

In this fifth instalment of The Straits Times' nine-part daily Taylor Swift infographic series, correspondent **Yamini Chinnuswamy** and executive artist **Billy Ker** explore the 34-year-old American pop star's sixth album. This is ahead of The Eras Tour in Singapore from March 2 to 9, named for the different musical "eras" of her career

SPEAK NOW

reputation (2017)

TAYLOR'S DIARY

May 2017

It is reported that Swift has been quietly dating British actor Joe Alwyn "for months".

In a television interview, American pop star Katy Perry confirms that rumours of a dispute between her and Swift are real. It has long been an open secret that Swift's *Bad Blood* (2015) was written after a private spat between them. "She started it and it's time for her to finish it," says Perry.

June 2017

Swift's catalogue returns to Spotify's music streaming service after a nearly three-year absence – most likely because streaming had become an unavoidable part of the music industry by this point.

August 2017



Fans and the wider world notice that Swift has suddenly emptied out her social media accounts (above) with no explanation. It is an unexpected move for the singer, who has always had a strong online presence – being active on services such as Tumblr and MySpace.

But the blackout means that the world is watching when Swift drops her comeback track: *Look What You Made Me Do*. In the song, she sings about vengeance and rising from the ashes of social media cancellation.

Her new approach to social media also heralds a sea change in the wider media landscape, with Swift – and other celebrities and brands – now viewing it as a marketing tool rather than a digital town hall.

Also in August, Swift defends herself in a Denver court in a lawsuit filed against her by a man called David Mueller, a former radio DJ. He had met Swift during a pre-concert meet-and-greet in Denver, Colorado, in 2013. She had posed for a photo with him and his girlfriend. But immediately, she reported to her mother and staff: "Mum, (that) guy just grabbed my a** in the meet-and-greet." Mueller was booted from the concert and subsequently let go from his job.

He sues Swift for US\$3 million in lost income, and she counter-sues for battery and assault. By the end of the week-long trial, the judge dismisses Mueller's suit.

A jury rules in favour of Swift's counter-suit, awarding her a symbolic US\$1 in damages – the amount she had sought.

December 2017

Swift appears on the cover of *Time* magazine's Person of the Year issue (right), as part of the Silence Breakers – individuals who helped the #MeToo movement gain traction by speaking out.



May 2018

The Reputation Stadium Tour kicks off in Glendale, Arizona. Swift elevates her live music experience, performing only at large-capacity stadiums around the world.

To date, it is the fifth-highest-grossing female concert tour of all time, chalking up US\$356 million.

A year after confirming their spat, Perry and Swift seem to have buried the hatchet, with Swift thanking Perry for sending her a literal olive branch.

October 2018

Swift wins big at the American Music Awards (AMA) in Los Angeles (right), scoring four trophies. With these wins, her AMA tally hits 23 – officially making her the most-decorated female artiste in the awards' history.



Swift makes her first political statement. She endorses two candidates from the Democratic Party of the United States. It reportedly led to more than 160,000 people registering to vote.

November 2018

Swift officially bows out from her record company, Big Machine, which she signed with in 2005 at age 15.

She inks a new deal with Republic Records. Notably, she will own the master recordings for any music she makes under the new deal.

The Reputation Stadium Tour (below) comes to an end in November.



AT A GLANCE

- 6th album, released in November 2017
- 4.5 million copies sold worldwide
- 2nd best-selling album of 2017, after Ed Sheeran's *÷* (*Divide*)

LINER NOTES

- With *Reputation*, Swift kicks her "good girl" image out the door.
- There are many references to her conflict with American rapper Kanye West, which began in 2009 and came to a head in 2016. In *This Is Why We Can't Have Nice Things*, Swift sings: "Friends don't try to trick you, (or) get you on the phone and mind-twist you."
- The album also touches on Swift's "cancellation" by the Internet in 2016. This occurred after West's wife, American reality TV star Kim Kardashian, posted a video that purportedly showed that Swift was a liar. Swift sings on *I Did*



WE NEVER GO OUT OF STYLE

- Dark side**
In line with her darker and edgier image, the album cover features a monochrome palette and a Gothic font for the title, along with imagery of newspaper clippings.

Something Bad: "They're burning all the witches, even if you aren't one. They (have) got their pitchforks and proof, their receipts and reasons."

And while she has begun alluding to adult sexuality with her previous album *1989* (2014), *Reputation* sees Swift make her first overt references. For instance, the track *Dress* includes the line: "Only bought this dress so you could take it off."

In between the meditations on social media cancellation and embracing one's flaws, *Reputation* also proves to be a surprisingly romantic album. Tracks such as *Call It What You Want* and *New Year's Day* showcase Swift's intimate reflections on love and romance.



- Bumpy ride**
Fans embrace the idea of a getaway car, as used in the track *Getaway Car*. Many have presumed the song to be a chronicle of Swift's doomed dalliance with British actor Tom Hiddleston in the summer of 2016. As she sings, "nothin' good starts in a getaway car".

- Biting back**
In summer 2016, social media users followed the lead of socialite Kardashian in using a snake emoji to refer to Swift and brand her a liar. Swift reclaims the reptile imagery in various *Reputation* paraphernalia, such as a giant inflatable snake prop that takes the stage during her concert tour.

ASSEMBLE YOUR OWN POSTER

This is the fifth of a nine-part infographic that will be published daily until Feb 25. Combine all nine pages to create your own mosaic poster of Taylor Swift. Or stand a chance to win a limited-edition collectible poster. **Find out more:** str.sg/TSwift

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