

Phal Music Releases Faith Hope & Love Music Video on Sept 14

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Bengaluru, Sep 29, 2018 (Issuewire.com) - After producing and releasing 6 independent songs, Bangalore based music composer and producer Phalgunn Maharishi is all set to release his upcoming song titled Faith Hope & Love, inspired from The Holy Bible where Paul writes "But now faith, hope, love, abide these three; but the greatest of these is love."

The song started as a small project back in May 2017 and has grown manifolds over the months with many independent musicians collaborating in the belief of understanding the bridge between music and humanity. The project has witnessed wonderful collaborations between six artists from different cultures with various musical backgrounds, spread across India, USA, Thailand, and Indonesia.

The official music video of Faith Hope and Love has been produced by Phal Music with the support of 18 individuals who believed in the concept and backed the project in the crowdfunding campaign held in partnership with GoodClap. The campaign recently ended successfully having received over 60 % of the original goal amount.

Phal Music has also partnered with Ollo Audio, TVally, and Open Stage Radio who have extended their hands in support of this unique music video.

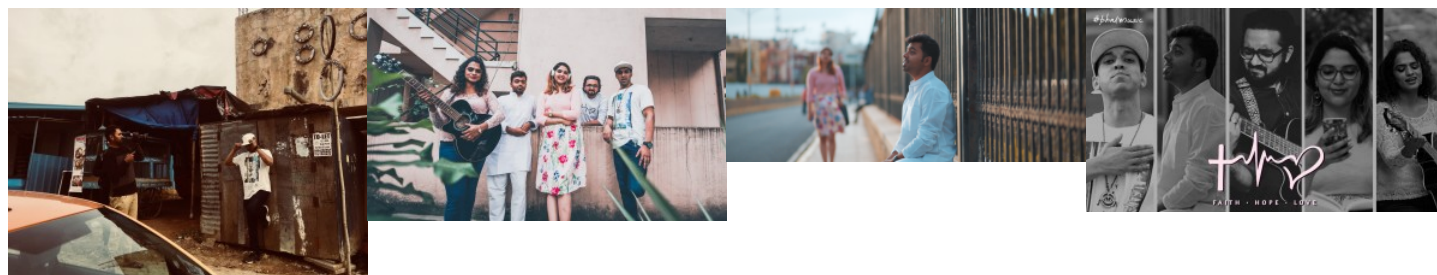
Speaking about the song, Phalgunn Maharishi said: “Faith Hope and Love is an experimental pop fusion song which sets out on the concept of having faith, hope, and love as three main pillars in our lives, yet believing that Love is the core foundation upon which Faith and Hope are built.” He added, “The same has been presented in the song through three musical cultures - Christian, Carnatic, and Rap.”

The song features Shannon (Female Singer and English Lyrics), Nikshep (Carnatic Classical Singer), Neff (Rap), I Made Sentana (Sitar Solo), Eshan (Hindi Lyrics), and Tom Hellsten (Mixing and Mastering), while the music video has been conceptualized by Lohit Kumar S and Nikhil H C. It also features Vaishnavi AB in the lead role, Chaitra Gowda as the Guitarist and female singer, Nikshep, Neff, and Phalgunn as themselves. The music video has been driven extensively through Nikhil's cinematography and direction.

I Made Sentana, a musician from Indonesia who has been a part of this song said, “I was a bit cautious when I accepted the invitation because collaborating cross-culturally is not always easy. But, when I listened to the track, I was so excited and instantly the sitar solos started popping out. That’s what happens when you work on an intoxicatingly groovy song.”

Speaking about challenges we had during the music video shoot, Nikhil H C, the director and cinematographer, said, “We had to complete the shoot in just one day due to many reasons, of which budget is one. And, achieving this especially when we had to shoot in different locations in four corners of Bangalore was definitely a challenge.” He further said, “We could have got better shots if only we had good budgets and more timeframe. Yet, nonetheless, I am happy about the output we were able to churn out.”

Adding further on the song, Lohit Kumar S, Line Producer and Artist Manager said, “Working on this project turned out to be way challenging than we had imagined. It was definitely not an easy task managing the artists and completing the project, especially when most of our time was spent in traffic travelling between different locations.”



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