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musicians with Asian heritage

# FAMILY OF EAST

Family of East aims to redefine and expand the role of Asian identities in the Western creative world. The platform features a curated directory of musicians, DJs, producers, and presenters from the 48 diverse countries of Asia, connecting them with a wide range of opportunities, from festivals and venues to collaborations and beyond.

While the cultures of the East are wonderfully diverse, many share similar experiences growing up in the West. **The platform is designed to empower and showcase the extraordinary talent of artists with Eastern roots, whilst creating a space to connect and collaborate.**

The initiative began as Shana G (presenter, DJ and producer) and Noé Solange (electronic musician, music producer, singer-songwriter) were establishing their own music careers. **They found that Asian representation was few and far between on lineups and decided to address this gap.** Shana and Noé believe that the key to change comes from building an easily accessible

directory rather than relying on promoters to seek out the talent. The mission is to create a world where Asian identities are not just included but are central to the creative narrative, inspiring future generations and breaking down barriers.

**Creatives are invited to submit their details, which will be used to create a profile with their portfolio, social media and work.** These profiles will be available to share with industry professionals to highlight their talent and generate new opportunities.

[Find out more here](#)

**WEBSITE**

[HTTPS://FAMILYOFEAST.COM](https://familyofeast.com)

**COUNTRY**

ASIA

**THEMES**

CREATIVE INDUSTRIES CULTURAL MANAGEMENT PROFESSIONAL DEVELOPMENT

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**ABOUT ASEF CULTURE360**

[culture360.asef.org](https://culture360.asef.org) brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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