

VISION NEXT



Baby Ko Bass Pasand Hai

Lifestyle, Experiences & Music

Big Ideas for 2025



Baby Ko Bass Pasand Hai

Alternative Musical Experiences

Music has always been a matter of setting—of where we listen as much as what we hear. But the spaces that once defined our musical experiences are dissolving. The notion of a club, a designated place for dancing, now feels almost quaint. We seek more than just sound; we crave immersion, novelty, and a reflection of our own curated identities. It is no longer enough to ask what we consume; the more pressing question is where and how.

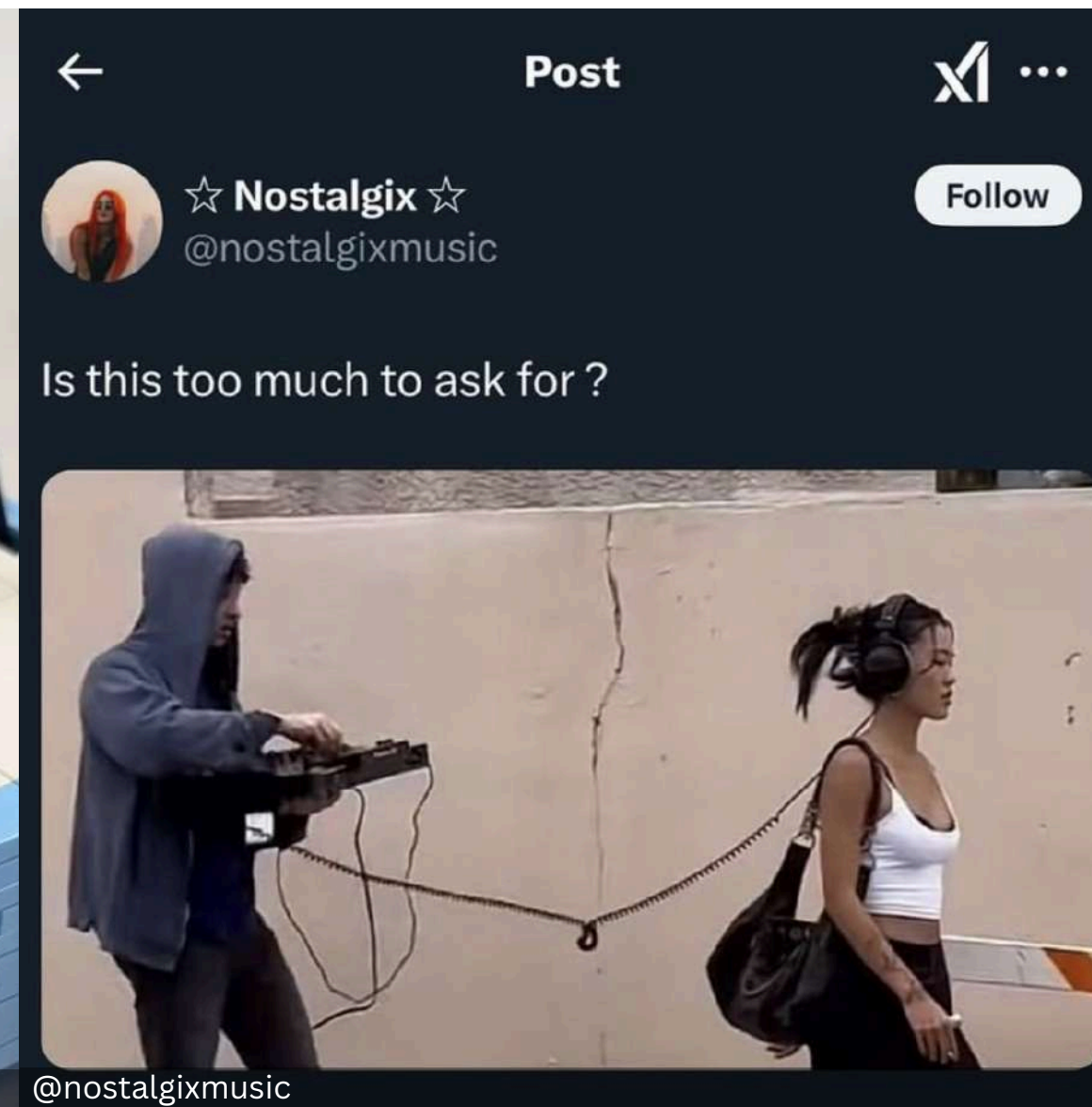
The rise of concert culture and the reinvention of raves and techno parties signal a broader transition—not just in entertainment but in values. We are increasingly drawn to experiences that reject predictability, that blur the lines between public and private, indulgence and restraint. Music is no longer confined to its traditional enclosures; it spills into lavatories, elevators, fashion festivals, local trains, and kitchens. The solitary act of listening through earphones has become communal.

