VIJAY VISWANATHAN

Theatre Practitioner & Educationalist

VIJAY
VISWANATHAN

Over the years, Vijay has gained expertise in multiple avenues of performing arts. With his vast exposure and experience he switches between them with ease.

- Mentor
- Acting Coach
- Performing Arts Educator
- Director - Theatre
- Producer - Theatre
- Playwright
- Storyteller
- Actor - Theatre & Films
- Corporate Trainer
- Teacher Trainer
- Author
- Performing Arts Entrepreneur

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Vijay Viswanathan spans a career of over 2 decades as a performing arts educationalist, playwright, director, actor and entrepreneur. Students mentored by Vijay are well placed in the media industry with a few of them having received national & internal recognition.

Vijay Sir, as he is often affectionately called, can be described as a "media catalyst". He is an actor, a dancer, a director, a producer, a designer, a media business professional - but most importantly, a mentor, a coach and an educationalist with a cause.

Vijay, recognized his purpose and calling very early in life and showed the courage and conviction to follow them. "If you choose to follow your calling, nature will guide you to your destiny", is his firm belief. His learning path, led him, 'magically' to the tutelage of Padma Bhushan Guru. Smt &
Shri. V P Dhananjayan, under whom he blossomed to be a much sought after male dancer with several national and international performances including working on productions associated with Dr. Bala Murali Krishna, Pandit Hari Prasad Chaurasia, Guru Smt. K . J. Sarasa. Vjiay is also well-versed in kathakali, French ballet and folk dances of India. He has through his journey in performing arts gained immense mastery over various aspects of theatre. These opportunities enabled him to learn the nuances of acting, direction, stage management, lighting & sound.

His search for creative expression led him to explore costume designing with NIFT, Chennai. He won the Best Bridal Wear Designer Award for Marks & Spencer in UK. His love for colours & emotions led him to becoming a costume designer for the films & advertisement films industry. In a short span of 4 years Vijay had costume designed for over 800 advertisement films (National & International Brands) & 25 commercial films.

Coached & Mentored

Vijay established Alchemy in 2002 as South India's 1st Professional School for Acting & Modelling. Since Alchemy's inception, Vijay has coached, mentored and also placed many talents in the performing arts industry. Some of the talents guided by Vijay would include:

- Harish Kalyan (Actor – Films))
- Ananth Ram (Actor & Director – Films & Theatre)
- A. Venkatesh (Actor – Films & Theatre)
- Samantha Ruth Prabhu (Actor – Films (Talent Management))
- Sai Pallavi (Actor Films (Alchemy Kids Theatre))
- Ma Ka Pa Anand (RJ & VJ)
- Siddharth Venugopal (Actor - Films)
- Ramya (Actor – Films & VJ)
- Balaji Mohan (Director – Films)
- Rohan (Actor – Theatre)
- Bhoovarahan (Actor – Theatre)
- Sukanya (Storyteller)
- Rajalakshmi (Screenwriter, Playwright & Voiceover Artist)

Universities & Colleges

Many students mentored by Vijay are also pursuing their higher education in Performing Arts from Universities / Colleges located across the world. To name a few would include:

Tejaswini Vijay
MA. Screen Writing (Whistling Woods International, Mumbai)

Adwitha Araumugham
BA in Acting (Royal Central College of London Speech & Drama)

Abhinav Krishna Balaji
Diploma in Arts Management (NAFA, Singapore)

Mahima Teertha Shankar
BA in Acting (New York Film Academy)

Abhishek Mallapan
Diploma in Film Editing (LV Prasad Film & Television Academy)

Shashank Bhoovarahan
BA In Film Studies (Boston Conservatory)

Yajur Jayendra
Middle & Higher Secondary Schooling (Sylvia Young Theatre School, London)

The Stage
A Firm Calling

The stage has been a second home for Vijay since childhood. As a professional theatre actor, Vijay collaborates with many theatre production companies. To list a few plays where he has played important characters would include:

- Vaadavooran
- Asthiram
- Vyuham
- Narendra
- Ramanujar
- Drishti
- One Degree Second
- Happy Park
- Smile

