

MUSICDESIGN

IN REVIEW

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LABEL SPOTLIGHT **raSā**

raSā Music

...exists to explore
and expose that magical
place where Sensuality,
Spirituality and
Style converge.

Responding to a growing need for cultural diversity in the music world, Donna D'Cruz founded the company Australian Music International in 1991. Their goal was simple—to bring the incredible sounds of Australian artists to a global audience. However, this was only the beginning. Several years later, Rasa Music was born as a sister company to Australian Music International. It was here that D'Cruz chose to experiment with new and exciting ways of pairing pop culture with ancient spirituality. The results have been amazing; these releases offer a dose of culture from the East, West, North and South as well as the essence of an inner journey and the trendiness of a musical export from a New York nightspot.

One of the things that makes D'Cruz such an ideal person to be heading Rasa Music is that she herself comes from a highly varied background. Born in India of Euro Asian, Portuguese, Dutch and Anglo ancestry, D'Cruz embodies the same pan-cultural qualities she promotes with her label. In addition to being the CEO of Rasa Music, she is also a DJ and a model, which offers her further opportunities to keep current with the latest trends in urban culture.



To hear a wonderful example of the creativity of Rasa Music, one needs not look further than A GIFT OF LOVE, the label's first release. Produced by D'Cruz along with renowned mind-body therapist Dr. Deepak Chopra, the album features the inspiring words of the poet Rumi, as recited by luminaries from a variety of backgrounds, including Madonna, Demi Moore, Rosa Parks and Goldie Hawn. Further excursions into the realms of therapeutic music and sound healing took shape in releases like Cyril Morin's tranquil soundtrack to Pan Nalin's artful documentary "Ayurveda—the Art of Being," Chopra's SOUL OF HEALING MEDITATIONS and, of course, the long awaited follow-up to A GIFT OF LOVE titled OCEANS OF ECSTASY.

Whereas the aforementioned titles showcased Rasa Music's softer, more therapeutic side, many of their other titles take a different approach to modern spirituality. The RASA: MELLO and RASA: EXOTICA titles offer a glance at the yin and yang of modern club culture—the laid-back

lounge side of things and pumping, floor-driven cuts that exhibit echoes of house and techno music. Of course, these are not simple club music albums, as once again D'Cruz has deftly chosen and mixed these tracks with an adherence to cultural diversity and spiritual introspection. Other titles like COCO DE MER and ANGELI paired dance music with opera and dream trance respectively, resulting in more innovative fusions that fans have embraced.



On all of their releases, Rasa Music embraces the senses and recognizes "the dance" of life as the path to unite our spirit with our daily lives. Whether it be Yoga, poetry, massage, ecstatic dance, candlelight dinners, scented baths, meditation or conversation, the releases of Rasa Music provide the perfect soundtrack.

Look for more exciting new releases from Rasa Music in 2004! ●