For those reluctant to surrender to the excesses of the night, new rituals emerge: a run and rave, an early morning dance. Restaurants and cafés weave music into their very architecture, crafting atmospheres where sound is not background but essential. Our relationship with music is shifting—not merely in what we hear, but in how it shapes the texture of our lives.



"People have truly outgrown the generic, front-facing DJ booth setup that has been the standard in clubs and weddings for decades. Now, they seek something completely different—an experience that goes beyond the usual. As audiences explore various styles of music in diverse spaces, DJing is no longer confined to clubs and weddings. It is evolving into a broader spectrum where DJs and artists perform in unconventional, unexpected venues, offering a fresh and immersive interaction with the crowd."

- Karun Mahtani, DJ | Producer based out of Bengaluru



Dis-Located Decibels

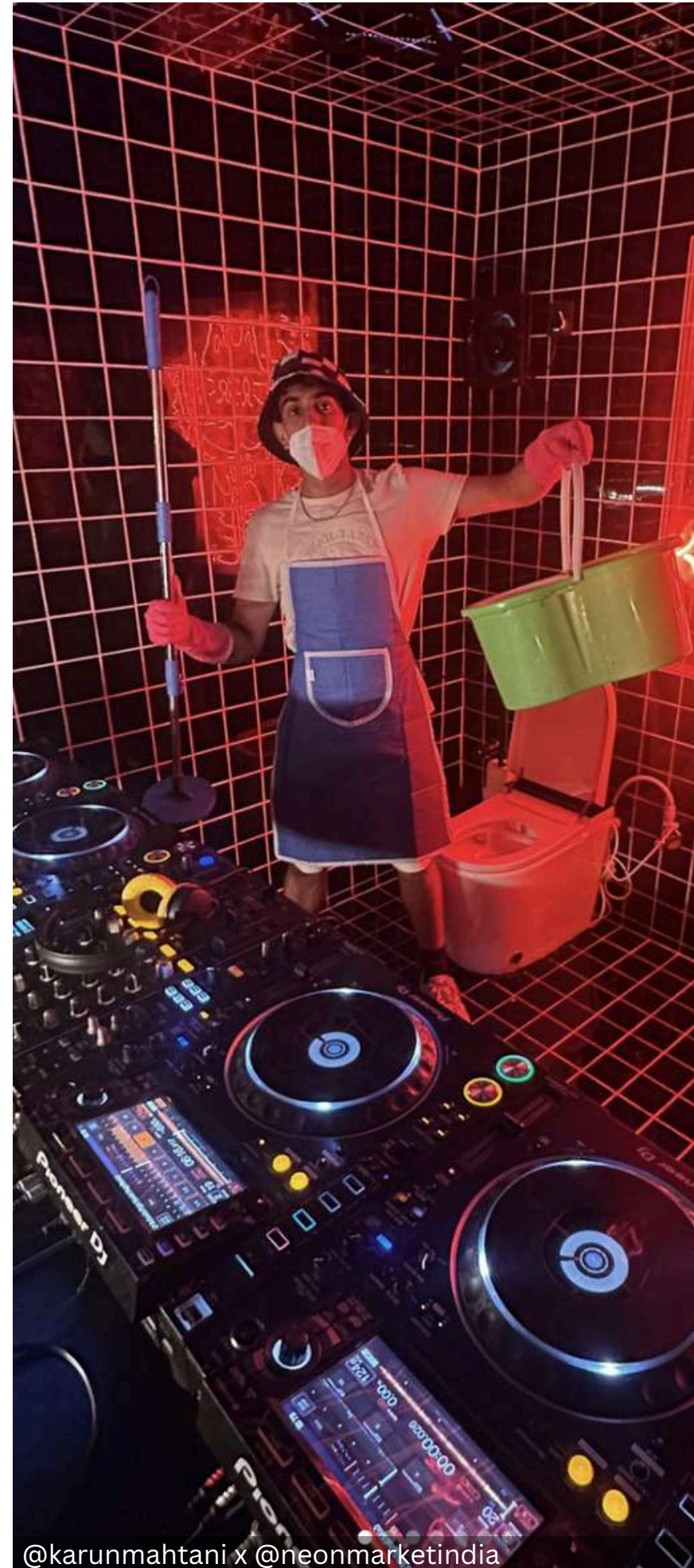
Alternative Spaces, Unconventional, Camp

Music has always been tethered to place—grand halls, dark clubs, vast arenas. Yet, as our relationship with sound evolves, so too do the spaces that contain it. Elevators, lavatories, fashion festivals, even the streets—these once-mundane locations have become sonic playgrounds, sites of unexpected transcendence.

This speaks to a hunger for enchantment in the everyday, a rejection of the rigid binaries between the ordinary and the extraordinary. We no longer wait for the night to dance or for the right venue to feel transported. Instead, music infiltrates our most banal moments, reshaping them into experiences of surprise and intimacy.

