

Spiral Narrative Manifesto

by Heileny Suárez

For those who dare to dream.

Since I was a little girl, art wasn't just something beautiful to me. It was a lifeline. A way to breathe, to understand, to survive.

Stories weren't just entertainment — they were emotion. They were how I made sense of the world. I didn't just see what was visible. I searched for what was hidden: The rhythm beneath the silence. The symbol behind the scene. To me, cinema and life were always the same: Spiralling, emotional, full of meaning.

When I studied film and graphic design, I quickly realised I didn't fit. My stories didn't follow the formulas. They weren't linear. They didn't chase heroes or climaxes. They moved differently. They spiralled — inwards, outwards, through silence and change. And it wasn't just in the stories I wrote... It was in me.

I'm a Venezuelan woman. A mother. An immigrant. I've lived in the UK for seven years. And during that time, I built Hey Creative Studios from nothing. No team. No investors. No help. Just me — and my son. Working. Learning. Creating. Not because I had the resources. But because I had the vision.

I believed my characters deserved to exist. I believed my voice mattered. I knew I wasn't here to follow the rules — I was here to rewrite them.

Design is my craft. Storytelling is my calling. And one day, after writing over twenty original stories — books, scripts, series — I began to see something.

There was a pattern. A rhythm. A structure that repeated itself — not just in my writing, but in my life. A hidden spiral guiding the emotional journey of every character, every scene, every transformation.

So I followed it. Mapped it. Named its phases. Tested it. Proved it. And I gave it a name:

The Spiral Narrative Framework™

It wasn't something I invented from theory. It came from experience. From emotion. From intuition. From everything I've ever lived and written.

From that framework, a whole universe was born:

The Spiralverse™ A multiverse of emotion, memory, and symbolic storytelling — told across films, series, and children's books.

Films: Spells & Dreams, Pacts in the Mist, Love in the Vortex, Veil of Shadows, Mind Connection, Mental Connection, Bells of Chaldea

Series: NEX: Echo Systems (6 episodes)

Children's Books: The Diamond of Balance, Morris and the Magic Within, The Shining Fish, Charlie the Adventurous Train, Lila the Enchanted Blossom, Ember and Aqua, The Race of the Determined Donkey, Felix the Fox and the Power of Friendship, The Magical Bear and the Rainbow of True Love, The Gnomes' Change of Heart, Ratticus, The King's Guard with a Wandering Hat... and more.

Each one started with nothing but a spiral... and a dream.

I've always believed stories shouldn't feel manufactured. They should feel alive. They should breathe. They should move something inside us. Because when an artist is emotionally honest — The audience can finally feel seen.

I didn't build this to impress anyone. I built it because I couldn't stay silent anymore. Because I felt the industry needed something new. A new emotional language. A new way of telling stories that reflects how we really feel.

Because people don't live in straight lines. Because life doesn't go from A to B to C without complexity. Because storytelling isn't a formula. It's a pulse.

And this is mine.

So today I say this with pride:

Yes — I created something new. Yes — I built it myself. And yes — I'm ready to share it with the world.

To every dreamer, storyteller, immigrant, outsider, or soul who has ever felt like they didn't belong:

This is for you. This is for us. This is for the ones who feel deeply.

Heileny Suárez Founder of Hey Creative Studios Creator of the Spiral Narrative Framework™

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