



ARTRA  
TEN YEARS

"It has always been about the people. The artists, the wondrous workings of their minds and their stimulating & scintillating thought processes that spurred the birth of ARTRA a decade ago in its pursuit of artistic expression. As we enter our 10th year, our forthcoming editions of the magazine & curated events/experiences sets to reflect upon legends of Sri Lankan art - whose authenticity & novelty showcase not only the beauty of form & spirit, but the cultural ingenuity of our uniquely influenced and bounteous nation . We are so so proud to begin our decade year's pioneering series of celebrations with ARTRA Magazine's Architecturals of Anjalendran Edition, our living legend. "

Azara Jaleel, Founder & Editor-in-Chief of ARTRA Magazine



## Impacts of Technology upon Music | ARTRA Magazine in Partnership with Yamaha Music Centre

Innovative and ingenious music has always been intimately intertwined with technology. Technology in itself is an evolutionary stride in time, but technology in music breaks boundaries and surpasses instilled limitations. From the phonograph to the mp3 and beyond, the development of music and the growing industry that orbits around it have evolved around technological innovation. As society approached the 20th century, the innovation in technology cultivated the space to rewrite the rules of the music industry, mounting into producing and contributing critically to the art of performance and those notions that relate to the constantly advancing novelties of the burgeoning degrees of music. During its long history, Yamaha's founder Torakusu Yamaha completed a difficult repair job on a reed organ at a Japanese primary school. Technology was the premise that marked the beginning of Yamaha's 130 plus year history, during which Yamaha has accumulated original technologies in the field of acoustic musical instruments based on its seasoned production skills and sensitivities about sound creation that have been passed down through generations.

View the full article

<https://artra.lk/performance-art/impacts-of-technology-upon-music>

## Art Services by ARTRA



### Sourcing Art Related Literature

In ARTRA's journey of steering Corporate Cultural Responsibility (CCR), we provide consultation to help corporates conceptualize and execute a corporate art promotion & acquisition strategy evolving from a public relations standpoint to deeper integration within all levels of the organization. This art service helps our clients invest in the art scene while enhancing the work environment and communicating company culture and values, through the reflection of philanthropic side of the business, that invests in the growth of the local art scene. If your company wishes to steer this strategy, call us on +94772305054/+94114545355.

Click here for more art services  
<https://www.artra.lk/services>

## In Conversation with Amilani Perera



Daily ARTRA's live session on Friday, 27th of August with Amilani Perera, fashion designer sharing her knowledge on embroidery and know-how while talking about her experience in the fashion industry and her work with the UNFPA for Violence Against Women.

Click here for the full video  
<https://www.facebook.com/dailyartra/videos/553328169151205>

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## ARTRA's Emerging Artist



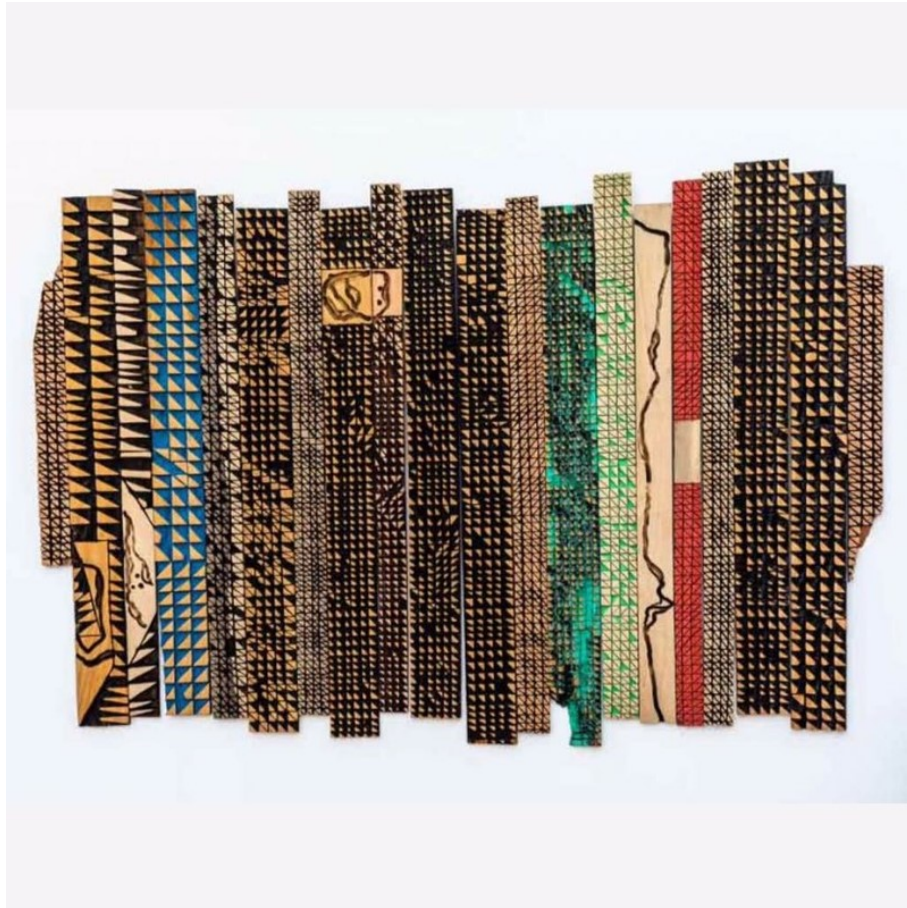
### The Tenors in Trailers | Hirushan Maddumaarachchi

