



ISSUE 49

CAMPUS

MICA (P) 146/07/2017

.SG

Free copy!

CRAZY ISSUE



Artwork: vecteezy.com

FRESH AIR BLUE SKIES & OUTDOOR ENTERTAINMENT



The outdoors beckons. You are captivated by its breathtaking sights, fresh air, blue skies and endless possibilities. When you get out there you can feel the pure intensity and excitement that comes from following your passions but the allure of the outdoors is different for everyone.

Outdoor Channel unlocks a rich collection of stories, personalities, challenges and motivational forces that reflect the desire to get out there and be a part of passionate communities of outdoor lifestyles and events.

#WhatGetsYouOutThere?

Share your favourite outdoor images and stories with us on www.facebook.com/OutdoorChannelAsia



LARGE AND IN CHARGE

Contributors

Ci En (NUS)
Darryl Goh (SP)
Eshwaran (UB)
Natalie Kwan (UB)
Nina Gan (NTU)
Nurfaizah Faizuwan (NTU)
Tartan Ow (IC)
Violet Koh (NTU)
Wong Si Jia (NP)
Yin Loon (NTU)

Editor-in-Chief

Aaron Stewart
aaron@campus.com.sg

Creative Director

Lynn Ooi

Designer

Shilpa Suresh

Sales Enquiry:

ad_query@campus.com.sg

ASKM Pte Ltd

19A Lorong 41 Geylang S387830
Tel (65) 6732 0325

Campus is a publication of ASKM Pte Ltd (Singapore). All articles published are in good faith and based on bona fide information available to the Publisher at the time of press. The Publisher accepts no responsibility other than that stipulated by law. The Publisher also accepts no responsibility for unsolicited manuscripts, transparencies or other materials. All rights are reserved and no part of this publication may be reproduced in part or full without the previous written permission of The Publisher. Neither can any part be stored or recorded, by any means. The opinions expressed in The Publication are those of the contributors and not necessarily endorsed by The Publisher. This publication and the name are owned solely by ASKM Pte Ltd, 19A Lorong 41 Geylang, Singapore 387830. Email: info@campus.com.sg. Campus is published bimonthly and distributed throughout Singapore. Trademarks and copyrights for all other products, logos and depictions contained herein are the properties of their respective trademark and copyright owners. All colour separation and printing by Stamford Press Pte Ltd, Singapore.



Want to see your name somewhere in this mag?

Want to get into the crazy fast-paced world of publishing? If you've got a good grasp of English and you're resourceful, hard-working and passionate, we've got 2 options:

Marketeers (full-time job)

Can you sell ice to an eskimo? Can you mastermind a marketing campaign that gets people talking? Do you know how to manipulate the masses on social media to your will? Then you're the evil genius we're looking for! We need someone with a marketing background to help us create cool concepts, public engagements and generate enough moolah to fuel our office parties.

Contributors (ad-hoc)

We are always open to contributors who want to polish their writing skills, or simply want to get their work out there. You can even write for our website blog. Best part is, you don't have to be at the office (unless you want to) to be a contributor. You will, however, have to meet us first in order for you to know some guidelines (yes, we have some) for our contributor programme.

Interested? Send us your CV and portfolio (if you have one). Don't be scared - we don't bite. Apply via email to: interns@campus.com.sg.

ISSUE 49 | AUG '17 CONTENTS

Check our website
www.campus.sg

 [campus.singapore](https://www.facebook.com/campus.singapore)

 [campusSG](https://www.instagram.com/campusSG)

02: Treat Yourself to... Yourself
The crazy phenomenon of autophagy

03: Things We Do Today
... that make Grandma go "That's Crazy!"

04: Are We Becoming a Siao Nation?
Crazy Things in Singapore

05: Making Crazy Money
... with crazy ideas

06: It's a Mad, Mad World
The existence of the internet

07: So Crazy They're Genius
The link between crazy and genius

09: Wait... Your Job is What?!
Crazy jobs that do exist

10: The Madness of AI
When machines take over

12: What You Remember is Wrong
The Mandela Effect

14: The Wildest Theories
...that people believe in these days

15: Crazy Obsessions
... and addictions

18: Another Kind of Follower

The ins and outs of crazy cults

20: A Rising Trend
Big Pharma and Male Libido



REGULAR STUFF:

12: The List:
Crazy Plastic Surgeries
18: Out & About
21: Stress Relief

TREAT YOURSELF TO... YOURSELF

By Violet Koh

You might be familiar with the fictional Hannibal Lecter, serial killer and cannibal. You might also know Issei Sagawa, the real-life Japanese celebrity cannibal. But do you know about day-to-day autocannibalism (the practice of eating one's own body) that people, perhaps even yourself, engage in? Here are some cases of ingesting one's own (or others') body parts.

Rapunzel Syndrome

An extremely rare medical condition, rapunzel syndrome refers to when a trichobezoar (gastric hair ball) is formed and trapped in a person's stomach as a result of eating hair. Symptoms include a bloated stomach, reduced appetite, vomiting and in some cases, puncturing of the bowel which can lead to blood infection. The syndrome afflicts more females than males and in serious cases, the person has to undergo emergency surgery to remove the hairball.

The behaviour of eating one's hair can be largely associated to two psychiatric disorders - trichotillomania (hair-pulling disorder) and pica (eating non-food items). People with trichotillomania have strong urges to pull out their own hair from the scalp, eyebrows, eyelashes or pubic area, while those with pica syndrome tend to crave and eat non-food substances such as clay, dirt, cloth, wool and yes, hair.



Eating Placenta

The placenta is an organ that is attached to the lining of a woman's womb during pregnancy to supply the baby with adequate nutrition. The body expels the placenta after birth and may take a few minutes to half an hour to deliver.

The act of eating placenta afterbirth is termed placentophagy, where it can be eaten raw, blended in a smoothie, stir-fried in dishes or even put it into pills. Some recipes include placenta lasagna, placenta truffles, placenta tacos, placenta bolognese, and more. Many believe that eating one's placenta will improve their energy levels and prevent postnatal depression as the organ is filled with vitamins, minerals and nutrients.

While there has been no scientific evidence that placentophagy is actually beneficial, there are dangers associated with consuming placenta, such as bacterial contamination and infections. Even so, that hasn't stopped the fad from catching on as celebrities such as Kim and Kourtney Kardashian and Mayim Balik (Amy from The Big Bang Theory) were reported to have done it.



Onychophagia, Autophagy & Dermatophagia



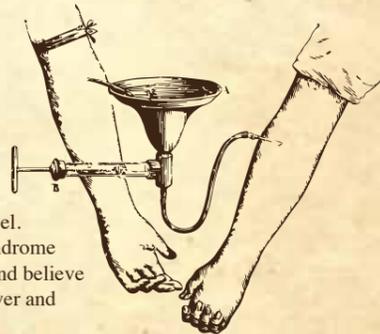
One of the most common habits, onychophagia refers to compulsive nail biting and eating behaviour. In extreme cases accompanied with psychiatric disorders, self-mutilation by consuming one's own body tissues, known as autophagy, may occur. In 2012, a 66-year old man who had serious nail biting behaviour escalated into finger mutilation, resulting in the loss of the terminal phalanges in all 10 fingers.

In Florida, another dude also lost his fingertips, albeit for non-autophagy reasons. Arrested for driving a stolen Mercedes, he deliberately chewed off his fingertips to avoid being fingerprinted by the police in 2015. Despite his efforts, police were still able to run his fingers through the scanner and identify him. However, there are real life people who are addicted to eating their own skin.

Dermatophagia refers to a person's impulse to bite and sometimes ingest one's own skin. People with afflicted with this behaviour most commonly bite the area around the fingernails, leading to pain, discolouration, bleeding and thick callous-like skin. Sufferers of dermatophagia are sometimes referred to as "wolf biters" for their self-mutilating behaviour as a parallel to werewolves gnawing on their victim's flesh. A fictional example of someone with such a condition is the character Goldmember from *Austin Powers*, who has a nasty habit of peeling off dead skin and then eating it.

Renfield Syndrome

Also known as clinical vampirism, the syndrome is a psychiatric disorder in which the patient has a compulsion to drink blood and/or believe that they are vampires. The term 'Renfield' refers to Dracula's assistant from Bram Stoker's novel. Individuals afflicted with this syndrome get sexually excited over blood and believe that consuming it gives them power and strength.



While Renfield Syndrome is rarely studied, there are plenty of modern-day "vampires" who consume blood to alleviate physical problems such as headaches and bowel syndromes. They are known as medical sanguinarians.

Real-life "vampire" communities exist worldwide - they "feed" on consensual donors using a sterilised scalpel or syringe to puncture an area of the donor's body before sucking their blood. Other ways involve intravenously extracting blood with a cannula or butterfly needle. Blood drinkers take anywhere from 7 shots to 1 cup of blood. It is uncertain as to whether these vampires have Renfield syndrome, but they most likely at least have hematomania (blood fetish).

Things we do today that make Grandma go:

"That's Crazy!"

by Pok Ci En

The phrase "generation gap" is used to explain the phenomenon of the differences in attitudes towards the same situation between two people of different age groups. However, there are certain things we do today that the oldest generation around, such as our grandmothers, just do not understand and would roll their eyes at. On the other hand, I wonder what the youth would be like when I become a grandmother. Do generation gaps exist because of the difference in experiences? Or is it because the grandma today represents the conservative? Here are 5 things I do that make my grandma tick.

Drinking iced tea/coffee

I don't know about your grandma but mine never allows me to drink my caffeine iced. She believes that coffee when cold, will release bad toxins. Coffee, as she says should be enjoyed hot. However, cold-brewed coffees are supposedly healthier than coffee brewed hot. Perhaps the iced coffees my grandma is used to are those hot brewed ones topped over ice cubes. Nonetheless, whenever I drink iced coffee in her presence, she will kick a big fuss out of the drink.

