

Press Release

Unveiling Empyrean 2024 at IIM Jammu: A Celebration of Talent, Artistic Expression and Creativity

*"IIM Jammu's Flagship Cultural Extravaganza Empyrean 2024 Returns to Enthral Audiences"
"A Diverse Lineup of Events Promises Three Days of Astonishing Performances"
"From Mesmerizing Musical Acts to Electrifying Dance Battles, Empyrean 2024 Has It All"*



The image is a promotional banner for the Empyrean 2024 festival. It features a dark background with vibrant lighting. At the top, it says 'EMPYREAN '24 STARTING WITH काव्यांजलि' and 'SBI PRESENTS EMPYREAN 2024'. Below this, there are three main sections for the event dates: '01 - 03 - 2024' featuring Aseem Sharma (guitarist) and DJ Muneca; '02 - 03 - 2024' featuring Ankit Tiwari (singer); and '03 - 03 - 2024' featuring EDM acts Lera Nova, Johnnie Ernest, and Aditi Singh Sharma. The banner also includes logos for sponsors and partners such as LIC, Mirchi Plus, Course Hero, Wave Mall, Pina's Pizza, SBI, Union Bank of India, Coca-Cola, JioSaavn, and Zomato. Social media handles for @empyrean_iimj are also listed.

Jammu 29th Feb 2024 – The Indian Institute of Management, Jammu, is thrilled to announce the much-awaited annual cultural extravaganza, “Empyrean 2024”. Empyrean is the flagship cultural festival of IIM Jammu, celebrated annually to showcase the talents and creativity of students. With a diverse lineup of events spanning music, dance, fashion, comedy, and more, the event aims to inspire, entertain, and unite individuals from all walks of life. Promising three days of astonishing performances, artistic showcases, and engaging activities, Empyrean is set to captivate audiences from March 1st to March 3rd, 2024, at its Jagti campus

Empyrean 2024 boasts a diverse itinerary that promises to cater to all tastes and interests. From captivating musical performances to exhilarating dance battles and thought-provoking competitions, the festival offers something for everyone.

Event Highlights:

- Mesmerizing Kavi Sammelan and Soul-Stirring Band Performances to Kickstart the Festivities
- Enthraling Group Dance Competition and Envie: Fashion Show Showcase Student Talents
- Renowned Playback Singer Ankit Tiwari and EDM Sensations Johnnie Ernest to Perform Live
- Battle of Bands and Performances by Popular Singer Aditi Singh Sharma to Close the Festival on a High Note

Prof. B.S. Sahay, Director, IIM Jammu, mentioned, "*Empyrean 2024 is a celebration of diversity, creativity, and innovation. It's a testament to the vibrant culture of IIM Jammu, where students are encouraged to explore their passions and showcase their talents. We look forward to welcoming everyone to this exhilarating festival.*"

Prof. Jabir Ali, Dean Academics, IIM Jammu, mentioned, "*Empyrean is more than just a festival; it's an embodiment of the spirit of collaboration and camaraderie among our students. It provides a platform for them to express themselves, connect with each other, and celebrate their unique talents. We're excited to witness the energy and enthusiasm that Empyrean 2024 will bring.*"

Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu, mentioned, "*Empyrean 2024 is the culmination of months of hard work, dedication, and creativity from our students' team. It's a celebration of their passion, talent, and collaborative spirit. As Chairperson of Student Affairs, I couldn't be prouder of their efforts, and I'm confident that Empyrean will be an unforgettable experience for everyone involved.*"

Day 1 | March 1, 2024, | Friday

The festivities kick off with a mesmerizing Kavi Sammelan at the Auditorium, featuring renowned poets who will enthrall the audience with their lyrical prowess. Following this, the Main Stage will come alive with a soul-stirring Band Performance, showcasing the musical talents of students, followed by an electrifying set by DJ Muneca, ensuring that attendees dance the night away under the stars.

Day 2 | March 2, 2024 | Saturday

Saturday promises an action-packed lineup, starting with a Group Dance Competition that will showcase the grace, rhythm, and synchronization of talented dance troupes. The fashionistas among us will be treated to Envie: Fashion Show, where students will strut the runway in stunning ensembles. The evening will crescendo with a melodious performance by the renowned playback singer Ankit Tiwari, whose soulful voice promises to stir hearts and evoke emotions. Additionally, the Second Stage will host captivating solo performances in both song and dance categories, highlighting the individual talents of our students.

Day 3 | March 3, 2024 | Sunday

The grand finale of Empyrean 2024 features the highly anticipated Battle of Bands, where talented musicians will vie for the title of the ultimate musical maestros. Following this, the Main Stage will come alive with performances by playback singer Aditi Singh Sharma, whose versatile voice transcends genres, and EDM sensations Johnnie Ernest & Lera Nova, who will close the festival with an exhilarating performance that will have attendees dancing into the night. The Second Stage will continue to showcase talent with Empyrean's Got Talent and the final round of LaughCraft, ensuring laughter and entertainment till the very end.

Additional Attractions:

- IPL Auction 2.0, Offline Speed Dating, Netflix Name Game, and More Interactive Events
- Rap Battle, Bollywood Antakshari, Paper Dance, and Other Engaging Activities in the Open Area

In addition to the main events, Empyrean offers a plethora of engaging activities throughout the festival. Attendees can participate in IPL Auction 2.0, Offline speed dating, Netflix Name Game, and various other interactive events hosted in the classrooms. The Open Area will feature activities like Rap Battle, Bollywood Antakshari, Paper Dance, and more, ensuring non-stop entertainment for all.

Empyrean serves as a platform for students to showcase their talents, foster creativity, and forge lasting connections. It embodies the spirit of celebration and camaraderie, bringing together individuals from diverse backgrounds to celebrate the richness of Indian culture and creativity. Join us for three days of talent, creativity, and celebration as we showcase the richness of Indian culture and creativity. Don't miss out on this unforgettable event! The event is coordinated by the student team along with Student Affairs Office.

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