This phenomenon also mirrors our shifting values—toward fluidity, inclusivity, and a dismantling of hierarchy. A DJ in an elevator or a pop-up rave on a street suggests that joy should be accessible, that beauty need not be confined to ticketed events. It is a rebellion against predictability, an insistence that anywhere—anywhere—can become a stage. The unexpected becomes not just thrilling but necessary.

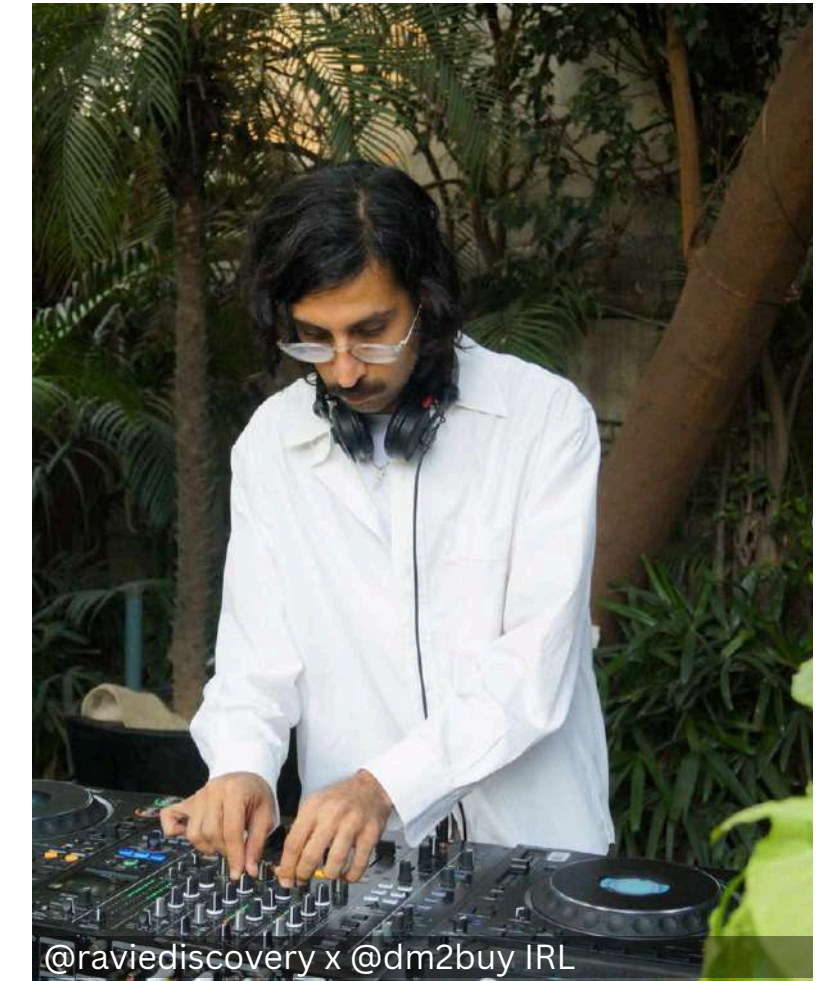
#PopUpRave #FakeSangeetRave #ToiletParty



