

THE HINDU

Online edition of India's National Newspaper
Wednesday, Dec 27, 2006

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Exclusive stuff

V. BALASUBRAMANIAN

Madras Music Craft caters for special requirements.



PASSION: The Shah Brothers of Madras Music Craft.

On a Sunday afternoon while listening to

V.S.Narasimhan's (of the Madras String Quartet) musical works in his well-appointed studio, an exquisite violin caught your attention. Where did he buy it from? Italy? No. He had bought it from a shop in our very own Chintadripet! The shop on Arunachala Naicken Street opposite Zion church, it turns out is the favourite haunt of many a musician.

The Madras Music Craft was founded in 1973 by Thulsi, father of Shah brothers, Nagu, Venkoba and Krishna. Thulsi, incidentally could play the harmonium and the guitar. The three brothers learnt the art of making violin, guitar and mandolin from Thulsi.

Wide range of products

Today their range of products branded as Thulsi includes mandolin for Western and Carnatic, acoustic and electric guitars, 12 string and bass guitars apart from their specially designed violin. Most of them are custom made.

The hollow electric violin enables the player to reach the topmost note with consummate ease in the fingering. As its entire body is hollow, a special tonal chamber is provided just below the neck, that prevents loss of sound. A pick up housed in the area sends the signal for amplification. One should listen to the sound of this violin to believe it !

U. Srinivas is a regular at their shop to customise his mandolin, apart from U.P.Raju and Janardhan for mandolin and guitars specially made for playing Carnatic music. How do they keep pace with the latest developments?

They learn a lot from the instruments given to them for mending. And of

The Chennai December Festival

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course internet is a great source of information.

Nagu Shah, a guitarist himself, says that they are a contented lot. He also feels that going in for a mass production might lead to a compromise in quality.

Spruce, Maple and Red Cedar are some of the wood varieties they use for making these melodious instruments.

Their guitars are known for their soft touch and smooth movements on the fingerboard since their father's days. Indian born Tommie Smith settled in Australia, is a leading guitarist there and he orders his acoustic guitars only from Madras Music Craft. Benny Prasad of Bangalore used the Thulsi brand acoustic guitar to perform at the last Olympics.

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The advertisement features two stacked banners. The top banner is purple and white, stating 'upto 50% Cash Back on Kingfisher Red'. The bottom banner is red and white, stating 'upto 50% Cash Back on SpiceJet'. Below the banners is the Yatra.com logo and a 'Book Now' button. A small note '*T&C Apply' is visible at the bottom right of the ad.

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