

**Thailand Happiness Music Festival set to celebrate Thai cultural heritage**  
Wednesday 29 October, 2014



**Bangkok, 29 October, 2014** – The Thailand Happiness Music Festival is set to celebrate one of the kingdom's most significant cultural heritages from 31 October to 1 November, 2014, at the Ayutthaya Tourist Centre in Ayutthaya province.

The Thailand Happiness Music Festival is set to become the centre stage for traditional Thai music from all four regions of Thailand, each featuring the unique musical elements that are influenced by a number of cultures.

Mr. Thawatchai Arunyik, Governor of the Tourism Authority of Thailand (TAT) said, “This is a one-of-a-kind festival. It is sure to mesmerise visitors with extraordinary live performances of traditional Thai music, which is pleasant to the ear with its rhythmic tinkling sound. It also emphasises the priceless treasures of Thailand – the people, the culture and society.”



Thai musician masters from the North, Central Region, Northeast and South will showcase in a live exhibition all kinds of unique musical instruments (plucked, bowed string, percussion and woodwind instruments); such as, *so-duang*, *so-u*, *ranat*, *pi*, *cha-khe*, *Khaen*, *Pong Lang* and *Klong*.

The Festival is scheduled to take place from 16.00-22.00 hrs. Other highlights include a nightly spectacular performance by more than 100 performers showcasing the characters of traditional Thai music from four regions of Thailand, followed by a contemporary music performance and a Thai country music concert or a Thai *Likay* folk drama. The nightly performances start from 18.00 hrs.



See more at: <http://www.tatnews.org/thailand-happiness-music-festival-set-to-celebrate-thai-cultural-heritage/>

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