

SHRUTI SWAMINATHAN | FREELANCE WRITER

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BIOGRAPHY

Raised in the bursting-at-the-seams cultural explosion that is Mumbai, India, I am a freelance writer currently based in Seattle, Washington. I graduated from the University of Madras with a bachelor's degree in Visual Communication, where I majored in filmmaking with a minor in advertising strategy, following which I became the youngest student accepted into the MFA in Screenwriting program at the University of California, Los Angeles. I am a voracious consumer of narrative and non-narrative content and am particularly enthralled by copywriting for marketing purposes. My screenwriting knowledge and research experience makes me particularly skillful at getting to the core of any subject and presenting it in a succinct, yet engaging fashion. As a creative engaged in digital and marketing trends, I am looking to create engaging copy irrespective of industry.

WRITING SAMPLE: I

CLIENT: Limited Edition, Chennai, India

BRAND: Studio Tara Jewellery Designers

FORMAT: Website Content – Brand Identity

LINK: To be launched March 2018

SAMPLE:

IDENTITY

Fearless, matchless, timeless - founded by Bharathi Raviprakash and her passion for precious stones, Studio Tara jewellery is the perfect complement for the twenty-first century woman. Our dramatic designs weave together enigmatic gemstones with contemporary artistry to create metallic poetry that will speak to every modern Indian woman.

Every piece of our fine jewellery tells a story of time through our ethereal gemstones, handpicked to highlight their natural beauty. Inspired by the audacious women who can, and *do* have it all, our approach to design features delicate craftsmanship in radical settings that revolutionizes the meaning of grace and feminine power, fitting in perfectly in a board room, a family gathering, or over cocktails with friends.

Within each of these eternal possessions is a tale of raw magic and potential.

This is Studio Tara.

This is you.

BHARATHI RAVIPRAKASH

The brainchild of Bharathi Raviprakash, Studio Tara is an ode to her muse, gemstones. Her love for precious stones and their natural power is reflected within each signature piece. Her keen eye for detail, her love of design, and her endless capacity to surprise has gained her a dedicated following and keeps her patrons coming back for more. Her artistic vision unearths inspiration from the most unlikely places - from broomsticks, to fire and even pebbles - to create offbeat, one-of-a-kind designs that are impossible to find elsewhere.

With an accreditation as a Jewellery Professional at the gemological institute, GIA in London, Bharathi's command over her material is unparalleled. Her style is iconic; with every piece created entirely by her - from the sourcing of the gemstones to the design and the final product - her artistic touch is unmistakable.

Bharathi's travels over the years have armed her with a diverse range of experiences, which she expertly applies to her craft. With every new collection, she manages to transport you through time and space - not unlike the constellations her studio is named after. Every design enhances the mystery of the gemstones nestled within and ensures that women from every walk of life can find a piece that resonates with them.

WRITING SAMPLE: II

CLIENT: Limited Edition, Chennai, India

BRAND: Studio Tara Jewelry Designers

FORMAT: Website Content – Jewelry Collection Descriptions

LINK: To be launched March 2018

SAMPLE:

MULINO

As the sun sets over Tuscany and Umbria, old whimsical windmills sitting atop the lush hills set off soft shadows against the gilded skies – a sight to behold and the inspiration behind this latest collection. Intended as lightweight, everyday-wear, Mulino has a wide range of intricately worked earrings, rings, bracelets, bangles, and neckpieces in 18 karat gold and rose gold. [Read more...] This versatile collection keeps in mind the average modern young woman who looks for simplicity and style, with its distinct geometric designs simultaneously evoking stability and dynamism. These classy pieces will be the perfect accompaniment to wear to work, and even after work. This unique combination of gold, the most traditional of metals, with modern designs evokes the feeling of watching the relatively modern windmills casting their long shadows on the ancient, immovable hills of Italia.

FRUTTI DI BOSCO

Inspired by the clusters of wild berries that frame the pathways along the Italian countryside, Frutti di Bosco is a playful collection featuring matching earrings, rings, pendants and bracelets. Using coloured stones set within exquisite designs, the collection is perfect to add a dash of pizzazz to any outfit. [Read More...]

This vibrant collection is all about infusing fun into everyday and special occasions. The brightly coloured stones paired with simple metal bands ensure that the inherent beauty of the stones is never overpowered. It is perfect for fun-loving, adventurous women who are unafraid of adding drama and flair to their style and carry it off with elan. This interpretation of the shapes and diversity of Italian wild berries bring in the quaint, quirky charm of the Italian countryside into everyday adornments.

DALI

Inspired by the great Italian surrealist artist Salvador Dalí, this collection pays homage to his gift of eclecticism and innovation by introducing a whole new material, “corian,” into jewellery for the first time. This ambitious collection focusses on adding volume to jewellery through exquisite and unique settings that are sure to enhance the beauty of the wearer. [Read More...]

