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AR Rahman Unveils AI-Driven Metaverse Project 'Secret Mountain'

July 28, 2025

— Categories: General News



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In a bold stride blending traditional music and advanced technology, celebrated Indian composer A.R. Rahman has introduced *Secret Mountain*, an artificial intelligence (AI)-powered musical metaverse. The initiative aims to empower Indian creators and deliver a futuristic, immersive musical experience, with support from OpenAI Chief Executive Officer (CEO) Sam Altman and Perplexity AI co-founder Aravind Srinivas.

The *Secret Mountain* project introduces a virtual realm filled with diverse digital characters representing cultures from across the globe, including India, China, Ireland, and Africa. Each character is designed with a distinct musical identity, forming a “Meta Band” that symbolizes unity through artistic expression. The central narrative follows Luna, a young woman escaping the noise of a tech-saturated world, who stumbles upon this mystical land of music and imagination. The storyline, layered with fantasy and mythology, is paired with AI-enhanced storytelling to create a one-of-a-kind user experience.

Conceived by Good Fellas Studio and Qyuki Digital Media, *Secret Mountain* premiered through a YouTube teaser on February 14, 2024. The video introduced the project’s characters and core concept: merging immersive entertainment with creative collaboration. Through this initiative, Rahman and his collaborators hope to set a new standard in music and digital storytelling by using AI as a tool, not a replacement, for creative minds.

In July 2025, Rahman met with OpenAI’s Sam Altman in San Francisco to discuss the project’s vision and how it could serve Indian talent. Posting about the meeting on social media, Rahman emphasized the importance of giving Indian creators access to global tools and opportunities, stating that AI can solve generational challenges while maintaining the human touch that defines great art.

The project represents a significant advancement in how culture and technology can intersect without erasing traditional values. Rather than disrupting artistry, *Secret Mountain* aims to enhance it, using machine learning and AI-generated compositions to explore new frontiers in music while maintaining authenticity and artistic control.

At a time when the entertainment industry is rapidly evolving, Rahman’s initiative showcases how technology can be aligned with cultural values and used to celebrate diversity, talent, and creativity. As more creators look toward AI for support rather than competition, *Secret Mountain* may very well set the benchmark for the next generation of digital artistry rooted in heritage and innovation.