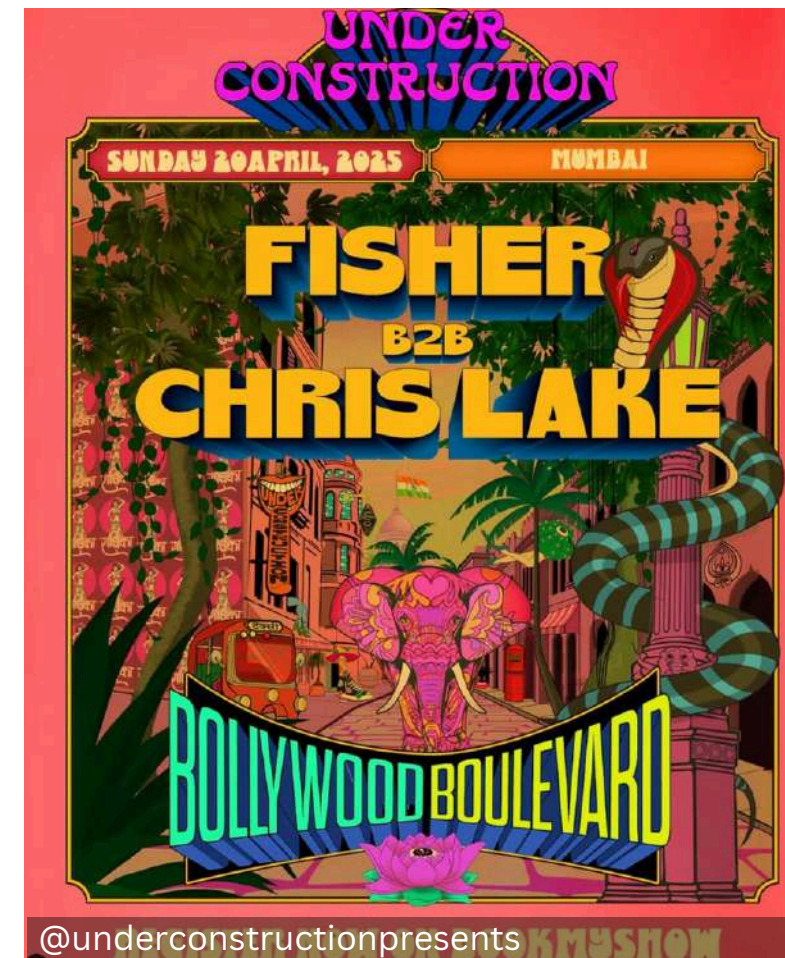
@karunmahtani x @neonmarketindia



@elevatormusic.live



@raviediscovery x @dm2buy IRL



@underconstructionpresents

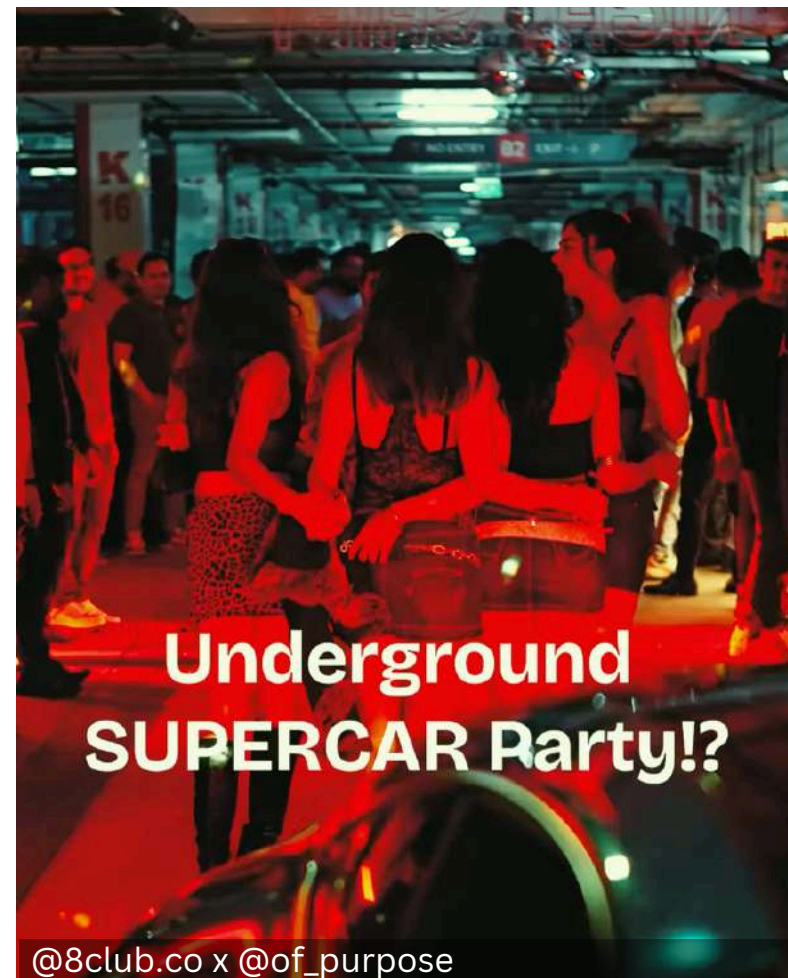
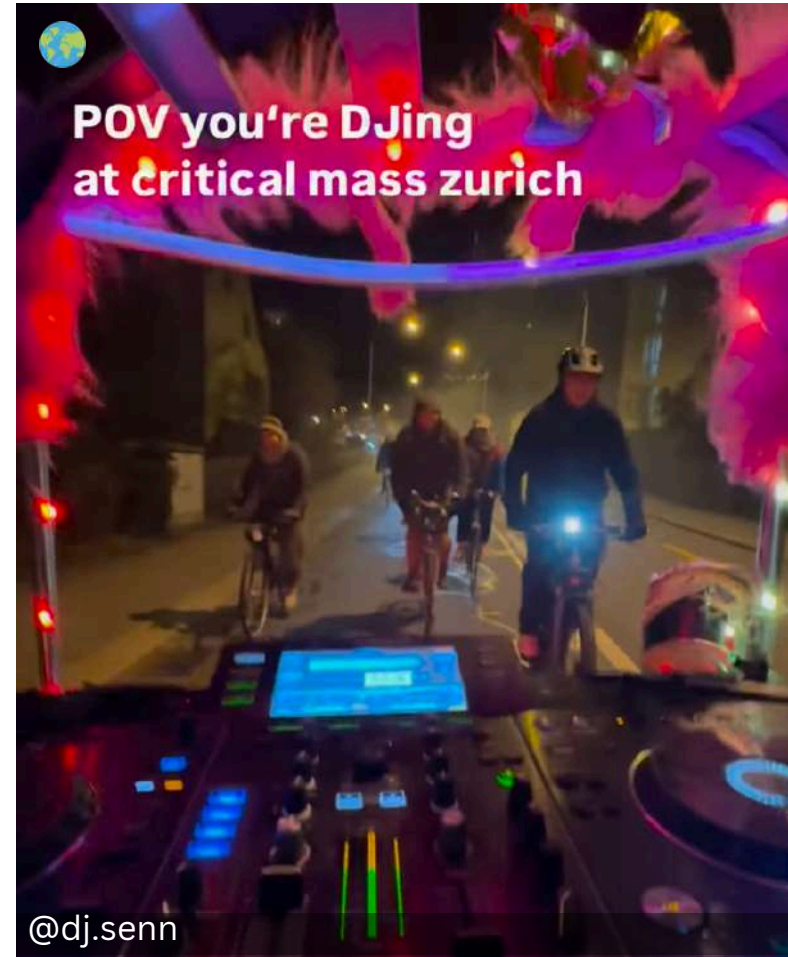


