



Press Kit

LOGLINE

Spector expects an ordinary life until a quarreling couple from another era refuses to leave him alone, pulling him into a problem that has survived far longer than either of them expected.

DIRECTOR'S STATEMENT

Unrestrained power over others distorts character so deeply that hubris can remain long after the power ceases to exist. I have always been intrigued by what remains of a person once power, position, and status disappear. Political Power lets them coerce others, demand loyalty, disregard compassion, and surround themselves with sycophants, while regarding their own judgment as absolute and themselves as indispensable and indestructible. So, what happens when the power and the position are gone, and nobody is around? Does remorse finally emerge, or do they marinate in their old habits?

Every Time I Look grew from the question. Because the subject carries political friction, I chose to explore it through humor and satire, which can expose vanity, arrogance, and self-importance in ways seriousness sometimes cannot. I turned to history, which I have always loved, for the setting. History books often remember the powerful through victories and consequences but seldom talk about the person once out of power, and where they may finally have to confront themselves.

The question here is: *Can someone who spent a lifetime imposing their will on others ever see themselves and the consequences clearly?*

ABOUT THE FILMMAKER

Srikanth Devarajan is a composer, producer, author, educator, technologist, and filmmaker with more than three decades of experience across music, storytelling, and technology. He founded Studio1234 in 1997 and has spent more than 35 years composing and producing music for films, theater, original albums, independent releases, and commissioned projects. His work spans composition, recording, production, sound, and final delivery.

His interest in storytelling expanded into fiction with his science-fiction novel, *The Monark: Part 1 – The Breach*. Set in a future shaped by AI, the story explores power, autonomy, technology, and the human choices that remain when machines become increasingly capable.



Alongside his creative career, Srikanth has spent more than three decades in software technology, with much of his recent work focused on artificial intelligence. That intersection led to Genematix, an AI-accelerated media production studio built around the evolution of visual storytelling. Srikanth sees generative AI as the next major shift in visual storytelling, opening ambitious filmmaking to independent creators beyond the limits of cost and production scale. He believes the medium is developing its own visual grammar while keeping authorship and direction with the filmmaker.

Every Time I Look brings those different parts of his career together through writing, filmmaking, original music, sound, technology, and AI-assisted production. His creative work has been recognized by the Governor of Maryland and featured by *The Washington Post*, NPR, BBC, and *The Baltimore Times*.

[Website](#) | [YouTube](#) | [Instagram](#) | [LinkedIn](#) | [Spotify](#) | [Apple Music](#) | [Genematix](#)

CONTACT

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STUDIO1234 & GENEMATIX PRESENT **"EVERY TIME I LOOK"**

A FILM BY **SRIKANTH DEVARAJAN**

EDITING **ZEN AND PAUL** SOUND DESIGN **MARVAN**

ORIGINAL SCORE **SRIKANTH DEVARAJAN** SOUND ENGINEERING **ALESSANDRO CONTI & SRIKANTH DEVARAJAN**

RECORDED AND MIXED AT **STUDIO1234** PRODUCED BY **STUDIO1234 & GENEMATIX**

WRITTEN AND DIRECTED BY **SRIKANTH DEVARAJAN**



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