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

April to July 2020

Unknown to all but a select few, Swift secretly begins recording Folklore. She works remotely from her home in Los Angeles while her producers (below from left) Aaron Dessner and Jack Antonoff operate from their bases in Hudson Valley and New York City respectively.

The music video for Swift's song Lover, released on its first day, was met with overwhelming positivity and suddenly swifts are a global phenomenon.

In November, Swift announces the new album on the morning of July 23, giving fans just hours to prepare themselves for the drop. The album, titled Folklore, drops on July 24.

In May, Swift condenses the then United States President Donald Trump for "stoking the fires of white supremacy and racism." She writes on Twitter, now known as X.

August to October 2020

In private, Swift continues to quietly record Music with Dessner.

X In the public, she continues her social media criticism of Trump, who announced on May 27 that he will not attend the US presidential election in November. In July, she gives her followers "Donald Trump insensitivity leadership gravity, warned the crisis that we are in, and he is now taking advantage of it to subvert and destroy our right to vote and would not implement a bailout if the 'ole Whitey' vote early."

These political statements are a stark contrast to her stance in 2012, when she said in a television interview, "It's my right to vote, but it's not my right to tell other people what to do."

In October, she declares her support for Joe Biden and Kamala Harris – then the US Democratic Party candidates running for president and vice-president respectively – by showing off cookies decorated with their campaign logo.

December 2020

Just as the start of the Folklore era is unexpected and sudden, so is its end. On the morning of Dec 18, Swift drops a bombshell announcement – she is releasing yet another new album, Evermore, her third in less than two years.

Swifties do not do away with biographical storytelling altogether. The haunting ballad My Tears Rococco sets the tone of a messy divorce to express her feelings about her bitter 2018–2020 break-up with her former record label, Big Machine.

She also lets loose with explicit language on this record, making her first to carry an explicit content label. It starts as early as the first line of the first track, "The 1. I'm doing good, I'm on some new s***."

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Eagle-eyed fans studying the liner notes of Folklore notice a mysterious tattoo on the song’s cover art that is the top February 2012 interview.

These experiments culminate in a trilogy of songs that she calls the "Teenage Love Triangle: Cardigan, August and Betty." Some of the fictional teenagers in these songs are named after the children of Swift's closest celebrity friends, such as Hollywood couple Blake Lively and Ryan Reynolds kids, James, Betty and Inez.

Notable releases on Folklore: The Long Pond Studio Sessions streaming service. This documentary concert film was then joined Antoonoff and Dessner at the latter's recording studio in an isolated, forested part of upstate New York.

Also in November, Swift teams up with Paul McCartney on the cover story, the pair discuss making albums in quarantine, among other things.