

CHUREL

THE VENGEFUL SHADOW OF THE THRESHOLD



A TRANSMEDIA FOLKLORE SERIES

✦ Introducing Churel: The Vengeful Shadow of the Threshold | A Transmedia Folklore Series ✦

🕯 Who is Churel?

In South Asian folklore, the Churel is a spectral figure — the restless spirit of a woman who died in childbirth, during menstruation, or due to betrayal and mistreatment. Often emerging at twilight, she moves with feet turned backward, her beauty a mask that hides a fearsome, decaying form beneath.

✦ Her stories are a reckoning:

She is feminine rage and sacred impurity.

She is justice and fear.

She is the ghost of patriarchy's victims, returned to haunt the systems that silenced her.

💧 Sometimes she seduces men to drain their youth.

🌊 Sometimes she prowls graveyards and crossroads — liminal spaces where life meets death.

🌙 Her lore spans Pakistan, India, and Bangladesh, often localized through names like Pichal Peri or Shakchunni.

🔥 Like the Yakshi, her tale is written in the bodies of women — in blood, betrayal, and rebirth.

We have launched an open-source GitHub project to develop transmedia narrative prototype, inviting you to co-create, remix, and reimagine these stories across XR, games, and immersive storytelling.

🔗 Project Repository: <https://lnkd.in/dYXzEvQQ>

As we trace the shadowy paths of feminine revenants across myth and memory, we invite you to join the storytelling.

Let's build worlds where the silenced speak — in forests, in code, and in dreams.