The concept of trailer music is characterized by its ability to present elements of films while preserving its larger story; a trailer is the blurb before a good novel, it is the menu before good food and the trailer music is at the crux of this story. As the crescendo builds and its pace increases, the music is often a vital component of any film or trailer in setting the tone, changing the mood, conveying the emotional theme of the story's plot. Hirushan Maddumaarachchi was first introduced to cinematic music through films and video games. He proceeded to learn the intricacies that carried the setting and ambiance of the film in order to create them himself in attempt to share unto an audience the scintillating experience of learning the story of a film through its trailer.

Click here for the full article

<https://artra.lk/performance-art/the-tenors-in-trailers>

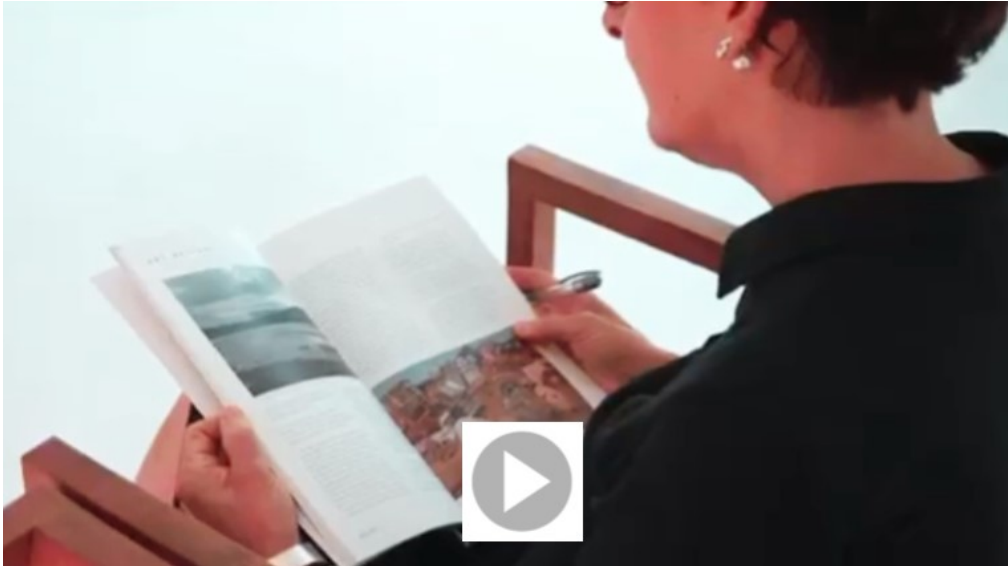
## ARTRA's International Eye



### Shard Song | El Anatsui, Efiε Gallery

Efiε Gallery will launch their new permanent Dubai gallery space in the Al Quoz Creative Zone on Tuesday 8th March 2022, with a major solo exhibition, titled *Shard Song*, of works from renowned contemporary artist, El Anatsui curated by Mae-Ling Lokko and creatively directed by Aida Muluneh. The exhibition presents a series of new wooden sculptures that recall Anatsui's earlier practice in this medium and its continued evolution, complimented by a range of signature bottle cap works. Co-founded by Kobi Mintah, Kwame Mintah, and Ms. Valentina Mintah, Efiε Gallery is a contemporary art gallery specialising in the promotion of African artists from within the continent and the diaspora, with a focus on West African art. The gallery represents both mid-career and established artists and supports the sharing of their works in the Middle East, creating a platform for collaboration and exchange between the two regions.

Click here for the full article  
<https://artra.lk/visual-art/shard-song>



ARTRA Magazine is an amalgamation of concepts galore, from nature and art to technology's influence on art mediums and presentation; be it for a collector or the corporate world, each edition is multifaceted in its perspective, exploring diverse mediums and ideologies. Curate your own collection, or gift a customized collection for a friend. Contact us on +94 77 570 1891 for a consultation, or drop in to our office at Level 10, Parkland Building, Colombo 02 with prior appointments.

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