@jummakiraat's fake sangeet

Why the shift?

"Post-COVID, many nightclubs and bars were forced to shut down, with a significant number closing permanently. This led to the rise of alternative party spaces, as well as promoters and venue owners from different industries stepping into the nightlife scene to create unique social gathering experiences. This shift has captured people's attention, drawing them to parties that break away from typical clubbing themes and instead transform unconventional spaces into dynamic dance floors where they can enjoy great music."

- Karun Mahtani, DJ | Producer based out of Bengaluru



Bass on Board

Music in Movement, Communal Experience

Music in motion transforms the act of listening into something fluid, communal, and yet subtly stratified. A DJ in a local train, a sound system in a rickshaw, a set on a yacht, or a party on a moving truck—all of these dissolve traditional boundaries of where music belongs, making movement itself part of the experience. These spaces foster connection, turning strangers into temporary co-conspirators in a fleeting moment of rhythm and resonance.

Yet, within this shared experience, there remains an undercurrent of distinction. A yacht party carries a different social signal than a DJ set in a metro; an underground supercar rave contrasts with an impromptu bus performance. Some of these moments invite spontaneity, a joyful surrender to the unexpected, while others remain curated, their exclusivity adding to their allure.

What draws us to these settings is the interplay of freedom and belonging—the sense that music can untether us from routine while also reinforcing the identities we craft. Whether in transit or in celebration, this stage travels, and the audience is whoever happens to be passing through.