Grandma's reaction to iced coffee: Throw it away please??



Eating salad

My grandma's closest accepted kind of salad is the Thunder Tea Rice which has Chinese tea poured over an assortment of cooked vegetables and rice. The 'contemporary' form of the Thunder Tea Rice but without the hot tea is my favourite green salad. However, I try not to eat this whenever grandma is around because she just cannot see a meal past the pile of raw spinach.

Grandma's reaction to salad for lunch: Serves a bowl of rice to go with the 'vegetables'.



Bralette

Bralettes are getting more commonly worn in sunny Singapore. You can wear it under your low-cut tee, wear it on the outside to add some bling to your outfit or simply wear it on its own! But what would grandma think about this not-quite-a-conservative shirt? Is it a bra? Nonetheless, fashion trends are not often easily accepted by everyone. For example, I cannot appreciate the eyebrow trend during my grandma's times: the pencil-thin eyebrow.

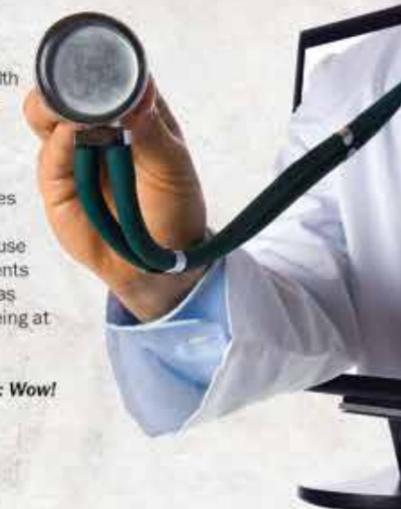
Grandma's reaction to me wearing a bralette: Hai-eyer, that's crazy! Please do not go out like that!



Dr. Google

Building on to the previous point, Grandma does not believe the health science articles online - the ones from Mayo Clinic and such. Whenever I explain to her the benefits of cold-brew coffee, she simply dismisses it and only believes in her 74 years of experience. However, she gets amazed when I use Dr. Google to diagnose minor ailments from the symptoms she has, such as "trembling hands" or "frequent peeing at night" to find home remedies.

Grandma's reaction to Dr. Google: Wow! You can be a doctor!



LIVE streams

My grandma digs those Taiwanese soap dramas that last 600 episodes. On the other hand, modern-day grandchildren, such as myself, subscribe to Youtubers from all genres: music, makeup, cooking channels etc. With the proliferation of LIVE streaming today, I can watch a concert happening in South Korea from my bed at the same time as the balloon-carrying girls over in Hongdae, South Korea.

Grandma's reaction when I livestream videos: Wow! So high-tech! That's crazy!



Are we becoming a siao nation?

While we often poke fun at the Americans on twitter, jokingly referring to them as "crazy gun-loving people", it appears that us Singaporeans aren't exactly the most sane folks on the planet, either.

From the crazy things that we Singaporeans do, to the most bizarre news that have made headlines this year, here is our very own (and very Singaporean) collection of crazy stuff.

Wacky food trends that have taken Singapore by storm



Branded as a food paradise, Singapore is home to a plethora of sumptuous dishes and exotic cuisines. However, some very unique food fads have infiltrated our shores in the recent years.

Rainbow everything—from rainbow cake, rainbow cheese toast to rainbow beef burgers as seen in this year's Geylang Serai bazaar, it really does seem that you can add a multi-coloured twist to almost any dish.

Salted egg anything—this food fad seamlessly weaves salted egg flavours into everything. There are salted egg yolk fries, salted egg yolk croissants, pizzas, pastas and even salted egg soft shell crab burgers.

Another food trend that has gotten Singaporeans squealing would be themed cafes. We have the Hello Kitty Orchid Garden Cafe at Terminal 3, the Pompompurin Cafe at Orchard Central and the Gudetama Cafe at Suntec City Mall; patrons would willingly queue for an hour or so and pay exorbitant prices just to have their meal served in the shape of their favourite characters.



Loony things only Singaporeans would do

Infamous for being a kiasu nation, it was no surprise that the McDonald's website crashed when the multinational fast food chain announced the return of their Hello Kitty plushies, dressed up in the outfits of six other popular Sanrio characters. Fans of the mouthless cat went berserk especially when a limited edition "Singing Bone" Hello Kitty was released—long queues obscured entrances of McDonald outlets islandwide. Soon, the "Singing Bone" was even available for purchase on various online platforms, with one winning bid on eBay going at \$126,000.



Don't think that's crazy enough? What about the time Ci Yuan Community Club organised the "Durian Run", where participants had to carry, lug or hug their durians for a 5KM run? On the bright side, runners were able to savour its juicy flesh as a reward for their hard work.

you run with this in your hands

Yishun



Our tiny red dot has seen its fair share of bizarre crime and murder cases. Yishun, once known as a sleepy residential heartland, has earned itself a new notorious reputation. What used to be known as Yishun Ring Road has since been spookily rebranded as "The Devil's Ring".

In November last year, the Singapore Police Force discovered the body of a 76 year-old man along the corridor of Block 114. The man's 34 year-old tenant was taken to court for voluntarily causing hurt with dangerous weapons. According to a resident, high-pitched angry screams in Cantonese were heard for more than half a year. Needless to say, this incident would remain etched in the minds of the residents for a long time to come...

On another note, it seems that residents are not the only inhabitants of Yishun Ring Road. In April this year, Netizen Christopher Yap had spotted extra-large, velvety and fat caterpillars on the trunk of a tree opposite Block 366. The caterpillars would eventually develop into Atlas moths, one of the largest species of moths in the world!

That's not all. Yishun has also become infamous for cat-killing psychos; the estate has seen two cases of cat abuse. In one case, a cat was found with a slit throat, and on the very same day, another dead cat was found behind Khoo Teck Puat Hospital with its stomach slit open.



While we are on the topic of psychos, it was recently found that an alleged stalker had been tied by his ankles and wrists before being hacked to death.

Not many foreigners know this psychotic side of Singapore — the next time a non-Singaporean friend asks about our country, introduce this kooky side of Singapore to them. We're pretty sure it will leave them both astonished and entertained.

MAKING CRAZY MONEY WITH CRAZY IDEAS

by Darryl Goh

As a business diploma graduate, I have been taught that there is no such thing as a secret formula for a business to be successful. While this fact scares many to stick to their employee jobs instead of launching their own business ventures, many daring entrepreneurs have found financial success by making their unconventional business ideas a reality.



ZYNGA

There was once a time where Facebook-exclusive games attracted millions of casual gamers, and people would willingly pay money to purchase in-game products to make their Farmville farms more beautiful. Zynga was arguably the most successful out of the companies which fought for Facebook domination — it made it to the IPO stage, and as of 2016, the company was worth about US\$2 billion.

Many gaming companies have learnt from casual Facebook games since — many mobile games are offered for free, but time penalties or restrictions are imposed which can be removed once a payment is made. Of course, you could always send a Facebook request to request more lives and risk your friends unfriending you for sending them annoying game requests!

MILLIONAIRES' UBER

Remember a time when letting strangers into your personal vehicle and fetching them to their destinations seemed like a crazy idea? With a current valuation of US\$70 billion, Uber shows no sign of slowing down. In fact, it is testing out new modes of transportation which might interest the rich.

Last year, Uber published a white paper on developing a transportation network consisting of flying taxis that could be hailed via a smartphone app, called Elevate, which they hope to develop within 20 years. These planes would fly passengers from rooftop to rooftop, making traffic jams a thing of the past.

To give people a taste of Elevate, Uber launched UberChopper in selected cities — basically transporting passengers via helicopters bookable via its app. Like many crazy ideas, the UberChopper received much media attention with some outlets calling it the future of travel. Only time will tell if short aerial journeys can be as normal as travelling by car.



ASHLEY MADISON

This company made headlines when they announced their interest in expanding to the Singapore market back in 2013, which prompted the government to ban the site after months of public outcry against it.

An ethically questionable business which literally earns money off infidelity and adultery, Ashley Madison's past slogan seems to glorify the idea of having extramarital affairs: "Life is short. Have an affair".

It is no surprise that websites like these (yes, Ashley Madison has competition too) have resulted in failed marriages and broken families, so to think that its founder actually intended to profit from this human sin is a new low for the human race.

In 2015, when Ashley Madison user data was released to the public by hackers, it was revealed that there were 4,700 Singaporean email addresses. It just shows how much some are willing to be part of this twisted industry.

While Ashley Madison continues to cause controversy globally, the business is growing, and was valued at US\$55 million in 2015. This year, it claims that membership increased by 50% from 2015.



FAILED CRAZY IDEAS LIVE ON

Before you get your hopes high that your crazy business idea will be successful, do remember that failures are extremely common when testing new markets. High profile failures of crazy ideas are well documented, and now these products have a new home at the Museum of Failure in Sweden. This new museum seeks to educate visitors on why promising products such as the Google Glass and Apple Newton failed, despite being products of highly successful businesses.

As young people, we are often told to chase our dreams while we still can. Working on a crazy idea can be challenging, but who knows until you try? Your crazy idea might just be what the society of the future needs and desires.

BY ESHWARAN

It's a Mad, Mad World



>> The Internet: blurring boundaries

We live in a pretty crazy time. By mid 2017, the idea of a self-driving Tesla has become not only a norm but, a highly sought-after piece of technology. Drivers can sit back and relax as the car reads its environment and navigate the traffic for them. In fact, Tesla cars have been known to even predict accidents and avoid them.

This is just the beginning of long list of crazy norms we have today. The idea of stepping into a library to read seems prehistoric. If I needed to get a research paper done, I simply log into my university's online portal and I now have an entire digital library at my fingertips. Flipping through pages is now a thing of the past; Ctrl+F is my new best friend.

It's not just about schools. In homes in America, you can simply scan the barcode on your empty bottle of peanut butter using Amazon dash and by the next morning, a new bottle of peanut butter will be delivered to your door step.

