

City's pub culture is evolving into a melodic marvel, offering more than cocktails. Discover the city's vibrant nightlife, where every drink comes with a soundtrack

Bindu Gopal Rao

Bangalore, known for its vibrant nightlife and rich cultural scene, is home to numerous pubs that are actively promoting artistes and music. Performing in pubs is quite different from other venues as they allow for better interaction and connection with the audience compared to larger venues or festivals.

"Big events have their own unique vibe and energy. My journey as an artiste in Bangalore started in clubs and pubs. There is a deep emotional connection for me with these intellectual properties (IPs), making their experience special and personal. I experiment with my music and receive the immediate validation that every artiste craves; the feedback from the audience is instant and genuine," says Charan Kumar, Nightlife Consultant & DJ.

DJ Hemanth adds, "Being a club DJ is challenging in many ways as it requires the ability to read the crowd, always have to be updated with the trend, maintaining the vibe throughout the set, seamless transitions between the tracks, keeping the positive atmosphere, and resonating with the crowd are just few things I can share."

Club Cues

Performing in a pub as a DJ offers a unique and rewarding experience. Unlike clubs, where the primary focus is on dancing, pubs create a more intimate setting where patrons are often more interested in socialising. This environment presents a different kind of challenge, as it requires engaging a

OF TUNES & TIPPLES

of music events, even as per weekly themes if needed, which results in absolute delight and satisfaction for our customers combined with memorable dining experiences and entertainment."

A win-win

Hosting live music benefits pubs as well. The overall ambience and customer expe-

rience, attract more patrons and live music creates a vibrant and engaging atmosphere, encouraging guests to stay longer. Live music events often generate positive publicity and word-of-mouth referrals and people tend to go to places that are livelier, especially if their favourite artiste is playing. "Ironhill's talent acquisition team scouts for talented artistes through various channels, including online platforms,

recommendations from music enthusiasts, and attending local gigs and performances. Once potential artistes are identified, they are invited to submit their portfolios for consideration. Ironhill prioritises diversity and quality in its selection process, aiming to offer patrons a wide range of musical experiences," says Teja Chekuri, Managing Partner at Ironhill India.

DJ Zink, inhouse DJ in Ironhill Bangalore, echoes this sentiment, "My tenure at Ironhill over the past 2 and half years has allowed me to engage and entertain numerous patrons daily. Despite the challenges of maintaining a consistent performance schedule and adapting to the diverse musical tastes of our audience, we have managed to create a unique and enjoyable experience for everyone."

Making music

Pubs are investing in spaces specifically designed to host live events, ensuring optimal acoustics and audience comfort. With the use of high-quality equipment, artists have access to top-notch sound and lighting equipment that enhances the performance experience.

Shiv Sagar, Partner, San Hospitality, that owns Tyd-Kitchen & Bar, says, "Selection is influenced by the genre of music and its alignment with the venue's brand. Artistes are chosen for their dynamic stage presence and genuine passion for their craft. How well an artiste engages with the crowd is a critical factor. Regular feedback from patrons helps in selecting performers who meet audience expectations. Collaboration with artistes helps both the pub and the artists to expand their reach and grow their brands. These events foster a sense of community among attendees, united by their love for music."

DJ Rohit, who has over 22 years of experience in the field, says, "Performing in a club means the artiste needs to be versatile to cater to what the audience in the club would like to hear. Not what the artiste wants to play or listen to. As an artiste we should be able to judge the audience by just looking at them and observing their body language. This usually is possible for artistes that have been in the industry for a long time."

Being social

An artiste's existing fan base and social media presence are important in attracting new patrons. "We leverage digital marketing and influencer collaborations to promote our music events. We use our in-house digital screens to display dynamic and eye-catching content, including event details, artiste profiles, and promotional videos. On social media, we run targeted campaigns on Instagram and Facebook, featuring teaser videos and behind-the-scenes content. We also collaborate with local influencers and bloggers who attend our events and share their experiences with their followers, creating buzz and increasing our reach," says Yash Bhatia, Founder & Owner, Radio Bar - Paneral Hospitality.

Rynell Rocha, musician & vocalist adds, "Performing at a pub offers a laid-back, casual vibe where patrons gather to socialise and enjoy live music. The audience varies widely in age, presenting a challenge in song selection, but I thrive on this diversity. I quite enjoy switching up genres and showcasing the versatility of my vocals, thus surprising and delighting my crowd."



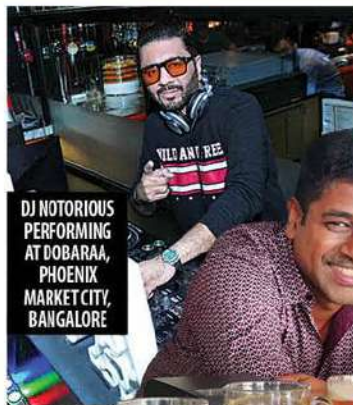
CHARAN KUMAR, NIGHTLIFE CONSULTANT & DJ



DJ ANSHIKA PERFORMING AT DOBARAA, PHOENIX MARKET CITY, BANGALORE

seated audience and encouraging them to stay longer and enjoy the ambience created. "Playing in a pub challenges your skills as an artiste in a distinctive way. It can be more difficult to captivate and entertain a sitting crowd compared to a packed dance floor, but it also offers a valuable opportunity to test new music and gauge audience reactions in real-time. This setting can be an excellent proving ground for new tracks, helping to build confidence and refine your performance for larger, more high-energy gigs," says Prajwal aka Soul Tokes, independent open format DJ.

Prashant Issar, Director, Bellona Hospitality Services Limited & Stratix Hospitality Pvt. Ltd., adds, "Choosing the perfect music event is crucial for a pub, as it significantly enhances the overall experience for patrons and offers numerous benefits to the establishment in terms of enhancing the ambience, attracting diverse crowd, increase footfall, promoting local talent, and fostering collaborations, thus elevating the overall brand image. Our strategic selection of artiste performance at Dobaraa brings life and energy to the gastropub, allowing the visitors to enjoy to the fullest with a perfect mood. We host a diverse and engaging set



DJ NOTORIOUS PERFORMING AT DOBARAA, PHOENIX MARKET CITY, BANGALORE



DJ HEMANTH



TEJA CHEKURI MANAGING PARTNER IRONHILL INDIA_A