This ethereal collection is Studio Tara’s biggest line yet. The ingenious corian setting adds to the inherent mystery of the gemstones, making them sparkle and dance with newfound life. These show-stopping pieces are ideal for making heads turn with their brilliant hues and eye-catching contrasts. Dalí’s avant-garde surrealism finds its perfect companion in this collection pieces that infuses magnificent statement jewellery with revolutionary artistic vision.

WRITING SAMPLE: III

CLIENT: Limited Edition, Chennai, India

BRAND: Studio Tara Jewelry Designers

FORMAT: Product Descriptions

LINK: To be launched March 2018

SAMPLE:

- *Ruby and Gold Crown on Black Corian Ring*

“Three rows of deep and captivating rubies are framed by 18 karat yellow gold set into a statement-making black corian ring, imbuing them with an otherworldly style.”

- *Multicolor Sapphire and Gold Black Corian Orb Earrings*

“Multicolored Sapphire stones nestled within 18-karat yellow gold frames dot two black corian orbs to create playful and dramatic earrings for the modern age.”

- *Multicolor Sapphire and White Corian Pendant*

“Two black corian orbs inlaid with multicolored sapphire stones at the end of fine, 18-karat gold threads create the pendant to a classic gold chain, combining simplicity with an offbeat charm.”

WRITING SAMPLE: IV

CLIENT: Sampradaya Performing Arts, Dallas TX

FORMAT: Recorded announcements for a dance-tribute production honoring the life and birth centenary of Indian musician M.S Subbulakshmi

SAMPLE:

(these announcements were interspersed with dance pieces choreographed to her music)

Born Madurai Shanmukhavadiyu Subbulakshmi into a *devadasi* household, MS was raised in an environment of music, dance, and the arts. Her mother, Shankmukavadiver Ammal was a veena player and a regular stage performer. At the tender age of eleven, MS gave her first public performance in the Rockfort temple in Trichy. Within the 100-pillar hall of that ancient temple were the small beginnings of the singer who would go on to become a towering pillar of Indian music. In 1933, at sixteen years of age, MS moved from Madurai to Madras to broaden her scope of performance. Her first public performance was in the December season at that same year, organized by the Indian Fine Arts Society. Their rival, and ostensibly the most prestigious organization, The Music Academy, did not feature her. The Music Academy was highly discriminating at the time, and it wasn't until two years later, after she had proven her mettle, that the Academy rewrote history and allowed a woman to perform as part of their December music season. Even *The Hindu's* most biting critic, KV Ramachandran, could not stop praising MS. MS had moved on from baby steps.

The turning point in MS's life came when she was cast as Meera in the eponymous 1945 film. Her husband and her greatest champion, T. Sadasivam, had dreamt of taking MS's music to the common man. After much discussion with several friends, including Kalki, MS herself chose the devotional tale of Meera. To prepare for the role, MS travelled to all the places where Meera had wandered in search of Krishna and worship at all the temples Meera had worshipped at. The film was a critical success, and was remade in Hindi in 1947, catapulting MS into national and international prominence, gaining admirers like Pandit Jawaharlal Nehru, Sarojini Naidu, and Mahatma Gandhi.

In 1966, MS Subbulakshmi was scheduled to give a special concert at the United Nations. The day before to this, the most important concert in her life, MS woke up to find her voice gone. Her throat had given up in the cold weather. Her daughter and accompanist, Radha, was beside herself with worry. This was to be the pinnacle of MS's success. But MS stayed calm. She told Radha that she was going to spend all day meditating. She prayed for guidance and for help from her spiritual mentor, His Holiness Chandrasekharendra Saraswathi right up until the time came for her to go down to the concert hall. As she opened her mouth to sing the opening song, she knew her prayers had been answered. Her emotional rendition of the ballad for global peace, *Maithreem Bhajatha* – written by Jagathguru Chandrasekharendra Saraswathi and given to MS for this very occasion – is, till date, one of her best performances.

FORMAT: Film Structure Analysis

SUBJECT: Cloud Atlas (2014)

SAMPLE:

Cloud Atlas is an epic story of love, kindness, and the circle of life. It is the story of how our actions in the present resonate for years to come, and how our lives are bound to others not just at this point, but in the future. The movie deals with this overarching subject by exploring the lives of six groups of people over six eras – through the Pacific Journal of Adam Ewing, the letters by Robert Frobisher to Rufus Sixsmith, Half-Lives – A Louisa Rey mystery, The ghastly ordeals of Timothy Cavendish, Revelations of Sonmi-451 and the story being told by Zachry to his grandchildren. Each story, while being physically connected through books, letters and stories, is also inexorably linked to the other by a bond of compassion and human suffering. While they don't realise it then, by their effort to challenge the existing social order, they inspire each other. Adam's Journal keeps Frobisher company and gives him the courage to complete his composition. Frobisher's letters and music inspire Louisa to fight for a man she barely knows. Louisa's story inspires Cavendish to go against the establishment, who in turn powers Sonmi to refuse being subjected to 'criminal abuse'. Sonmi comes to be revered as a Goddess, whose revelations become the tenets that the valleyfolk live by.