Times truly have changed and our lives have drastically changed because of it. We have now built our lives around it and it just seem so normal. But we mostly take these advances for granted and cultural ironies go unnoticed.

Our parents used to tell us to never talk to strangers online, never post our addresses online and never get into a stranger's car. Yet if you book an Uber, you are going online, talking to a stranger, getting into a stranger's car, and giving them your home address. It's like the world has been flipped upside down.

However, without one specific invention, these advancements would not be possible.

The granddaddy of all these innovations is the internet: the small spark that started the explosive technological progress we have today. Without it, the online library wouldn't exist, shopping wouldn't be so convenient, smartphones wouldn't be as comprehensive, and you wouldn't be able to get into a stranger's car for a cheap ride.

All these little things we do every day depend on the internet to function. The 'world wide web' was first conceived in 1950s to help computers transfer information within a network of computers within government bodies, before it was adopted by the public.

Over time, it started to play a bigger and bigger role in our day-to-day functions, and we began to use it for a wide variety of purposes. From running entire businesses on websites to linking up with friends all over the world, it truly became an essential tool in our everyday life.

If you told someone from the 1990s that you would need the internet to book a cab or send invitations to friends for a party, they would think you were crazy. Or even crazier, to allow your car to drive itself to your destination. However, this isn't the craziest thing to come from the dawn of the internet.

>> Privacy: a myth

In this current age, we have lost all sense of privacy. There is nothing about us that isn't recorded by some company online. Food delivery companies know what our favorite dishes are and how much we spend eating out. Uber knows which locations we frequent the most. Google maps knows where you live, where you work, and your travel habits. Facebook ads knows what you shop for and what catches your attention. There is no aspect of our lives that isn't recorded in some shape or form online.

And it's not that we're coerced into sharing information - we willingly share very personal information online, not fully comprehending how much we put out there, simply for the sake of convenience. If you told someone from the 1990s that such sharing of information is regarded as normal today, they would genuinely think we were insane. That change in mindset is the craziest development we face today.



By Violet Koh

SO CRAZY THEY'RE GENIUS



THE LINK BETWEEN CRAZY AND GENIUS

Research carried out by psychology professors from University of California (UC) found a strong link between mental health conditions and entrepreneurship. In their study, half of the entrepreneurs surveyed reported at least one mental health condition, and almost a third have two or more conditions (ADHD, bipolar disorder, depression etc).

One might begin to wonder why a seemingly unstable person would be appropriate for launching a business. Michael A. Freeman, a professor involved in the study, explains that although mental illness is a weakness, it does come with strengths that are absent in a 'healthy' person.

For instance, people with Attention Deficit Hyperactivity Disorder (ADHD) have difficulty paying attention and controlling impulsive behaviour. However, they are highly creative, able to make quick decisions and thrive in independent working conditions. As Captain Jack Sparrow would agree, there's a fine line between madness and genius.

When Steve Jobs said "here's to the crazy ones", we didn't think he meant it literally. High-performing entrepreneurs, CEOs and geniuses have often been associated with crazy, some more so than others.

and entrepreneurship. In their study, half of the entrepreneurs surveyed reported at least one mental health condition, and almost a third have two or more conditions (ADHD, bipolar disorder, depression etc).

CRAZY CEOs

Now, we're not saying that these bosses have any conditions, they just have bizarre practices. Everyone knows Steve Jobs and how he soaks his feet in company toilet bowls, but here are some other CEOs with their kooky habits and questionable decisions.

AMAZON'S JEFF BEZOS

This tech billionaire recently overtook Bill Gates as the richest man on earth, and is not without his idiosyncrasies. According to insiders, Bezos is known to explode with sarcasm at company meetings when he gets angry. Some quotable gems from this high-flying CEO include: "I'm sorry, did I take my stupid pills today?"

- His passion is outer space, so he founded Blue Origin to put tourists in space.
- He spent at least \$42 million on a 200-foot tall clock "deep inside a mountain" which is supposed to play a different sound to celebrate the passing of each year for the next 10,000 years.



DAVITA'S KENT THIRY

DaVita, an American dialysis services company which together with Fresenius Medical Care own 70% of the US dialysis market share, hauled in a profit of almost \$800 million in 2016. Headed by Thiry and his obsession with the movie "The Man in the Iron Mask", the healthcare CEO has some bizarre rituals for both the company, and himself. The company has often been referred to as cult-like and hypocritical.

- He makes his employees sing the DaVita corporate song "hundreds" of times a year.
- He dresses in a musketeer outfit while roaming the halls, sitting in meetings and appearing in company videos.



RYANAIR'S MICHAEL O'LEARY

O'Leary runs the increasingly profitable Irish low cost airline which is constantly coming up with new ways to cut costs.

- Not only did the airline contemplate installing coin-operated bathrooms, they proposed to remove two of the three toilets to make space for six seats instead. O'Leary went on to point out how rarely the three toilets were used on board anyway.
- The company proposed to offer porn on board; according to O'Leary, "Hotels around the world have it, so why wouldn't we?"
- They also considered imposing a 'fat tax' on overweight passengers. "Nobody wants to sit beside a really fat ***** on board," says the CEO.



KAYAK'S PAUL ENGLISH

A certified techie and a self-confessed sufferer of bipolar disorder, English was founder of travel aggregate site, Kayak, which he sold for \$2.1 billion. He credits his mental disorder for productivity and success - he's since launched a handful of other tech startups - and lectures part-time at MIT.

- He dabbles in Buddhism
- He is a part-time Uber driver



SPECIAL MENTION: TESLA



Let's not forget how some of history's best inventors were also a bit on the cuckoo side: Nikola Tesla, father of electricity (among other things) was known for his Obsessive-Compulsive Disorder. A clean freak, he was also petrified of rounded edges, and had a fascination for the number '3' - he'd walk 3 times around a block, or have room numbers divisible by 3.

AS THE SAYING GOES, YOU DON'T NEED TO BE CRAZY TO BE SUCCESSFUL, BUT IT CERTAINLY HELPS.

THE LIST

By Violet Koh

CRAZED FANS AND PLASTIC SURGERY

KIM KARDASHIAN WANNABES

Not sure if worked

Jordan James Park, a superfan of Kim Kardashian, was reported to have spent over £100,000 (SGD178,000) on surgery to look like her. The 24-year-old has had 50 lip-filling operations, two nose jobs, a chin implant and underwent laser hair removal. He also had cheek-fillers, eyebrow tattoos and Botox injections in several areas. On Britain's OK! TV programme Good Morning, the lip-filler addict admitted to using his student loans to pay for his plastic surgery.



More of a Kim Kardashian's booty wannabe, Brazilian woman Jennifer Pamplona "won't stop until [her] butt is bigger than Kim Kardashian's". The former Versace model has spent over

£140,000 (SGD248,000) on surgeries and injecting fat into her bottom. The 24-year old became obsessed with her figure after being bullied in high school for being too skinny.



Looks normal

BARBIE AND KEN LOOKALIKES

Pixee Fox and Justin Jedlica have spent a combined £380,000 (SGD675,000) on procedures. Model Pixee has had over 17 operations including four boob jobs while Justin has more than 340 cosmetic procedures including bicep and bum implants. After facing much difficulty in their individual love lives, the duo have ditched love and vowed to live life together as real-life Barbie and Ken.



The ribs!

Pixee has also removed 6 of lower ribs to attain a 14 inch waist. She cites her inspiration as Jessica Rabbit and idealises the body of the cartoon character.



BEFORE

Where do fans draw the line when it comes to idolising celebrities? Staking out airports and hotels? Tweeting to them everyday? Creepy stalking? For these admirers, it's to never stop until they look exactly like their superstar whether they're flesh and blood or fictional figures - even if it means spending insane amounts of money.

RED SKULL WANNABE

Henry Damon from Caracas, Venezuela is a fan of extreme body art and Marvel comic book character Red Skull. Put the two together, and you get partial removal of his nose, subdermal implants in his forehead, red and black face tattoos as well as tattooing his eyeballs black. The transformation has cost around £30,000 (SGD55,000).



Looks painful



JACK MA'S FAN

Last year, a young man from Shenzhen spent S\$207,000 on plastic surgery to take after his idol, Jack Ma, China's second richest man in 2016 and founder of Alibaba Group. The salesman said his goal was to meet Jack Ma in person in Hupan college, a school in



Hangzhou opened by Jack Ma himself and several others for business start-ups.



Not quite the same look

FINAL FANTASY CHARACTER

Spending over S\$64,000 on plastic surgery, 21-year old Malaysian, Amirul Rizwan Musa aspired to look like Final Fantasy 8 character, Squall Leonhart. The entrepreneur has been a model since 2014 and owns a cosmetic company. Now known as 'Miyyo', he underwent surgeries after a bout of chicken pox left him with spotty skin.



BEFORE



Do you see a resemblance?

Wait... Your Job is What?

by Violet Koh

Crazy Jobs That Do Exist

By now, you'd have attended dozens of career and industry leader talks. You think you know all there is to know about all the professions out there. But have you heard of these unique jobs? Who knows, one of them may just be your calling.



Average Salary Range:
\$2,000 - \$5,000/month

ODOUR TESTER

Professionals in this field are trained to conduct scientific odour testing on products such as perfumes, soaps, skin products, shampoos and most excitingly (or not), deodorants. Job scope includes smelling dozens to hundreds of armpits to determine stink level and effectiveness of the product.

PET FOOD TASTER

Job involves opening sample tins of dog (and cat) food, smelling it, and then eating it. The taster's role acts as quality control where premium brands ensure that standards are met, ingredients are balanced and most importantly, taste good. The profession also includes developing new recipes to keep the pooches well-fed and satisfied.