#RaveOnTheGo #RickshawRave #LocalTrainRave

 **Impact**
Age Group: 18 - 35



Early Bird Catches the Rave

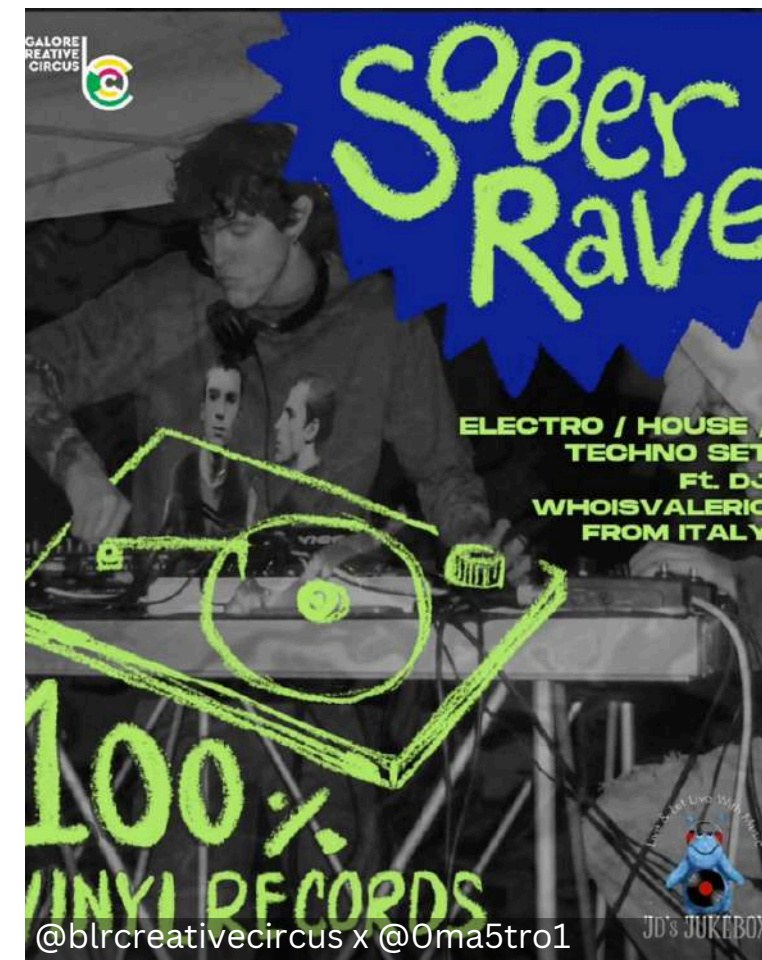
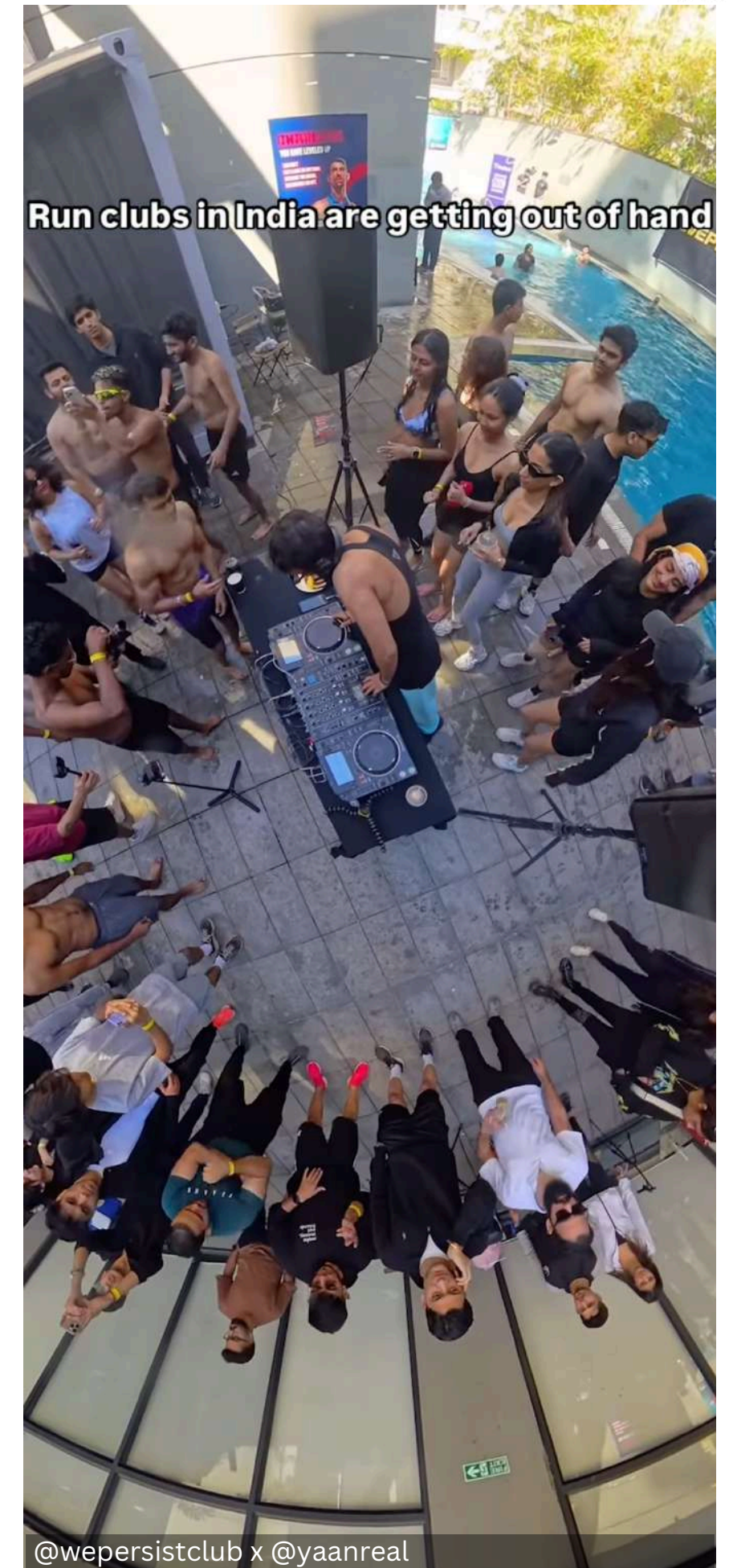
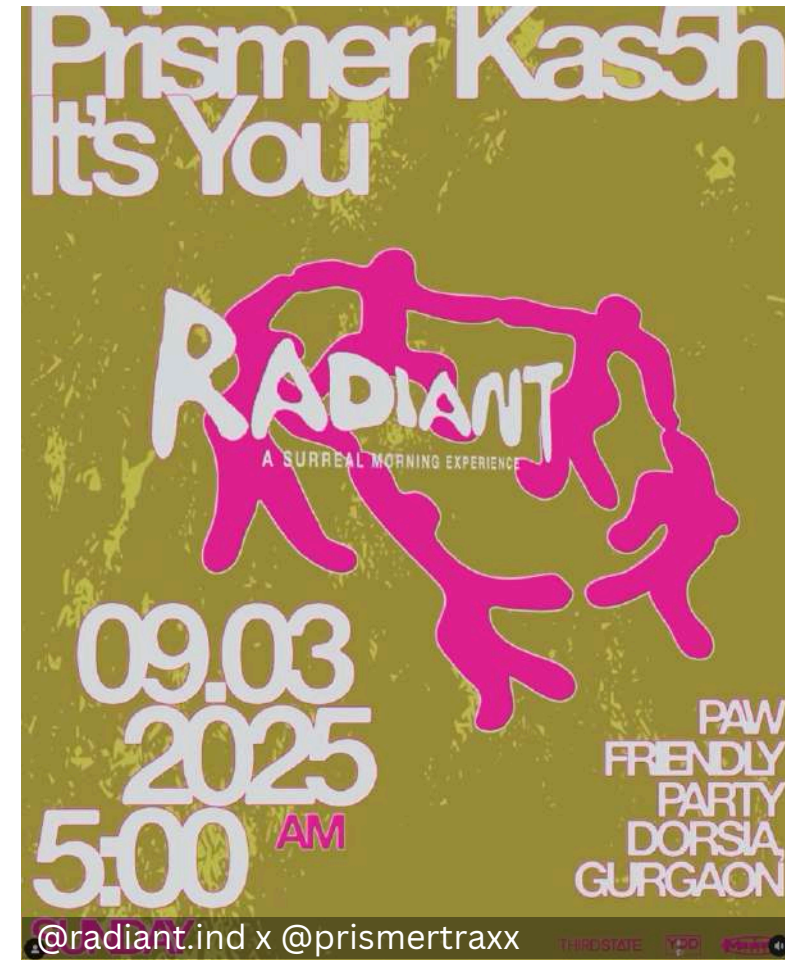
Recalibrated Pleasure, Conscious Indulgence