Playwright & Director

In the role of a playwright & director, Vijay has till date written & directed over 25 plays. To list a few would include:

- The Window
- Where Are We Heading To
- Two Neighbours
- Drishti
- One Degree Second
- Smile
- Stree
- Ranganayaki Yaengae
- Case No: 29/2013
- Lights, Camera, Action
- No, Nikhil Did Not Kill Me
- Diwali Aaj Kal
- Quantom Core
- India – The Rising Nation

Screenwriter & Short Films

As a screenwriter, Vijay has written & directed a few short films and an animated music video. He has to his credit as an actor to have acted in a few commercial films, advertisement films & shortfilms

Screenwriter & Director

- Audience You Matter
- My Country, My Mother
- Read On (Music Video – Animation)

Actor

- Purindhunarvu (Shortfilm)
- Chitram (Shortfilm)
- Kubota Tractors (Advt Film)
- RKG Ghee (Advt Film)

Entrepreneur

Under Vijay's able leadership Alchemy has blosommed into Alchemy Academy of Performing Arts Pvt Ltd with 10 divisions of Alchemy catering to different requirements in the performing arts domain.

- Alchemy – South India's 1st Professional School for Acting & Modelling
- Alchemy Kids Theatre
- Alchemy Youth Theatre
- Alchemy Black Box Studio
- Alchemy Theatre In Education (TIE)
- Alchemy Centre Of Excellence
- Alchemy Theatres
- Alchemy Buzz (Online Magazine)
- Alchemy Online Learning Platform
- O2 Rendezvous With Arts - A Performing Art Series

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Corporate Trainer

Vijay's versatile capability as a trainer has guided many in the corporate work segment. His power packed sessions have helped many corporate teams to enhance their personality & communication skills.

- Club Mahindra Holidays & Resorts
- Tata Consultancy Services
- Britannia
- World Bank
- GRT Hotels & Resorts
- Globus
- Franklin Templeton
- MARG Group of Companies
- Pizza Corner

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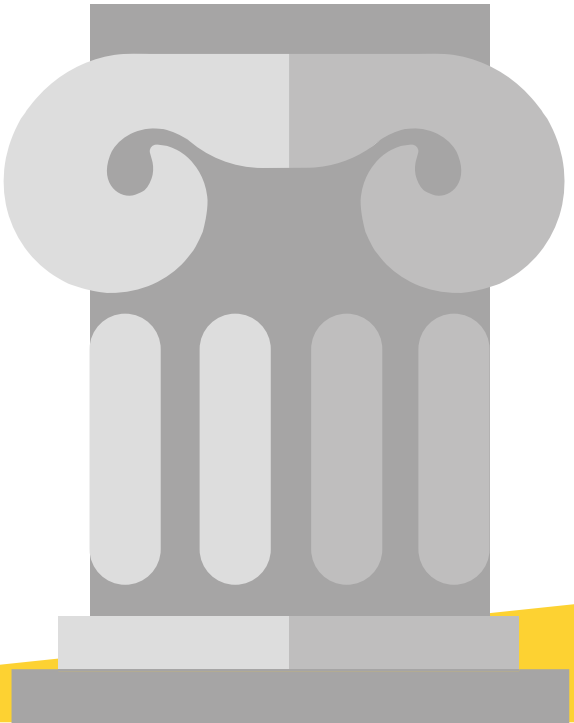
Teacher Trainer

Vijay's unique HAPPY CLASSROOMS teacher training modules have helped teachers across various schools to explore, experiment & develop skills to connect effectively with their students. This has helped in a big way to make classroom effective exploring & learning zones.