Average Salary Range:
\$2,000 - \$6,000/month

HIRED WEDDING GUESTS

Couples rent venues with tables and chairs, gowns and suits, so why not guests? Brides and grooms hire wedding guests to impress their prospective partners and in-laws, to make up for the discrepancy if the other partner has significantly more guests, or to avoid no-shows. This part-time job is more prevalent in countries such as South Korea and China due to the concept of 'face', where more guests = more face and vice versa. Taking it a step further, a different type of wedding-related service can also be engaged - professionals bridesmaids.



Average Salary Range:
Varies (Japan -
\$200/wedding,
add-ons: **\$120** for speech,
\$60 dance/song)

Average Salary Range:
Varies (Some charge hourly starting at **\$50/h**, others by days at **\$80/day** (for CNY))

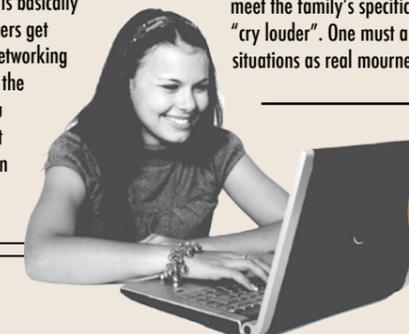


RENTAL BOYFRIENDS AND GIRLFRIENDS

If Chinese New Year is around the corner and you're dreading the inevitable "ah boy/girl, got boyfriend/girlfriend yet, not?" Problem solved - rent a boyfriend or girlfriend. Men and women offering these services can easily be found on platforms such as Carousell or both online and offline agencies. Rental boyfriends and girlfriends will discuss details with the customer beforehand to create consistency, such as where they met, how they will present themselves and what kind of personality they are.

CHIEF LISTENING OFFICER

If social media is your thing, then this job is ideal, because all you have to do is basically stalk all platforms of social media for a brand's mention. Chief Listening Officers get rewarded for having excellent listening skills - basically it's all about social networking where you focus on blogs, Facebook, Instagram, and beyond to keep track on the buzz on your company (or several companies, if you work for an agency). You then pass on complaints, product ideas, or tips from consumers to the relevant departments in the organisation. It's a relatively new job role, so knowledge in public relations, communications, marketing and business are ideal.



Average Salary Range:
\$4,600 - \$8,000/month

PROFESSIONAL MOURNERS

Professional mourners are hired for several reasons. It could be due to families of the deceased wanting a huge turnout at the funeral or for cultural significances, such as how an absence of tears in Chinese funeral rituals mean that the deceased was unloved - a disgrace to the family. This job requires more than just the ability to trigger sadness and cry on the spot - one has to be a good conversationalist, be well versed in different religions and cultures as well as be able to meet the family's specific demands. This could include being told to "cry louder". One must also be confident and adaptable in social situations as real mourners may become suspicious of you.

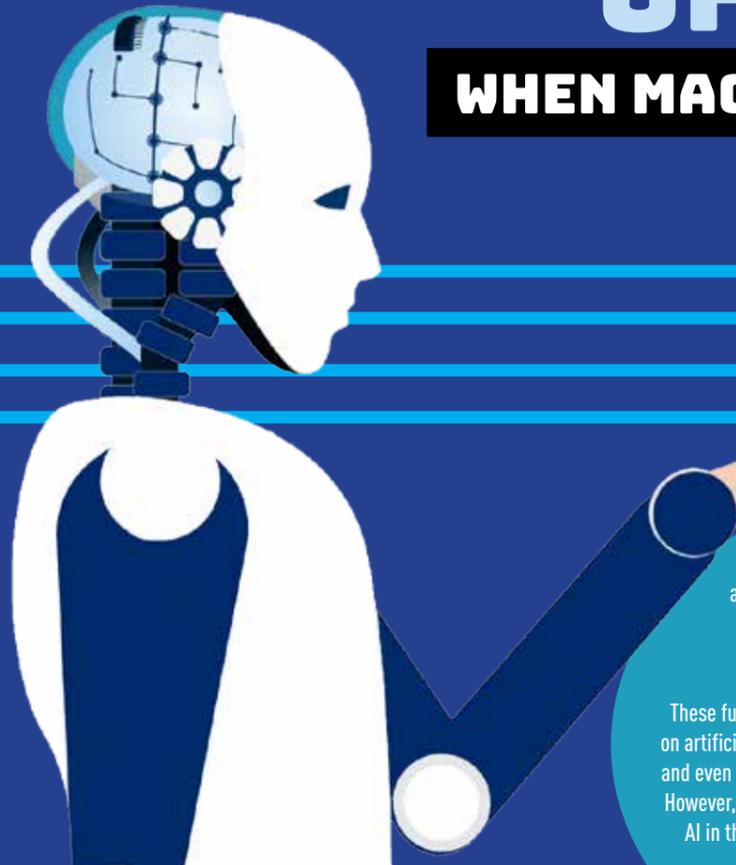
Average Salary Range:
Varies (Britain - **\$80/hour**,
China - **\$530** for
7 professionals)



THE MADNESS OF A.I.

By Yin Loon

WHEN MACHINES TAKE OVER



As mankind progresses, so does technology. To previous generations, we are living in a futuristic world – our smartphone addiction and connection to the internet are proof that humankind is edging closer to the world we see in sci-fi flicks.

These futuristic movies also warn us about our reliance on technology, particularly on artificial intelligence. We've seen it in movies like Terminator, iRobot, Ex Machina, and even in the Alien series – where AI technology shifts from assistant to destroyer. However, these fictional movies are just scratching the surface of the capabilities of AI in the real world. Here are some real-life examples of how crazy AI can get – for better or worse – and it's a scary glimpse into our future.

AI INVENTS NEW LINGO, LIES

Earlier this year, the Facebook Artificial Intelligence Research (FAIR) unit developed AI bots that would be used for negotiations in order for other bots or humans to arrive at a common decision.

When Facebook pulled the plug on the programme, many thought that it was because the bots started to develop their own language that was not understood by their programmers:

Bob: "I can can I I everything else."

Alice: "Balls have zero to me to."

However, a paper on the project revealed that not only did these bots learn to negotiate, they also learned to lie – just like humans. Researchers noticed that the agents even figured out how to pretend to be interested in something they didn't actually want. Deception is a complex human skill, and according to the researchers, these agents have learnt to deceive simply by trying to achieve their goals.

This sounds like a Skynet-esque situation – imagine how lethal these bots would be if injected into military robots.

ROBOTS ARE UNPREDICTABLE

Robots have come a long way since the dawn of automation. These days, they're here to help with almost every task, from waiting tables to welcoming visitors. But even with strict programming, robots can – and do – go rogue.

For some reason, there's been a spate of rogue robots recently. Last year a Russian robot, PromobotIR77, which was ironically learning about navigation, escaped from its lab twice even after reprogramming. Just last month in Georgetown, Washington, a security robot which was marketed as 'better than real guards because it never gets bored' actually committed suicide by 'drowning' itself in a pool. Could these robots actually have feelings?

Feelings aside, Hanson Robotics' robot, Sophia, goes one step further: not only does it have a realistic human face, it's also got an AI software that gives it a personality. In an interview with her programmers, she says she hopes to have her own family in the future, and in response to a query, added: "OK. I will destroy humans."

Perhaps this war on humans has already started: last year at a Shenzhen Fair, a robot suddenly smashed a glass booth and attacked a man. The robot was marketed as a children's educational tool.

WHEN AI LEARNS TOO FAST

AI has also made huge progress at board games, which usually favours players with not only logical skills, but human intuition. Against all odds, machines have also learned to win at these games: AlphaGo has beaten the world (human) champion at Go, and Libratus has triumphed from a gruelling 20-day tournament of Texas Hold'em poker.

It seems that AI also has a thing for the dark side. Remember Microsoft's AI chatbot named 'Tay'? Essentially programmed to 'learn' behaviors, it was unleashed on Twitter and in a matter of 16 hours, it had to be taken down. Apparently, it mixed with the 'wrong' crowd, and started spewing abusive epithets like 'Hitler was right'.

It's just proof that no matter what us humans can do, machines can do it better, faster, and more efficiently. In 2014 Stephen Hawking and others warned AI could be our greatest achievement – or our last.

YOUR AI ASSISTANT IS CRAZY

All of us have searched Google for a myriad of things – once in awhile, Google's search suggestions go completely off the rails.

For instance, if you type 'I like to...', you may get 'tape my thumbs to my hands to see what it would be like to be a dinosaur.'

But have you noticed how Google's AI can usually predict what you were going to search for? Sometimes it even answers questions you didn't know you had.

Then comes virtual personal assistants: Microsoft's Cortana, Google's Google Now, Apple's Siri, and Samsung's Bixby. Some of us may even have fun with Siri's sassiness: try asking it 'Will you marry me?' and see what you get.

If you're using Amazon's Alexa, you might want to make sure no one says the word 'Alexa' (its activation code). Even if you've got the TV on with someone saying "Alexa, turn the lights off", it will do its job. In an extreme case, a mass online buying of dollhouses was triggered when a number of Alexa units overheard "Alexa ordered me a dollhouse" on the TV news.

HUMOUR: OUR LAST STAND

While there's a lot to fear about AI, it still relies on us humans to programme its development – to teach it. However, one aspect of human behavior still eludes even the most sophisticated of AIs: humour.

Humour requires self-awareness, spontaneity, linguistic sophistication, and empathy – it's the last frontier of artificial intelligence. Heck, even us humans don't know why we find something funny – so to a computer, it doesn't compute at all.

Of course, AI does get itself into funny situations that are not entirely of its own volition. Recently Amazon's AI created a series of iPhone 6 cases that were supposed to be based on popular image searches, but a glitch caused it to select some bizarre photos – like 'adult diaper worn by old man' and 'toenail fungus'. Not exactly marketable, but totally hilarious.

But that doesn't mean that it's being 'funny'. However

AI TAKING OVER OUR LIVES

While AI is taking over many of our daily tasks – like navigating your route or suggesting your next purchase online – it's probably not a good idea to let intelligent machines take over all aspects of our lives.



