



before

BURT



after

UPDATE YOUR MATE

Meet the 2 MALE WINNERS!
See p.10 for their transformation!
Look out for our December issue for the ladies' version!

Cast your vote for your favourite guy's make-over on Facebook at campus.singapore!

before



after



WEI JIE

Hair by
shunji matsuo

Burt's Wardrobe by
SMUDGE

Wei Jie's Wardrobe by
SexyDiamond

Styling by
NAKAME STYLE.

ISSUE 08

CAMPUS

MICA (P) 252/07/2010

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music + fashion issue

copy, right?
europe special



THE UNGIFT

by Gan Phua Beng

GPB recently had a friend's housewarming party. Mind you this was a close friend, one of those friends you've had around longer than your favourite He-Man or Centurions action figures, or for the girls, your favourite Barbie doll or 'My Little Pony' which looks more like a mule with foundation and fake lashes. GPB felt generous, so GPB told his friend that GPB would get him an appliance, a superfluous one at that, one that you wouldn't have on your lists of initial must haves. GPB didn't tell him, but GPB was going to get him a blender.

There's this crazy guy on Youtube who claims his blender is indestructible. Of course, the only way to prove that is to throw an alarm clock, a 2x4 and a camera in the bloody thing. Impressed with this ninja-grade, yakuza-approved home appliance, GPB was at the store researching his soon-to-be purchase. GPB's friend didn't get his blender because, as GPB should've expected, the bloody contraption was \$400! The street thug geylang lorong 8-grade blender was affordable at \$150, but what was the point if you couldn't blend an alarm clock, a camera or your neighbour's shoe?

GPB ended up at his house warming party with the best gift of all, the man himself. Before you start running to your computers and entering in your blogs that GPB is a pompous ass and the like, finish reading the good bits that are coming up. Then go post up that GPB is a pompous ass and that he is hot and has a pet goldfish named Cow.

Gifts are tricky. