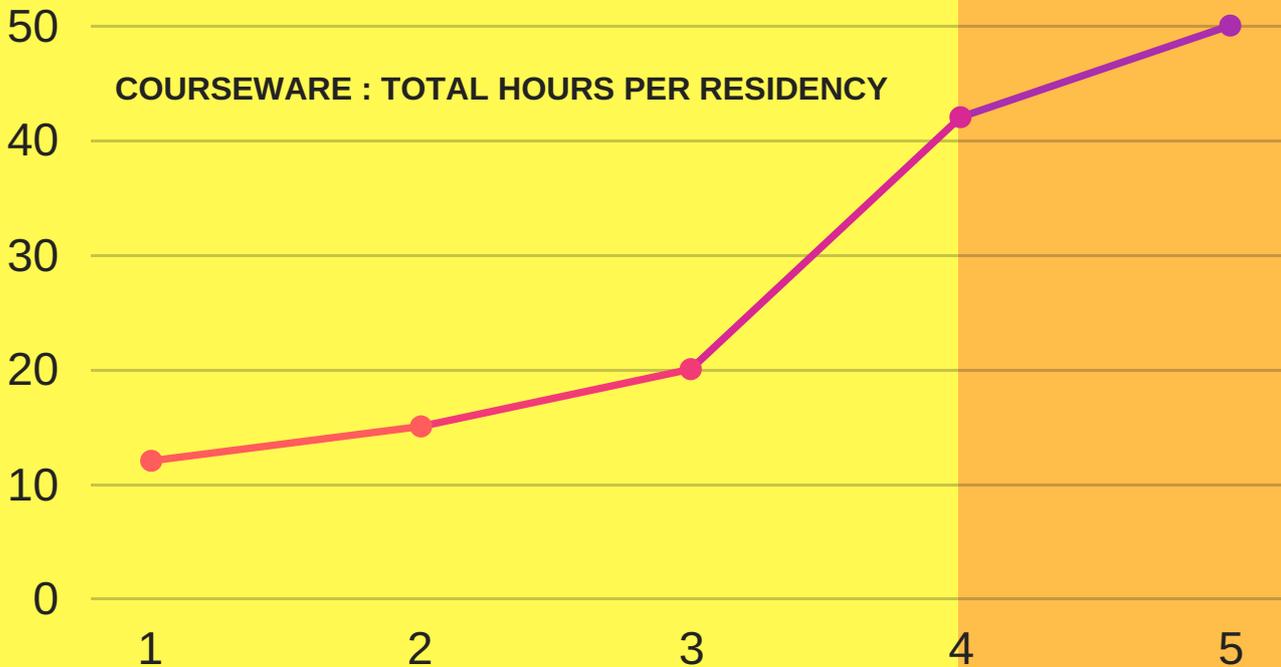
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COURSEWARE

- 1. Modular Synthesis** - Understanding components and overview of modular synthesis [VCO, VCA, LFO, Sequencer, Patching & Mixing] 'Prepared Synthesis' and performance using modular synthesizers.
- 2. Do-it-Yourself !** - Understanding electricity and circuits to making basic fun synthesizers. Participants are taught how to assemble DIY kits designed and fabricated by Animal Factory Amplification and 5Volts.
- 3. The Live Studio** - Layout, formation, dynamics and 'real-time' use of the studio as a 'Live Space'. Connecting, patching, mixing of instruments, synthesizers, microphones and voice.
- 4. Audio Midi Basics for Beginners** - Rudiments of Midi and Audio explained. The 'building blocks' of sound arrangement, time and pitch. Digital information and it's practical applications in music production.
- 5. Ableton - Basics.** Workflow. Overview into production of sounds and beats. Harnessing Midi and Audio inside Ableton environment. Esoteric ways of performing live electronic music.
- 6. Software Based Music Production** - Various tools involved making sounds, rhythm, mixing, equalization, compression and esoteric problem solving. Virtual Synthesis - Options and Usage.
- 7. Edicts of Electronic Music** - Brief overview about the foundations (and accidents) of electronic music. Music Concrete, Early Pioneers, Early Instruments and emerging philosophies.
- 8. Cognitive Science of Sound** - Conceptual deconstruction of music via critical theory. Cognitive skill formation as building blocks for understanding music in a cultural, social, economic and political context.
- 9. Dynamics of Live Synthesis** - Harnessing collective sound energy. Multiple users interact, connect and share digital information to make live music or end up with lots of noise! Team building via sound.
- 10. Generative Music / Art of Randomization** - The advent of generative artificial intelligence in music production. From basic concepts [Why and How to Randomize] to building practical musical models.
- 11. Hardware Software Integration** - Rudiments and options to merge hardware and software. For making sounds, for recording and producing music.

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3 educators



4 educators



Program For Empowerment Of Women in electronic music

Since 2017, the residency is offering Two Scholarships [100% reimbursement of fee and flight] to female artists. The empowerment plan will expand further in 2019 /20 - including 'Female mentors / faculty' to further inspire emerging women artists. **Refer the funding details for the empowerment aspect.**

PRACTICE BASED COURSEWARE

THEORETICAL COURSES

LIVE STUDIO

FORMAL LEARN TIME PER DAY

- The curators design courseware with the following objectives :
- 1. Encourage students** to think / act progressively, practically and critically.
 - 2. Increase creativity in music** via practice, exchange, debate and experiments. 'Think Outside The Box'
 - 3. Develop individuality** as well as foster community ethics involving knowledge and resources.
 - 4. Hands-On-Learning. Courses** with direct interaction between students based on building exercises.
 - 5. Equality in the learning field** : Working outside traditional teacher-student hierarchies. We All Can Learn !

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Economics of Synthfarm.

The cost of education is subsidized at Synthfarm in order to attract more students as well as create diversity (of classes, gender, geographies, practices etc) A majority of urban music schools and tech-institutions in India charge exorbitant prices (often unaffordable by most amateur artists). Our ideology has gradually succeeded in it's objective due to appropriated funds and resources of curators and informal donations. Yet sustainability over long term remains insecure ...

Lets look at some existing examples of short-term courses in the field of electronic music production.

1. Point Blank School (London) - 2 weekend course = 400 euros.
2. London School of Music - 2 day course = 240 euros.
3. True School of Music (Mumbai) - 2 week course = 320 euros.
4. Swarnbhoomi Music Academy (Chennai) - 3 Month Diploma = 1350 euros.
5. Berklee Online - 4 week course - 1280 euros.

(these costs do not include travel, accommodation and food)

Synthfarm - 3 day residency including stay and food = 110 euros.

Student Fee

'Early-bird' discount price : INR.7500/-
[90 euros]

'Last-minute-bird' price : INR.9000/-
[110 euros]

Both packages include: Airport transfers from and to Kolkata airport or city center + Accommodation at the farm.+ Healthy meals and beverages. Plus DIY synthesizer as a return gift !

<http://synthfarm.in/register/>

A major factor in keeping cost of operations and logistics low is the location itself, outside Kolkata, a small rural pocket of West Bengal. The appropriation of funds since the inception of Synthfarm in 2015 has impacted certain objectives in a very positive way we are lacking the sufficiency needed for increased growth and sustainability.

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EXISTING INFRASTRUCTURE



The residency is hosted inside a tropical garden estate in West Bengal. Outside city limits in an environment dotted with nature, birds, flora and fresh water. **The property has been chosen because of the given tranquility, proximity to nature and abundant space : in order to accommodate students and faculty within an 'unique living experience'**. The farm's current hosting capacity is 30 person in total : The small campus is spread over three separate spaces for learning, lectures and experimentation, three large habitation areas, four bathrooms, an active kitchen, a sprawling garden, vegetable farms with a small resting and networking space - plus a serene pond with fish and ducks!

The residency contains three principle learning spaces and one area for DIY courses. The **'Live-Studio'** equipped with two 24-channel mixing desks, several analog and digital synthesizers, a collection of vintage sound gadgets and drum machines, effect processors and adequate amplification. Play And Record Ready! Adjacent studio dedicated to **Modular Science** and **Product Showcases** contains adequate mixing and input/output capacity. **Music production, Ableton and software based courses** are held in a separate space with projectors and basic sound mixing capacity. The fourth space at the residency, though very small is dedicated to **DIY synth making courses**.

Value of Invested Infrastructure at Synthfarm = 38,000 Euros.

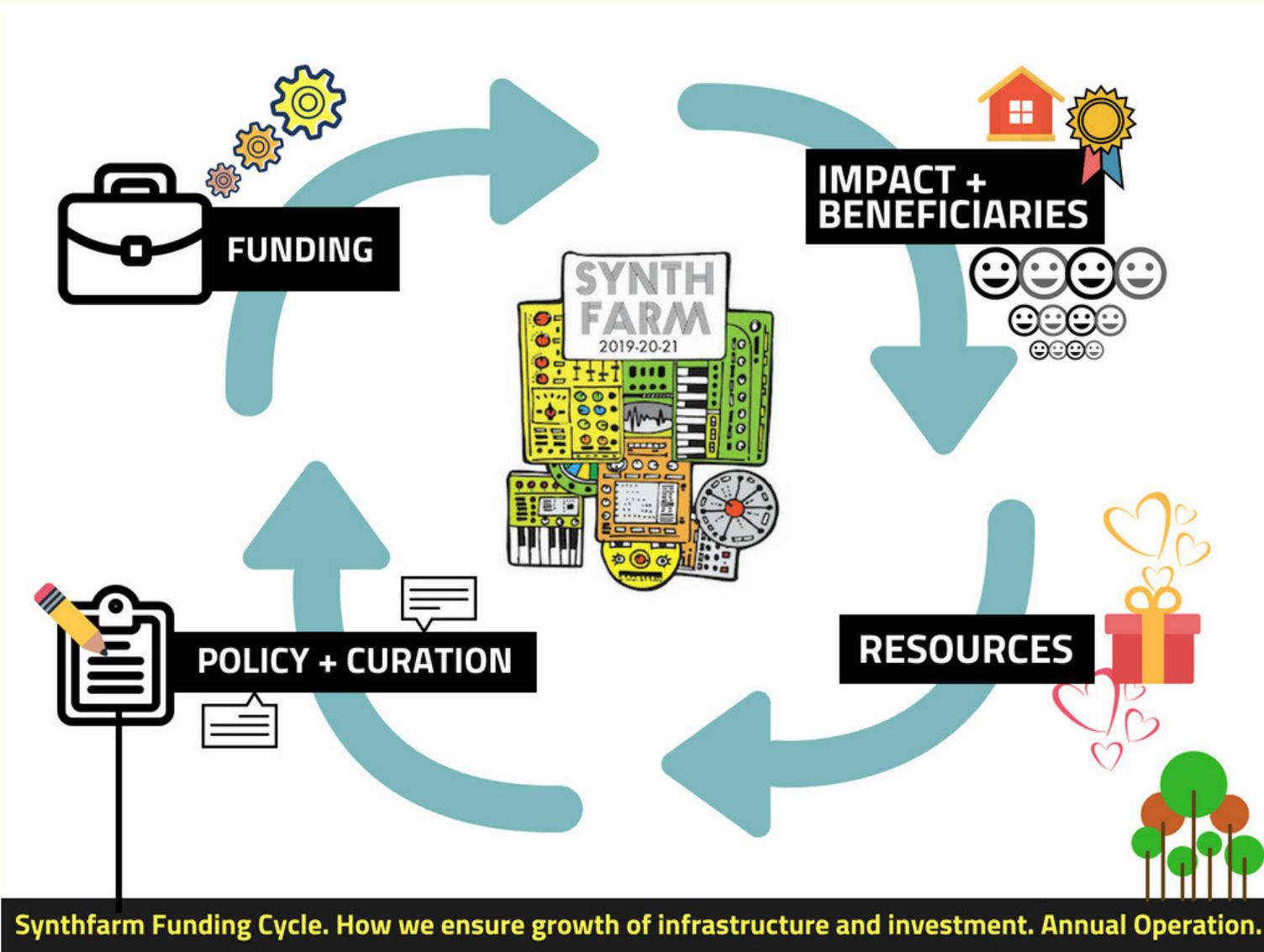
As a non-profit organization, the fee and cost of education aims to enable 'maximum possible' inclusivity and openness : Hence the need for external funding [Private or Institutional] is vital to ensure the long-term sustenance of the residency and dispersing education to future participants.

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FUNDING

The funding proposal requests 3000 Euros as annual funding : The funding structure is divided into three categories - **Covering integral support to partial aid to specific targeted assistance.** Fund utilization and growth cycle is explained in the diagram :



Currently upto 83% of available budget is spent in paying for logistical, travel, food, fuel and hospitality costs. The infrastructure of Synthfarm can expand ergonomically within the given spatial limits of the venue, provided necessary funding is secured. Thus generating capital and additional resources every year. **Policy, Curation and Funding ensures increased number of beneficiaries and sustained impact.**

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FUNDING OPTIONS

#1 - 3000 EUROS

Integral Funding and Partnership with Synthfarm. Complete engagement covering operation, scholarships, development and curation.

#2 - 1500 EUROS

Activating Expansion and Sustainability. Building new spaces, utilities, archives and opportunities within existing structures.

#3 - 1000 EUROS

Empowerment of Female Talent in Electronic Music. Dedicated for female students & mentor support.

Depending on the amount of pledged support, the following levels of partnership and association apply [Lets meet and discuss further]

For Institutions/Development Organizations

1. Exclusive partnership with 'Institution'.
2. Exchange of artists-faculty-curators between 'Synthfarm & The Institution'.
3. Invitation for One representative from the Institution. Stay + Presentation.
4. Logo & Accreditation on all communications, events, video, podcasts, social media, websites.

For Brands

1. Exclusive partnership with brand for minimum 3 year period.
2. Logo & Accreditation on all communications, events, video, podcasts, social media, websites.
3. Product Showcase : 2 hour demonstration or equivalent in space.
4. Invitation to the residency for One representative of the brand.

The distribution of funds with multiple objectives. info-graphs :

FUTURE GROWTH+ DIRECTIONS

MODULAR SYNTHESIS :
The art and concepts of modular synthesis for beginners as well as advanced practitioners.

Showcasing Indian and International Modular Products - Prototype Synths - Expertise - Facilitating exchange of technology -

EMPOWERMENT OF INDIAN WOMEN IN ELECTRONIC MUSIC

Dedicated scholarship for 2 female students annually.

Women in Faculty

Invitation to international experts as faculty to produce and inspire feminine aspect of electronic music.

SYNTH MAKER !

The Do-It-Yourself - An interactive learning process. Building simple fun synthesizers and understanding basic components :

Students create esoteric sound instruments.

Development of Indian proto-synths. kits and modular devices. Super economic models !

EXPANSION OF SPACE !

Expansion and upgrading of learning spaces at Synthfarm. Allocation of space to efficiently facilitate the growing courseware, students, curators and visiting faculty.

Internal training of Curators and Faculty. Courseware development for future editions.

" We believe and work towards sharing & caring : Being conscious about mother earth, the animals, birds and fish ... just like we are about electronic music and technology and culture "



NEW FEATURES !



VIDEO TESTIMONIALS OF PARTICIPANTS.

ONLINE VIDEO ARCHIVAL OF VARIOUS COURSES

ONLINE ARCHIVE OF ANNUAL ROUND-UP AND MONTAGE



SOUND ARCHIVES OF SYNTHFARM AS OPEN SOURCE SAMPLES : FREE DOWNLOAD

POST RESIDENCY HIGHLIGHTS OF COURSEWARE WILL BE AVAILABLE AS ONLINE ARCHIVE.



ECOLOGY AND NATURE.

BUILDING AWARENESS TOWARDS ECOLOGIC PRACTICES. GROWING TREES. REDUCING WASTE. GENERATING LESS CARBON FOOTPRINT



FEEDBACK AND DIALOGUE

PARTICIPANT DATA. REACTIONS. PERFORMANCE AS DOCUMENTATION.

ARCHIVE OF CONTACTS STUDENTS FACULTY

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Last but certainly not the least : ECOLOGY & SYNTHFARM.

Set inside lush tropical flora and fauna, the residency invites artists with a positive attitude, attuned for growth and creativity. Synthfarm encourages an organic, ecologic and socially progressive outlook towards life and music alike. The residency is also vested in nature conservation and will devote resources in this direction 2019 onwards. We believe in sharing & caring : Being conscious about mother earth, the animals, birds and plants just like we are about electronic music, the technology and culture.

Join us... Grow with us!

THANK YOU !



www.synthfarm.in

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Building Curious Positive Futures



Data collected from all synthfarm editions. 2015 till 2018

Document written and designed by Audio Pervert. Valencia ESP. 2018. Synthfarm Funding Proposal.

<http://audiopervert.blogspot.com.es/>

<http://synthfarm.in/>