- Kendriya Vidyalaya – IIT Chennai
- Vijay Vidhyashram
- Besant Arundale School
- Suddhananda Vidhyalaya
- Vidya Mandir
- Babaji Vidhyashram
- Nazareth College
- Satyabhama University
- Little Millennium
- Vels University



Achievements & Positions Held

Developmental Drama

The Theatre In Education (TIE) curriculum developed by Vijay Viswanathan is followed by many schools in Chennai and few across Tamilnadu

Trinity College London

Alchemy is an accredited examination centre

Alchemy Academy Of Performing Arts

Founder & MD, Creative Head

Babaji Vidhyashram

Head of Department - Performing Arts (Since 2017)

Pondicherry University

Board Of Studies Menber (2020 - 2023)

Youth Service Director

Rotary Club Of Madras Central (2021 - 2022)

Academic Accomplishments

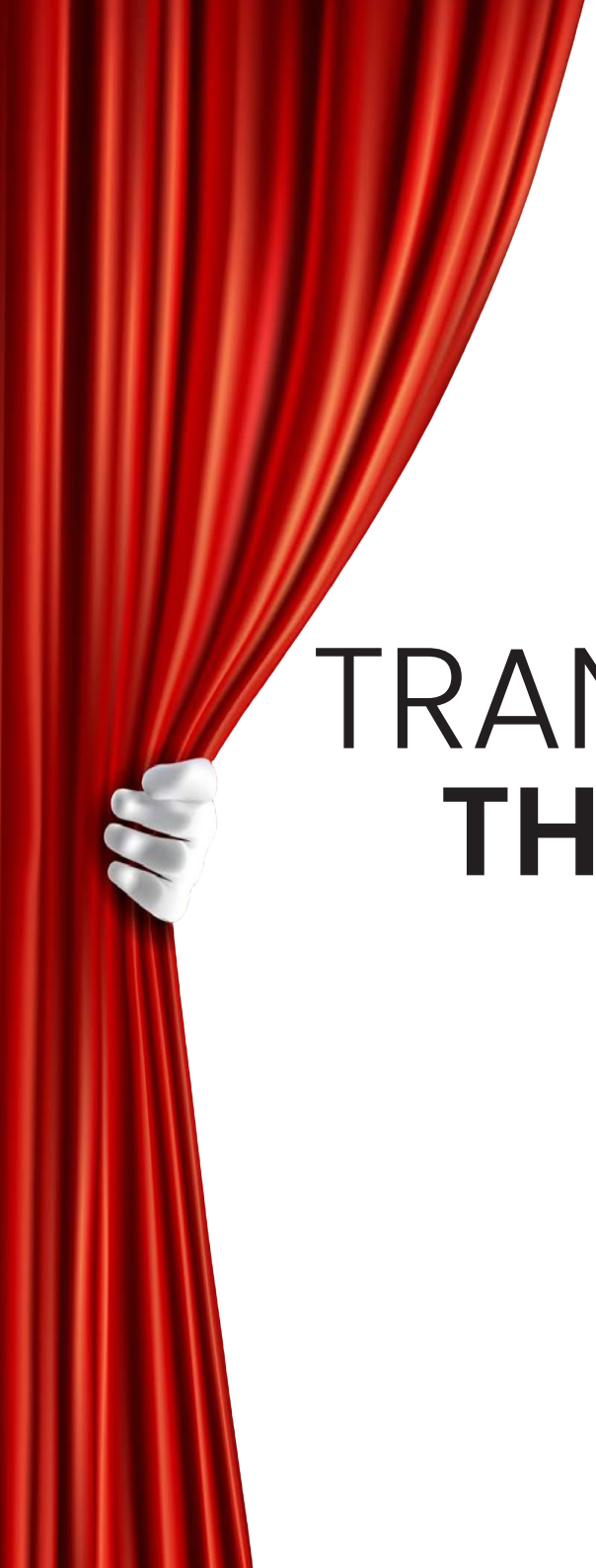
ATCL (Speech & Drama)
Trinity College London

CIDTT
Cambridge University

Bharatnatyam Tutelage
Padma Bhushan Smt & Shri. V. P. Dhananjayan

British Council Certificate
Awarded for effective integration of Performing Arts in Academic Subjects teaching methodology (2022)

DPA International Webinar Paper Presentation
Awarded Certificate for presenting paper in the stream of Theatre In Education (TIE) - Micro Detailing the Importance of Weaving An Effective Curriculum With Progressive Lesson Plans



TRANSFORM
THE THOUGHT
ACTION Will FOLLOW

- Vijay Viswanathan

LINKEDIN

INSTAGRAM

FACEBOOK

YOUTUBE