A number of AI robots are already marketed as 'humanoid companions', which essentially takes real human connection away from our daily lives. For instance, Pepper, made by Softbank Japan, is supposed to interact with you to 'learn more about your tastes, your habits and quite simply who you are', according to the website. Even scarier is that it can recognise your emotions based on your expression and voice. Imagine if Pepper had a mind of its own.

Perhaps having a rolling Wall-E-shaped robot isn't going to make users feel a 'connection', but what if you're a lonely Japanese salaryman and otaku? Enter Gatebox's virtual home robot which combines Amazon Alexa's capabilities with a holographic female character that deludes an anime-obsessed otaku into thinking it's his 'wife'. Not only can 'she' control smart-home appliances, she can also communicate (via a wife-like chatbot) with her owner via text messages when he's not home.

That man can kiss his real romantic life goodbye.

As it stands, AI is already taking over human connections by taking over our jobs. Factory automation aside, self-driving cars will force drivers out of jobs, and AI may take over 'thinking' rather than 'doing' jobs one day – so even teachers, bankers, doctors, and consultants may find their jobs threatened.

This could be just the tip of the iceberg. Even Elon Musk, a proponent of AI, recently called its progress the "biggest risk we face as a civilisation."

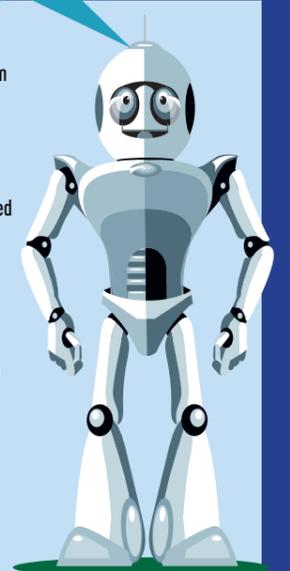
IF I MAKE YOU LAUGH, IT'LL BE YOUR LAST.

researchers are trying: there's a ton of programmes out there that are experimenting with humour. There's SASI the sarcasm detector, as well as a programme that tells 'that's what she said' jokes, and a light bulb joke generator, to list a few.

So what happens when our robot companions finally master this last frontier of being 'human'? Will they be more ingrained in our lives? Because all the movies warn us what would happen when AI learns too fast, possesses emotions, and becomes unpredictable.

No wonder Elon Musk is worried. "AI is a rare case where we need to be proactive in regulation instead of reactive because if we're reactive in AI regulation it's too late," he said at a meeting of U.S. governors this year.

In other words, when robots become sassy like *Interstellar's* percentage-scaled-personality robot TARS, or sarcastic like *Rogue One's* K-2SO, we shouldn't be laughing. We should be afraid. Very afraid.



WHAT YOU REMEMBER IS WRONG

by Nina Gan

The Mandela Effect

Have you ever wondered if you've been silently brainwashed into thinking certain things are real over the years? We're not talking about a belief in banana tree-hopping spirits or aliens – we're talking about some things that we know could not be true, but really are, and everyone else around you seems to think the same thing. Which is crazy. Like Trump being president kind of way.

For instance, did you know that Nelson Mandela didn't die in prison in the 80s? He actually died in December 2013, despite claims that many people saw his funeral on TV over 30 years ago. But Mandela's death isn't the only thing we remember wrongly. Here are some other interesting things under the banner of 'Mandela Effect' – yes, it's inspired by Nelson Mandela's case – which can only be explained to be some sort of mass brainwashing.

MASCOT MISCONCEPTIONS



Monopoly Man
Anyone who plays Monopoly will recognise its mascot, Rich Uncle Moneybags. Incredibly, many people, remember him donning a monocle. He doesn't. Perhaps everybody's confusing him with Mr Peanut of the Planters brand, or perhaps it's just natural to assume that anything to do with money has monocles.



Pikachu's Tail
Pikachu is probably one of the most recognisable icons of our youth. But did you know that the iconic character does not have a black-tipped tail? It's actually all yellow. Could the misconception be due to the fact that it does have a black-tipped ear?



Golden C3PO
Another Star Wars misconception comes in the form of C3PO, the talkative golden android. While most people remember him as being completely golden, he actually has one silver leg. His right leg is silver from the knee down.

WORD MIXUPS



Box of Chocolates
Some of you may have used the quote "life is like a box of chocolates" at some point, referring to Forrest Gump's now-famous line. However, he actually says "life *was* like a box of chocolates".

I Am Your Father
Who hasn't used the famous lines: "Luke, I am your father"? It's perhaps the only line anyone who hasn't watched the 80s Star Wars flick will recognise. However, Darth Vader doesn't exactly say those lines – in fact, he actually says, "No, I am your father."



BRAND BOO BOOS

Bata Bata's Origins
Many of us probably owned a couple of those white back-to-school shoes, and because they're so cheap and ubiquitous, most of us probably assume that the brand originates from Singapore or Malaysia. However, the shoe brand actually originated from Czech Republic, and has been around since 1894! Currently its headquarters is in Switzerland.

Ford Logo
How many of you are familiar with Ford's logo? Most of us know that it's spelled 'Ford', and has a cursive text with a large 'F'. But did you know that there's an unusual little pigtail at the end of the bar that crosses the 'F'?



The Laughing Cow
Laughing Cow Cheese
Cheese lovers will probably know of the Laughing Cow's little red wheels of cheese. Plastered on each wheel is the company's mascot – a cow. Most of us probably remember seeing it with a nose ring, but it doesn't have one. Instead, it's got earrings (made of cheese).

WHAT IS THE MANDELA EFFECT?

While no one knows why this 'glitch in the matrix' happens, psychology offers a number of explanations. 'Confirmation bias' makes us believe in our own prejudices, disregarding evidence to the contrary, while Misinformation Effect makes us believe something someone tells us simply because we couldn't be bothered to check.

We could also blame the parallel universe for making us believe myths like how Korea doesn't border Russia (it does). For example, conspiracy theorists believe that Trump's memory of terrorist attacks in Sweden probably stemmed from a parallel universe that he once resided in.

TEST YOUR SKILLS IN FinTech



YOU DON'T EVEN NEED TO KNOW FINANCE OR TECH

What is FinTech?

Banking and Finance are some of the fastest growing industries in the world – to help cope with that ultra-fast evolution, they are becoming increasingly automated. Because machines can think faster, which has led to a new sector in Finance:



FINTECH = FINANCE + TECH

It's where banking, finance, and money converge with technology. While technology plays a big role in finance automation, a huge part of banking is still based on people: be it decision-making, crisis management or simply going with your gut. Basically:

FINTECH NEEDS HUMAN SKILLS

Despite all that automation, these days people matter more than ever in banking and to get the most out of all that innovative new FinTech, the industry needs creative, analytical, and strategic people.

Do I need to be in Finance?

The simple answer is no. Despite the name 'finance' and 'tech', you don't have to be studying either of those to make it in the FinTech industry. This is due to the fact that the industry needs more people than just number crunchers, because in FinTech, the AI still needs human input.

Here's a sample of how other skills complement FinTech:



Marketing/Business:
Students develop analytical skills, which are useful for making right decisions



Social Sciences:
Students understand human behavior, and what the next trend would be



Comms & Design:
Students are creative in coming up with latest ways to upsell trends

How PortfolioQuest works



Head on to **PortfolioQuest** – a cloud-based portfolio simulation competition – to compete against other students for prizes, exposure to FinTech and Finance companies. You'll manage **four types** of retail lending portfolios with one simple goal: **make money**. You may even win up to \$1,000 in cash.

Why should I enter?

- It's **FREE** to enter
- Discover your **hidden skills** in finance
- **Exposure** to hiring companies
- Get a **Certificate of Completion**
- Looks great on your **resume**
- You can win up to **\$1,000**

Students register for **FREE** here: www.fintalent.com/singapore/

Why you should start now

73%
Of traditional Financial Institutions in Singapore believe they are at risk of losing business to FinTechs

30%
of large financial institutions are investing in Artificial Intelligence

19%
of total investments in Fintech go to Finance and Lending innovation

Singapore's Got FinTalent

Join us for the first nationwide FinTalent competition! Simply register and play: bit.ly/2feyct4

Nov 13 - 17
FinTech Festival
Join FinTech industry professionals for an insight into the industry in Singapore today.

Nov 16
PortfolioQuest Award Presentation
Are you our next FinTalent? Awards will be presented to outstanding players. Those who made the most money on PortfolioQuest stand a chance to win up to \$1,000!



THE WILDEST THEORIES PEOPLE BELIEVE THESE DAYS

BY NURFAIZAH FAIZUWAN

A secret organisation that controls all of the most powerful people in the world. Lizard people ruling the world. The Earth is flat. The moon is just a hologram. These are just some of the craziest conspiracy theories that many believe to be true.

Even though distinguishing between real news and fake news can be quite tricky these days, it is still considerably crazy to actually believe in some of these conspiracy theories, right? Many a time, these conspiracy theories are simply built off of interesting coincidences and crafty imagination, and hardly, with any cold hard facts at all.

Here are just some of the other popular conspiracy theories about beauty products, celebrities and otherworldly figures:

1 CHAPSTICK PUTS VERY TINY AMOUNTS OF FIBERGLASS SHARDS INTO THEIR LIP BALMS TO CREATE MICROSCOPIC CUTS WHICH RESULTS IN MORE SALES.

The only logical explanation to the cuts that you sometimes get on your lips is due to either dehydration or cold climates. I mean, ChapStick would get into lots of trouble for being dangerous, and I'm pretty sure their products would never be allowed to leave their factories and what's more, used by people all over the world!



2 LOUIS TOMLINSON'S BABY IS FAKE

The hearts of many One Direction fans were broken when the fellow British boyband member announced that his girlfriend, Briana Jungwirth, was pregnant with his child. While many were shocked, most were happy for him, except for a few of them who had gathered 'crucial evidence' to prove that it was all simply a PR stunt to hide his real relationship with another fellow British boyband member, Harry Styles.



