

roots & stories
MEDIA

ROOTS AND STORIES

Curating Stories Through Experiences

WHO WE ARE

Roots & Stories is an experience-led community and storytelling brand that curates meaningful gatherings across culture, celebration, creativity, sport, and conversation.

We design experiences that go beyond formats and industries, bringing people together through thoughtfully curated moments that create connection, presence, and lasting memories.

Beyond physical experiences, Roots & Stories also extends its storytelling into the digital world crafting narratives for brands and communities through creative content, social media storytelling, and collaborative campaigns.

At Roots & Stories, every experience is a story waiting to unfold.

WHAT WE CURATE

We curate experiences across multiple domains, each designed with intention, storytelling, and atmosphere at its core.

Our curated experiences include:

- Art, Craft & Creative Workshops
- Coffee, Food & Culinary Experiences
- Cultural & Festive Celebrations (Holi, Navratri, Qawwali Nights)
- Sports & Competitive Tournaments
- Academic, Leadership & Intellectual Events (MUNs, Conferences)
- Community & Brand Collaborations

Digital & Social Media Experiences:

- Brand storytelling campaigns.
- Social media content creation.
- Influencer collaborations.
- Digital promotion for events & brands.

Regardless of the format, every experience carries the **Roots & Stories** signature, intentional, immersive, and memorable.

WHY ROOTS & STORIES

Roots & Stories is built on the belief that experiences shape communities.

What defines us:

- Curated experiences across industries
- Strong storytelling and thematic design
- Aesthetic-driven environments
- Community-first approach
- Seamless execution with emotional depth

Roots & Stories also extends its storytelling beyond physical experiences into the digital world.

We help brands craft engaging narratives across social platforms through creative content, influencer collaborations, and strategic campaigns that amplify visibility and community engagement.

Our Digital Capabilities:

- Social Media Management
- Creative Content Design
- Instagram Reels & Short-Form Videos
- Campaign Strategy & Launch Support
- Influencer Collaborations • Event Digital Promotion

OUR PARTNERS

Our collaborations span experiential events, brand storytelling, and digital campaigns.

Institutional partners



Brand partners



OUR STORIES SO FAR

Roots & Stories was born from a simple idea that meaningful experiences are created when people are brought together with intention.

Our events span across formats and energies, from quiet, reflective workshops to high-energy community gatherings. While each experience is distinct in form, every story we curate is rooted in the same philosophy: thoughtful design, authentic connection, and moments that stay long after the event ends.

These are some of the stories we've brought to life so far, with many more still being written.

JAPANESE KINTSUGI WORKSHOP

Mindfulness | Art | Community

The Japanese Kintsugi Workshop marked the beginning of Roots & Stories—an experience of stillness, reflection, and creative healing. By repairing broken pottery with gold, participants learned to honor imperfections through mindful creation.

This workshop set the foundation of Roots & Stories: depth over spectacle, intention over noise, and stories meant to be felt, not just told.



PICKLEBALL TOURNAMENT

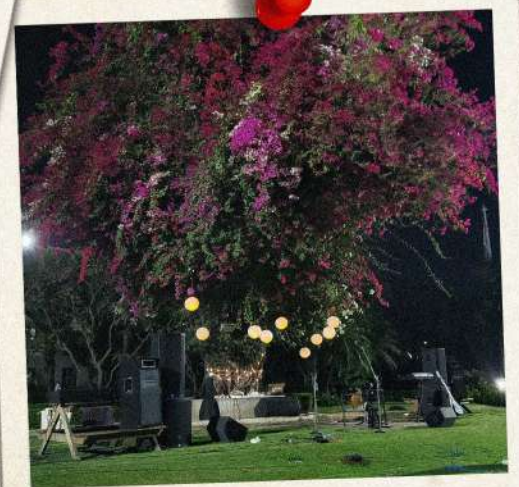
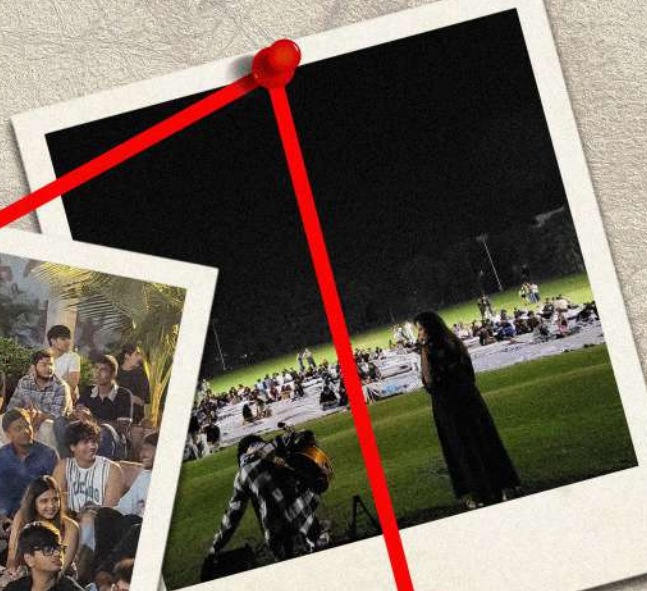
Sport | Community | Brand Collaboration

The Pickleball Tournament marked a shift from quiet introspection to collective momentum, while staying true to the Roots & Stories philosophy of meaningful connection.

Designed as more than a competition, it brought together players, spectators, and brands in a community-driven sporting experience balancing high energy with intention, collaboration, and a strong sense of belonging.



LOVE RAATRI – A NIGHT OF CONVERSATIONS



Love Raatri is a curated speed-meets-social experience designed to spark meaningful connections in a structured yet energetic environment. Through personality-based grouping and timed interaction rounds, participants engage in dynamic conversations across multiple themed zones.

Built around the values of communication, consent, and authentic expression, Love Raatri transforms a simple evening into a vibrant campus social celebration.

LET'S CREATE STORIES TOGETHER.

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This is only the beginning.