There is, at first glance, something paradoxical about the idea of a sunrise rave—a festival of sound at an hour long reserved for discipline, productivity, and contemplation. And yet, it reveals a deeper longing: the pursuit of ecstasy untethered from ruin. The early morning reveler seeks the intoxication of rhythm without the chaos of the night, the thrill of a communal experience without the forfeiture of the next day.

This is not mere restraint, but a recalibration of pleasure itself. The dance floor at dawn is a rejection of excess disguised as freedom, a statement that joy need not be won at the cost of fatigue. It is an understated defiance against the dominant cultural script—the assumption that abandon is only legitimate under cover of darkness, that pleasure must be paid for with disarray.

In its place, an alternative emerges: one that wields music as a force of renewal rather than depletion. The run-and-rave participant, the sunrise dancer, is not in opposition to indulgence, but in search of a version that perhaps leans towards pragmatic body clocks.

#5AmRave #WakeAndRave #SoberRave
#RunAndRave



Throwing a Dosa & Filter Coffee Rave soon

You're invited

RSVP below

@ronak1992

Cafe **MANANA**

COFFEE SHOP RAVE

₹1500 per ticket

When - 9th March, Sunday 11:30 AM - 4:00 PM
Where - Cafe Manana, Annanagar

Registrations link in bio

@cafemanana.in x @noma.ent

KITCHEN RAVE

REGISTRATION LINKS FOR GIGS HOSTED AT THE BAYKERY WILL BE... INVITE-OR...
STARTED HOSTING THESE GIGS TO BUILD A COMMUNITY...
FOOD...
G AN INTIMATE EXPERIENCE FOR ATTENDEES. THINK OF IT...
PARTY ***** OF SORTS. THE IDEA...
TIME, INCLUSIVE, AND TO HAVE A GREAT TIME AT THESE...

@kitchenrave.in

When you ask a Hip Hop DJ to play at a Coffee Rave 🤔

Halt Cafe, Chennai

@cafemanana.in x @noma.ent

WINDOW SEAT THE KIN

What is "The Women's Affair"?

This Women's Day, be part of an exclusive **ALL WOMEN'S COFFEE RAVE** experience where a community of women comes together for a high-energy morning party with coffee, music, and inspiring conversations.

An alcohol-free, caffeine-fueled celebration designed to connect, uplift, and empower in a vibrant space.

Dm for an INVITE

@thewindowseat

@broscreamery x @maultekprobeatofficial

Ever Raved With Ramen In a Coffee House?

@neonmarketindia

CHEF cooking alongside a DJ?