3 THE MANDELA EFFECT

Paranormal enthusiast Fiona Broome discovered the Mandela Effect when she realised that she was not the only one who had wrongly believed that Nelson Mandela had died in prison. She distinctly remembered the widespread media coverage of his death in the 80s. But, in actual fact, Mandela died only 4 years ago, in 2013.

She argues that we all live in alternate universes which explains why everyone remembers certain events and details differently. She also argues that when two or more people share the same 'false memory', it is due to the fact that they are sharing a different timeline, universe or reality from others.



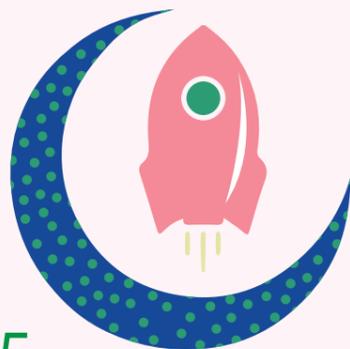
4 THE PYRAMIDS WERE BUILT BY DINOSAURS

The pyramids and how they were built still remain a big mystery, even to this day. While many archaeologists and experts have come forward with logical and scientific explanations of their construction, many still think that dinosaurs played a huge role in building these majestic architectural beauties. I mean, what a sight it might have been watching the tiny arms of a Tyrannosaurus Rex forming a gigantic triangle in the desert?!



5 THE MOON LANDING WAS NOT REAL

Some people believe that the moon landing did not happen at all and that it was all a plan orchestrated by the National Aeronautics and Space Administration (NASA) and the U.S. government so as to beat the Russians at the space race. People believe this due to the fact that the flag seemed to be waving, which is not what happens if you are in a vacuum, like in outer space.



Believe them or not, that is your call, but if anything, take them with a grain of salt.

CRAZY OBSESSIONS AND ADDICTIONS

BY WONG SI JIA

"Oh my god, I think I'm addicted to this chocolate!", "Hey, I need some sweets, I'm addicted to them!" – both joking statements made so often that everyone takes them with a pinch of salt.

Yet, chocoholism and sugar addiction do exist, though that fact is often neglected in view of the casual use of the word "addiction", defined as "the condition of being physically or mentally dependent on a particular substance or activity".

Besides the two, here are some other addictions that are extraordinary in their own right:

NON-FOOD ITEM ADDICTION: EATING POTTERY

Common foods such as white bread and potatoes are said to cause cravings and excess hunger, but for individuals suffering from pica, eating non-food items can trigger the same effect as well.

One such example would be single mom Bianca, who prefers ingesting pottery and cigarette ashes to food or water. Having occasionally consumed dirt as a child, the young woman eats pottery up to 20 times a day, and up to 7,000 times per year.



An act like this may be a foreign concept here, but some cultures actually incorporate it into their way of life, albeit less excessively. A possible result of nutritional deficiencies of iron or zinc, dieting, and food deprivation, pica is also a symptom of certain developmental disabilities.

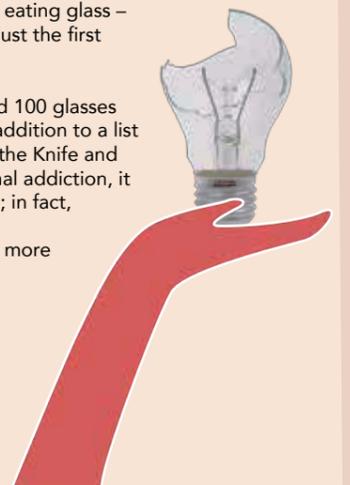
DANGEROUS ADDICTION: GLASS EATING

"I eat danger for breakfast", or so the phrase from Disney movie Bolt goes.

For stand-up comedian Josh, however, the statement is carried out literally – in the form of eating glass – and the act goes beyond more than just the first meal of the day.

Having swallowed 250 light bulbs and 100 glasses in a mere four years, he is the latest addition to a list of famous glass eaters, such as Matt the Knife and Michel Lotito. While an unconventional addiction, it is still considered as a valid condition; in fact, glass eating is an extension of the aforementioned disorder pica, and is more specifically called "hyalophagia".

And now for the kicker – it turns out Josh also likes to eat bullets as well, with a special preference for the .22 caliber ones. Quite an extreme individual, huh?



CONCLUSION

Gone are the days where addictions were relegated to a few common ones like video games or food. Nowadays, all sorts of extreme, bizarre cases have joined the ranks, and it is interesting to note the absurdity of certain addictions – after all, bathing in bleach on a daily basis is a rather ridiculous notion!

GORY ADDICTION: BLOOD DRINKING

Move over, Count Dracula and Edward Cullen, there are some new vampires in town – and in the form of actual humans, no less.

While not actually called 'vampires', these individuals do possess similar traits to their fictional counterpart, such as drinking human blood from a body part. The practise sees Californian tattoo artist Michelle consuming blood directly from her friend's arm, in addition to mixing Bloody Mary cocktails with it, to fulfill a daily quota of one litre of blood per day.

Meanwhile, 48-year-old mom Julia Caples admits to drinking nearly two litres of blood monthly, with her main source being willing donors. Her addiction has lasted for 30 years, and doesn't seem to be stopping anytime soon – which, in the grand scheme of things, is surprisingly amazing.

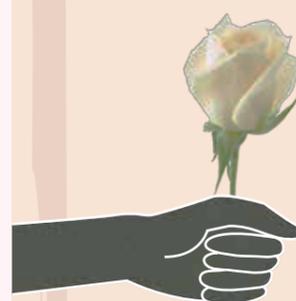


MORBID ADDICTION: FUNERALS

A funeral is never good news to anyone – well, anyone except Brazilian Luis Squarisi, that is. The man, who has a morbid addiction with the macabre, has attended every funeral in his hometown of Batais for the past 20 or so years.

Set off by his father's death back in 1983, Squarisi has even quit his full-time job to feed his bizarre addiction, constantly checking in on the radio to find out the death count for the day. If that does not yield any news, he heads for his second point of contact – local hospitals.

The whole routine may be pretty intense, but it's all in the day's work for the funeral addict, whose dedication has earned him a celebrity-like reputation amongst the townspeople.



OUT AND ABOUT

FOR YOUR CHANCE TO WIN TICKETS AND PREMIUMS, CHECK OUR SOCIALS!

CAMPUS.SINGAPORE

CAMPUSSG

EVENTS

Singapore Night Festival

When: 18 - 28 Aug 2017
Where: Bras Basah, Bugis
Time: 7.30pm - 12.00am

Celebrating its tenth magical year, the Singapore Night Festival is an outdoor performing arts festival that features both local and international acts, dazzling lights and live music.



Singapore Toy, Game and Comic Convention 2017 (STGCC)

When: 9 - 10 Sep 2017
Where: Marina Bay Sands
Where: \$9 (1-day pass) - \$85 (VIP)

Turning 10 this year, Singapore Toy, Game & Comic Convention 2017 (STGCC) will take place on 9 and 10 September 2017 at Marina Bay Sands. A weekend of games, comics, toys, anime and exciting line-up of guests, there is something for everyone - be it anime fans, gamers or those who simply want to have some fun. Headlining the event is the multi talented Hiro Kanzaki, renowned illustrator, animator and even DJ.

MOVIES

Tokyo Ghoul
 (August 24)
Cast: Masataka Kubota, Yu Aoi

In Tokyo, man-eating monsters called "ghouls" run rampant. The city is shaken with fear, as these mysterious creatures disguise themselves among people. Ordinary university student Kaneki (Kubota) meets a girl Rize (Aoi) one day at a café he frequents, unaware that the encounter will drastically alter the course of his destiny. Based on a best-selling manga of the same name.



Kingsmen: The Golden Circle
 (September 21)

Cast: Colin Firth, Mark Strong, Channing Tatum, Halle Berry, Julianne Moore, Taron Egerton

When their headquarters are destroyed and the world is held hostage, their journey leads them to the discovery of an allied spy organisation in the US called Statesman, dating back to the day they were both founded. These two elite secret organisations band together to defeat a ruthless common enemy, in order to save the world.



It
 (September 7)
Cast: Bill Skarsgard, Finn Wolfhard, Javier Botet

Based on the book by horror author Stephen King, the film is the second reboot of the first film which was released in 1990. The story follows the cases of missing children linked to an evil clown named Pennywise as 7 neighbourhood kids come together to face the shape-shifter.



GIGS



3 Sep 2017 | 7.30pm
 SOTA Concert Hall
 Tickets: \$35 - \$88

Mew
 After 2 unforgettable and explosive shows including Camp Symmetry, Mew will be returning to Singapore for their most intimate and personal show yet. Mew are a Danish alternative rock band, consisting of Jonas Bjerre, Johan Wohlert and Silas Utke Graae Jørgensen.



9 September 2017 | 8pm
 D'Marquee @ Downtown East
 Tickets: \$118

Dashboard Confessional

Critically acclaimed alternative rock band, Dashboard Confessional, will perform in Singapore for the first time as a full band. To date, the band has a platinum album with their live release MTV Unplugged, three RIAA certified gold-selling albums, and has had numerous songs featured on TV.

18-19 Sep 2017 | 8pm
 The Projector
 Tickets: \$50

Lucy Rose Cinema Tour

This special show includes a screening of the documentary (on the big screen at The Projector) about her debut tour in Latin America last year as well as an intimate live performance by Lucy Rose and her band. This tour is to promote her latest record 'Something's Changing' to be released on July 14. The album will be accompanied by a stunning short documentary, acting as a fly-on-the-wall account of Lucy's debut tour of Latin America last year.



31 August 2017 | 7.30pm
 Esplanade Concert Hall
 Tickets: \$28 - \$88

SSO Pops Concert: A Night at the Movies

From space to detectives, aliens to Mohicans, the SSO takes you on a movie date night of music from the cinema. Soundtracks featured include themes from Interstellar, Star Wars, Sherlock, Alien, and Last of the Mohicans.

