

Anushka

In the world of fashion and beauty photography¹, **Anushka Menon** is a name that would ring a bell to many². Spending many years on the other side of the console curating, organizing, and attending gigs, Menon is not a stranger to the independent music scene. Although Anushka excels in roles behind the scenes, her transition to the spotlight as a DJ was a natural progression³. The move broadened her music sensibilities as she immersed herself in Dj'ing alongside having a full-time career as a photographer- both mostly male-dominated professions.

Her career as a DJ began with the inception of the duo, **Anushka + Agent**, along with **Smita Singh**. Her sets go beyond Breaks and Drum and Bass and seep into genres like Electro, Leftfield House and Techno. Anushka's DJ sets layer bass-heavy and edgy breaks ultimately ensconced in a darker, moody veneer. She embraces a variety of styles in her sets and has become an icon of edginess- creating music interwoven with keen fashion sense, that is fresh, authentic, and driven by dance. Anushka's most significant motive as a DJ is to make sure that the audience has a good time. Her sets are known to be audience-centric and have an aspect of fluidity in genres from beginning to finish⁴.

She stepped into the world of music production in 2019 with the release of **Falling**. Falling has mesmerizing vocals by Anushka, aided with a dreamy sound structure; the track is a magical take on rebirth and resurrection of oneself. Falling was released on all digital platforms and shot as a [music video](#) featuring herself, and was broadcasted by **VH1 India**.

Globally Anushka has several key shows under her belt – including opening for **ARCA** at the **GUCCI WOM Night** and informal sets on the **Cheeky Iguana** at the **Burning Man Festival** (Nevada, USA). In India, she has been part of major music festivals such as **VH1 Supersonic**, **Ctrl Alt Dance**, **Future Rising**, **Bass Camp Festival 2019**, **NH7 Weekender** and **Terminal 1 2020**, to name a few.

Social media and Music Platforms



¹ **Street Style Spotlight**. "The Style Evolution of: Anushka Menon". <http://sssmagazine.com/2017/01/the-style-evolution-of-anushka-nadia-menon/>

² **Verve Magazine**. "The Shutter Stopper". <https://www.vervemagazine.in/people/anushka-menon-rose-code>

³ **Kaltblut Magazine**. Miranda, Jessica. "Machine love: An Interview with Anushka + Agent." <https://www.kaltblut-magazine.com/machine-love-an-interview-with-anushka-agent/>

⁴ **Kaltblut Magazine**. Miranda, Jessica. "Machine love: An Interview with Anushka + Agent." <https://www.kaltblut-magazine.com/machine-love-an-interview-with-anushka-agent/>