@kitchenrave.in

Vibe in a Venti, Please

Gastronomic Symphony, Ambient Narratives

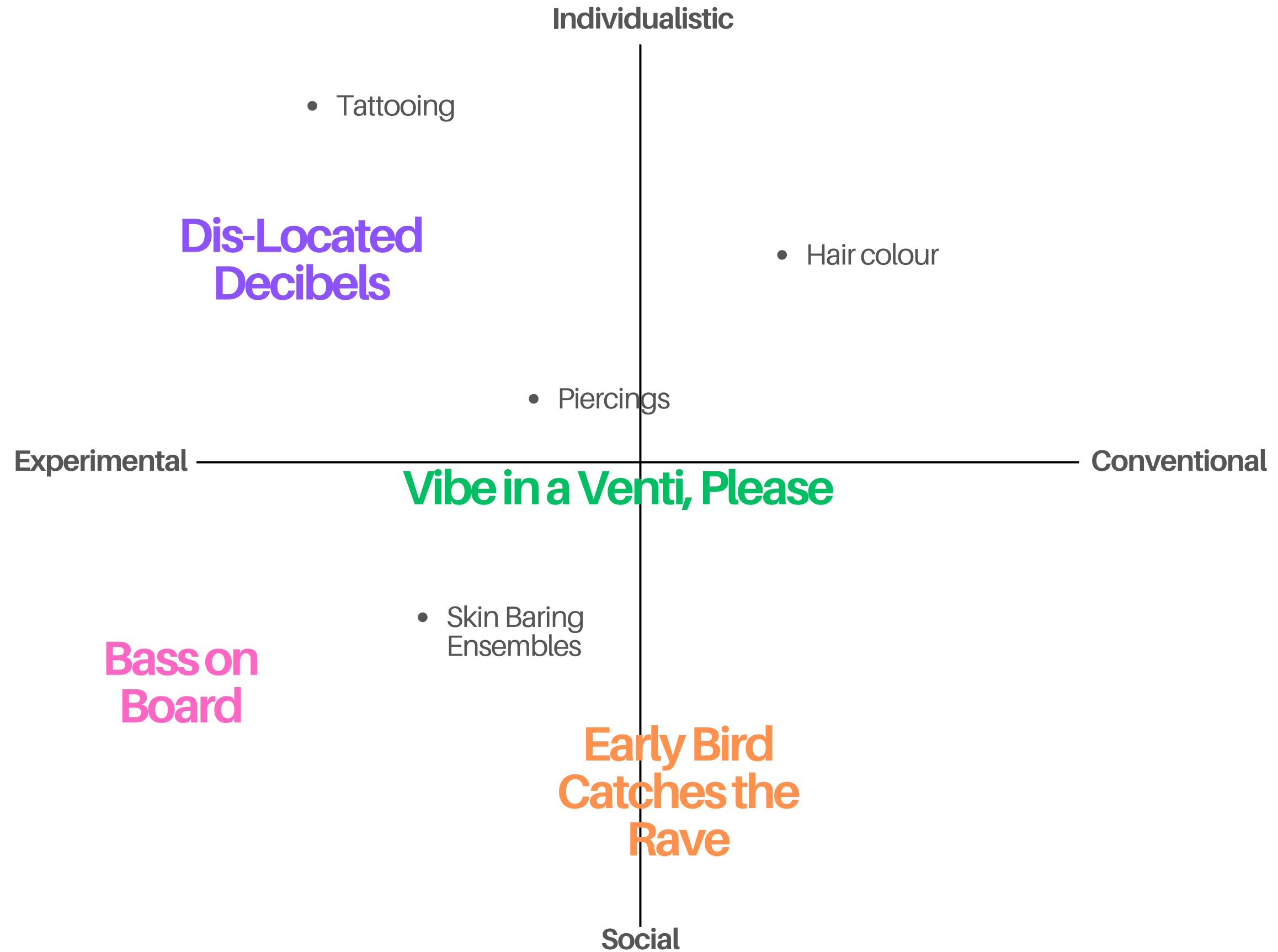
Incorporating music into dining spaces reveals a fundamental shift in how we experience pleasure. A meal is no longer just about taste—it is about immersion, about orchestrating an atmosphere where flavors are heightened by sound, where rhythm seeps into conversation, and where the act of eating becomes something closer to theater.

This evolution reflects a deeper yearning for cohesion in our overstimulated world. We crave experiences that do not merely stack sensations but weave them together seamlessly. A DJ spinning vinyl in a café or a jazz trio playing between courses signals a rejection of passive consumption in favor of participation. It suggests that music is not an accessory to dining but an ingredient in its own right—capable of shifting moods, slowing time, and deepening engagement.

In essence, these spaces are engineering not just meals but moments—ones where the clinking of glasses harmonizes with basslines and where the sensory divide between taste and sound dissolves. This is not excess but expansion, not distraction but depth—a reminder that pleasure, when carefully composed, can be a full-body experience.



Impact Map



VISIONXT



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