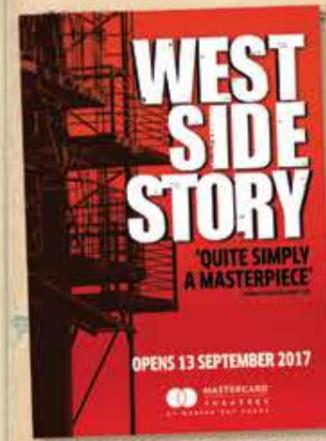


PRODUCTIONS

1-10 Sep 2017 | 7.30pm
 Fort Canning Green
 Tickets: \$35

Ballet Under the Stars

Singapore's most loved and iconic outdoor dance event, Ballet Under the Stars is back for its 22nd edition at the Fort Canning Green. SDT will be presenting two different themes for both weekends. The first weekend features contemporary works that were made for SDT, featuring works by Nils Christie, Kinsun Chan and Edwaard Liang. The following weekend focuses on classical works like Sleeping Beauty and Don Quixote.



13-24 Sep 2017 | 1/2/6/8pm
 Mastercard Theatres
 Tickets: \$55 - \$185

West Side Story

Inspired by Shakespeare's Romeo and Juliet, the dance musical is set against the backdrop of teenage rival gangs in 1950s New York. The plot revolves around a boy, a girl, two rival gangs and a fatal love affair. West Side Story is a widely acclaimed production with sold-out seasons around the world, from London, Tokyo and Sydney.

28 Sep - 21 Oct
 3pm, 8pm
 SOTA Studio Theatre
 Tickets: \$35 - \$40

Grandmother Tongue

In a Singapore where dialects have been losing relevance for generations, Grandmother Tongue traces a young man's struggle to connect with his 84-year-old Teochew-speaking grandmother. WILD RICE's funny, insightful play examines the social costs of our mother-tongue language policy and the erasure of dialects in today's Singapore.



11 - 21 Oct 2017 | 4pm, 8pm
 SOTA Drama Theatre
 Tickets: \$40 - \$69

Forever Young

It is 2067 and a nursing home houses a group of actors who were previously pillars of the Singapore arts scene. Once Sister Sara, their no-nonsense nurse, leaves the room, the wigs come off, dentures fly, and walking frames become stage props and you'll know why they say age is only a (musical) number. Expect to hear music from Bruno Mars, Britney Spears, and even Led Zeppelin, with the cast including Hossan Leong and Tan Kheng Hua.



ANOTHER KIND OF FOLLOWER:

THE INS AND OUTS OF CRAZY CULTS

by Tartan Ares Ow

Mention the word "cult" and most people would associate it with "crazy"... and for pretty good reason, thanks to most cults generally doing weird, cult-ish stuff. Strictly speaking, a cult is an organisation that is built around venerating a specific person or object (which depending on your POV, may or may not seem crazy). This is different from an "organised" religion for instance, which regardless of whether you believe in it or not, is a system of beliefs often, but not necessarily centered around divine manifestations.

Semantics aside, one person's cult may well be another person's religion, with many of today's biggest religions having themselves once been seen as cults by their contemporaries.

Cults come in many shapes and sizes (both religious and otherwise), ranging from cults that worship personalities like the Kims in North Korea, to people who really love Vespas, to football hooligans, and full-blown doomsday groups.

Here are some cults which straddle the line between cult and insanity, and have some bizarre worshipping methods.

CHURCH OF ALMIGHTY GOD

The Church of Almighty God, aka Eastern Lightning, was founded in China in 1990 by Zhao Wei Shan. The cult's core belief is that Jesus Christ has been reincarnated as a middle-aged Chinese woman called Lightning Deng who now lives in New York's Chinatown. The cult's recruitment methods were also unorthodox: after infiltrating underground churches across China and integrating themselves into the community, they allegedly seduced, kidnapped, bribed, or blackmailed members into joining them.

From very early on, the church had a tumultuous relationship with the government, asserting the Communist Party were the apocalyptic "Red Dragon" named in the Book of Revelation. The church was subsequently involved in numerous riots in the late 90s, where it actively cut off non-believers' ears for failing to "hear the message". Zhao himself eventually fled China in 2000, and claimed political asylum in the US.

Things only got weirder in the run-up to December 21, 2012 - the date Zhao claimed would be the end of the world; in fact many church members believed the Hollywood movie 2012 was some sort of divinely inspired biopic of it - one of whom then stabbed 23 elementary school students (and a teacher) in a single attack.

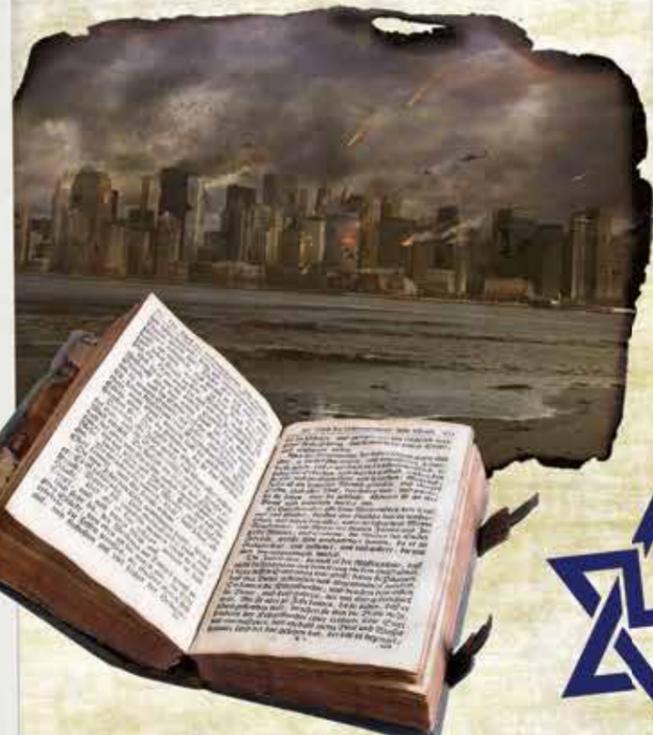
Undeterred by the lack of apocalypse, Zhao and his flock continue to claim they're wrongly persecuted by Chinese authorities. Meanwhile, believers have been involved in numerous (more) riots, as well as the high-profile stomping-to-death of a would-be recruit inside a crowded McDonald's restaurant in Shandong, for simply refusing to give her mobile number to church members. What's even scarier is that it now has international branches in Japan, Korea and Malaysia.

AUM SHINRIKYO

Aum Shinrikyo was a doomsday cult, founded in Japan in 1984 by "guru" Shoko Asahara, combining elements of mainstream religions like Buddhism, Christianity and Hinduism, alongside radical doomsday ideas and prophecies from Nostradamus. Asahara himself claimed to be Jesus Christ, and felt the British Royal Family, rival Japanese religions and the Dutch Government (among others) were colluding together in a global conspiracy.

He predicted the world would end in nuclear war in 1997, and felt it was necessary to help speed things along through violence and terrorism. The group was officially banned as a terrorist organisation in Japan in 1995, after perpetrating a sarin gas attack on the Tokyo subway that killed 13 people, and injured hundreds. The group was also responsible for several high-profile murders of former members and critics, and is formally banned in many countries, including Canada, Russia and the US.

The group subsequently splintered into 2 groups: Aleph, and Hikari no Wa, both of which claim to be non-violent, and remain under police surveillance in Japan.



RAËLISM UFO CULT

According to the Raëlian Church, life on earth was scientifically created by aliens (called Elohim) which spawned most religions that we know today, like Buddhism and Christianity. Raëlians also believe that mind transfer is possible, and that cloning can lead to reincarnation - a follower made headlines in 2002 when she claimed to have conceived the first cloned human (she was later discredited). They also believe that clones of truly outstanding humans can live on other planets among the Elohim. Ironically, they don't believe in evolution.

Raëlism began in France in the 1970s, when the founder Claude Vorilhon experienced an alien abduction by the Elohim.

Often compared to Scientology (another group that believes in alien beginnings), Raëlism also has the same issues when it came to its classification: it's recognised as a cult/sect in certain countries, and as a religion in others. While both are atheist groups, a major difference between the two lies in their attitudes towards sex.

Raëlians are strong advocates of sexual freedom between consenting adults, as they believe their creators wanted humans to enjoy the lives they were given. This attitude of free love includes preferences such as monogamy and even chastity.

The goal of the Raëlian Church is to have an embassy on earth - preferably in Israel since they believe Hebrews were the first people contacted by the Elohim - as a neutral space for their alien creators. So benevolent are these beings, according to Raëlians, that they would only reveal themselves once humanity is ready for them.

CARGO CULTS

Cults aren't all fire and brimstone, and compared to the others here, the Cargo Cults of the South Pacific are almost endearingly benign.

It all started immediately after WWII, when numerous "cargo" cults sprung up around the South Pacific, especially in Papua New Guinea and Vanuatu. Many of these places had managed to retain their traditional beliefs for centuries despite the occasional, interloping Christian missionary until that is, the sudden arrival of foreign armies - in this case the Americans - with what to the locals were seemingly supernatural airplanes and huge ships. This obviously caused a cataclysmic upheaval in their traditional societies. The "cargo" part of their cult relates to the actual cargo - vast supplies of canned ham, bottles of Coke and flying machines - that the soldiers brought with them.

There are numerous cargo cults around the South Pacific, with Vanuatu's Tanna Island being home to some of the most famous, including the Tom Navy cult, the John Frum cult, and inexplicably, one dedicated to Queen Elizabeth's husband, the Prince Philip Movement.

The cults all generally believe that these seemingly random figures (John, Tom, Philip) will one day return by plane and bring more "cargo", which they see as both literal (like food and drink) and figurative (deliverance), and they

conduct regular ceremonies, including marching in army formations and maintaining actual landing strips, in anticipation of their return.