'There is a natural order to this world, and those who try to upend it do not fare well.' Each story begins with a description of the world it is set in, a world with a pre-existing social order. From slavery at the time of Adam Ewing, to 'replicants' serving 'consumers' (purebloods) in 2144 – every human era has one social order – the strong rule over the weak. Even in the years after The Fall, the Meronyms are considered a higher social order over the valley folk, which live in fear of the cannibal tribes, the Kona. (Not surprisingly, in this story, the more advanced race are dark-skinned, reflecting the idea of circle of life.) The Hero in each story, in the beginning, understands this 'natural order' and complies with it, quelling all internal doubts. Adam Ewing pretends to understand the 'natural order' of slavery in spite of being uncomfortable with the idea. The rebel, outcaste musician, Robert Frobisher understands the laws of his society that is governed by reputation and does not approve of his sexual orientation. He knows that the only way for him to gain credit is to work with a master musician. Louisa Rey lives in an era where her sex resigns her to report for gossip magazines instead of serious journalistic work. Timothy Cavendish is forced into Aurora House, where age and strength are all against him – is they were in the outside world as well. Sonmi-451 understands the governing catechisms of the replicants' lives and is an ideal server at Papa Song's. Zachry, tormented by the devil and terrified of the Kona, allows his brother in law to die at their hands.

'Just trying to understand why we keep making the same mistakes, over and over.' All the characters realise fundamentally the uneven balance of power. But they are all reluctant to be the catalyst for that change. They have a seed of compassion, however, that leads them to the inevitable trap. Adam saves Autua and allows him to hide in his storage cabin with him, thus forging a forbidden friendship between a white man and a black slave. Robert begins work on his own composition, braving the future and a potentially harsh society. Louisa decides to explore the mystery surrounding Sixsmith's death in spite of knowing that this mystery was probably the cause. Cavendish decides to join the alliance with some other inmates and makes plans to escape.

Sonmi-451 does not report her friend's transgressions as a replicant and instead keeps them a secret. Zachry offers to take Meronym to the mountains even though he believes the devil lives there, so that she would save his niece.

'The weak are meat, and the strong do eat.' Eventually, they all find themselves trapped between their own actions and the social order, where the strong hold power. Adam is trapped between his act of compassion and the men on board, as well as his friend, Dr. Goose. Similarly, when Vyvyan forces Frobisher to allow him to take primary credit for the Cloud Atlas Sextet, Frobisher is trapped between his dream and his reputation in society. Louisa is trapped between the need to expose the dangerous truth behind the Swanke project and her life. Cavendish is trapped within Aurora House due to his former misdeeds and by the dictatorial staff. Sonmi-451 is trapped between staying behind and getting discovered, or escaping to the outside world illegally. Zachry is trapped between his fear of the devil and his curiosity and promise to Meronym.

'I am not genomed to alter reality.' – *'No revolutionary ever was.'* Through reading and knowing of each other's travails, our heroes begin to question the so-called natural order. They realise the innate cruelty within the order, the skewed reality and misconceptions that abound. They begin to face and conquer their fears. The creation of an order has been an oft-repeated mistake over generations, but if the order had changed before, it surely could change now. Adam's life is saved from the clutches of the man he considered a friend by the slave Autua, changing his perceptions of the man he considered barbaric. Frobisher accidentally shoots Vyvyan and runs away with his composition, finishing it alone in a hotel room. Louisa overcomes the attempts on her life and goes in search of Sixsmith's niece. Cavendish, along with his mates, plans and executes his escape from Aurora House. Sonmi, having realised the cruel nature of her existence, decides to reveal the truth and to lead the revolution. Zachry overcomes his fear of the devil and the cannibals, fighting and killing them in the woods.

'What is an ocean, but a multitude of drops?' Each hero understands that his actions alone may never make a dent, but even if it affects all but one other person, their act of rebellion will not be in vain. Adam knows he alone cannot end slavery, but his action will count towards it. Frobisher knows that many may not hear his music, 'I'm a spent firework, but at least I have been a firework'. Louisa knows that her attempts may kill her, but also that if she did not try, thousands would be killed. Cavendish knows he can never go back to the city, but now understands that 'it is attitude, not years, that condemns one to the ranks of the undead.' Sonmi knows her mission is bound to fail and people may not believe her truth, but someone already does. Zachry is aware that Meronym's call for help may never be answered by the offshore colonies, but he moves with her for a better life and future and away from what remains of his home.