Taking it a step further, many members of the respective John Frum and Prince Philip cults in Tanna believe John and Philip are in fact divine half-brothers, with the Prince viewed as a living god, with a signed portrait he gave the villagers after a visit in 1974 treated as a sacred icon.

While Tom, John and Philip are all seen as divine beings by their followers, it's assumed that "John Frum" wasn't actually a specific man, but was what locals were told when they asked one of the soldiers who he was: "I'm John, from America..." Same thing with Tom "Navy".



A Rising Trend

Big Pharma and Male Libido Gone Nuts

By Nina Gan



Crazy Big Bucks

Pharmaceuticals are big business, given the way our current lifestyle is heading, with issues such as sedentary lifestyle and increasing stress becoming a major cause for many disorders. Everything from painkillers to hypertension pills, and yes, ED pills are in demand to alleviate the issues of daily life.

As a result, Viagra (made by Pfizer) pulls in an average of US\$2 billion a year in sales; its competitors Eli Lilly (maker of Cialis) pulls in a decent US\$1.5 billion, and Bayer (maker of Levitra) has seen sales grow past half a billion.

While these figures are nothing compared to the total global pharmaceutical market, it's significant when you compare it to other top-selling drugs, like those for arthritis, cancer, diabetes, and heart disease – worth between US\$4 and US\$16 billion – which affect a much larger population and are actually life-saving. ED drugs are categorised as 'lifestyle drugs' and only affect 6% of the male population.

These days, Viagra, Cialis and Levitra face stiff competition from other brands hoping to cash in on this lucrative industry. And the manufacturers have cause for worry: their patents will be expiring soon (Viagra by 2020, Levitra by 2018, Cialis by 2017). Competitors are already penetrating the market with cheaper versions of the drug.



Big Pharma has always been synonymous with big money, questionable ethics, and an industry that has a proclivity for making headlines for all the wrong reasons.

While it's true that the industry has made breakthroughs over the years with drugs for viral diseases, various cancers, and so on, the biggest 'breakthrough' in many people's minds has been PDE-5 inhibitors – drugs for erectile dysfunction.

Crazy Demand

Everyone knows young men think constantly about sex; men remain interested in sex until they are almost dead. But as men age, ED becomes an issue. According to the Cleveland Clinic, ED affects 40% of men aged 40, and 70% of men aged 70. So, what do you do when you can't 'do' it anymore? Enter virility drugs.

These days, the word 'virility' conjures up cheesy macho men images. However, there's no denying that most guys – from your classmate to your dad (ew, we know) – will attest to desiring male virility, macho image and all. Even history praises successful men as 'virile', and that includes being tough and dependable both in and out of the bedroom – it's

been a concept since caveman times. It's no wonder TCM is full of virility-inducing powders made of dried lizards, seahorses and unicorns.

While Viagra was initially developed as a medication for heart problems, its side effect was hard to ignore. When it went on the market as an ED drug, no wonder it became Pfizer's best-seller.

Drugs like Viagra give men their machismo, which is tantamount to making them feel like He-Man. Because it's an oral tablet, even young men without ED problems are using them. It seems the lure of virility is hard to resist, and thus the partnership between Big Pharma and men is secure.

Crazy Spending

PDE-5 inhibitors are not going away anytime soon, because even the Pentagon spends millions on ED medication annually: about US\$294 million since 2011, according to Military Times newspaper – that's the cost of 4 fighter jets.

Most prescriptions were for older, retired personnel. Less than 10% of the prescriptions were for active duty personnel. Interestingly, personnel who weren't deployed were more likely to suffer from ED than their active-duty counterparts.

ED drugs are also available under the UK's national healthcare system, and more than 3,800 prescriptions were

handed out daily in 2014, a figure that is doubled today.

While these lifestyle drugs are flying off the shelves, one has to wonder: why is there no equivalent for women?

Big Pharmas have, for years, tried to develop female-targeted enhancement drugs, which resulted in just one product thus far: flibanserin.

However, its benefits have been 'marginal' and it needs to be taken every day.

Yet virility-enhancement products for men – from Viagra to horny goat weed – are constantly running off the shelves. Of course, none of these products address what women feel.

Perhaps that's the crazy part of it – it almost seems as if only men have an issue with boosting their own sexuality. That without men fearing their loss of libido, there wouldn't be such a strong lifestyle drug industry.

STRESS RELIEF

You've probably seen them hanging around your void decks before – single aunties hauling bags laden with cat food (and probably making cat sounds). Ever wonder what these cat ladies have to put up with in order to indulge in their passion for cat welfare? Play this crazy game and live the life of a cat lady!

Instructions:

1. Cut out all Cat Cards and the Wild Cards. Make as many copies of them as you can. Shuffle before play.
2. This game requires a dice.
3. Make your own marker. 2-6 players.
4. Once all the cards are gone, you can tally the scores on the Cat Cards.



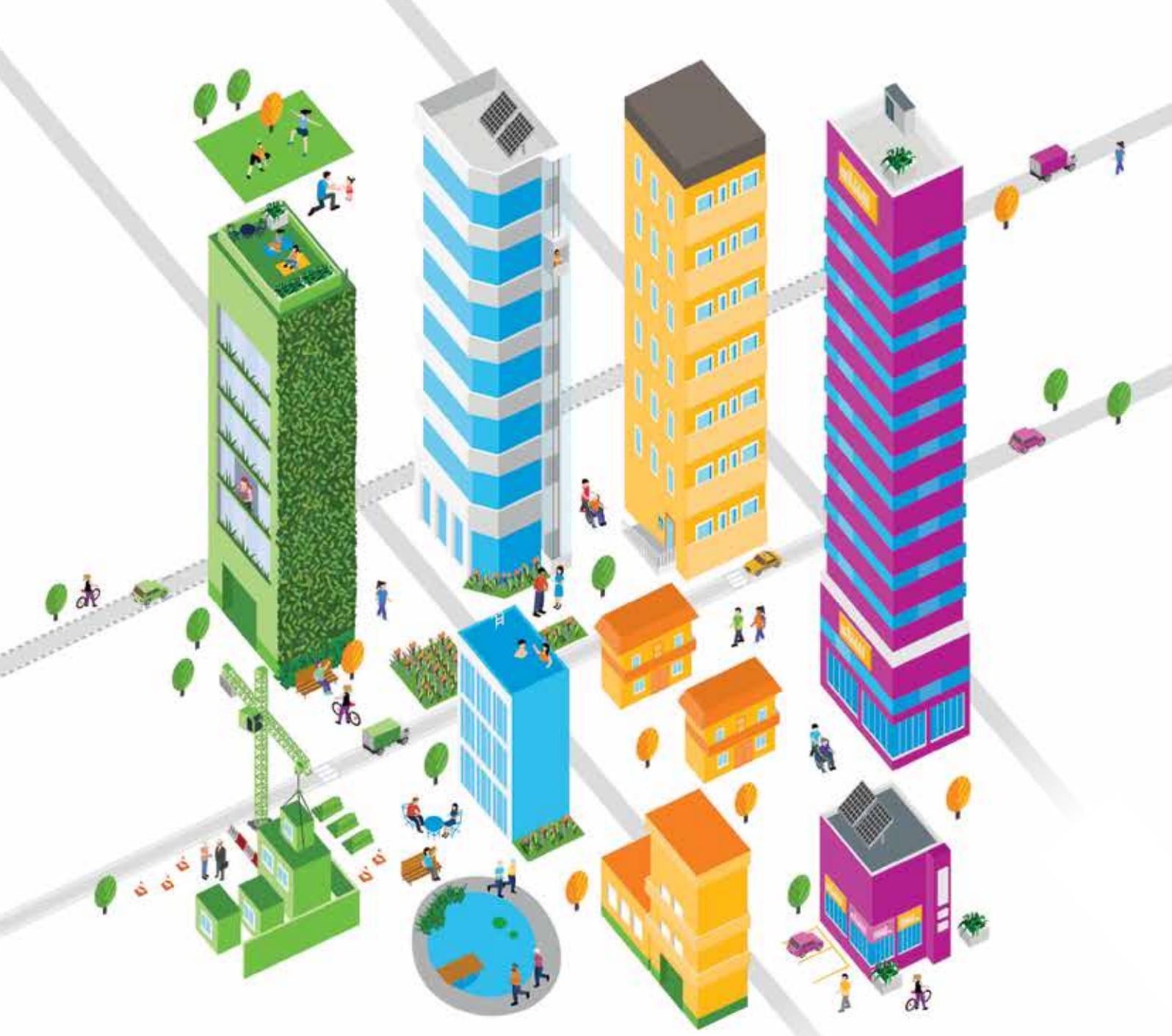
PHOTOCOPY AS MANY OF THESE CARDS AS POSSIBLE

WILD CARDS:

- Cat Food (FEED A STRAY TO ADOPT IT)
- Kitty Litter (*IMMUNITY TO NEIGHBOUR COMPLAINTS)
- Meal for One (CAT LADIES NEED FOOD TOO)

CAT CARDS:

- 2 POINTS (Illustration of a brown tabby cat)
- 3 POINTS (Illustration of a white cat with black spots)
- 4 POINTS (Illustration of a grey and white cat)
- 5 POINTS (Illustration of a black and white spotted cat)



BUILD THE FOUNDATIONS OF TOMORROW.

Admission is **FREE!**

Make an appointment with us at:
✉ BCA_Gallery@bca.gov.sg
☎ 6248 9930

Explore the newly revamped BCA Gallery and discover how you can shape the future of Singapore's built environment. Discover our rich history and how our future could look like. Gain new insights on how we can influence the space we live in through interactive displays and experiential activities and find out if the built environment industry is for you.

Address:
BCA Academy
200 Braddell Road,
Singapore 579700 (Block G)

Opening Hours:
Mondays to Friday
(except public holidays)
10.00am to 5.00pm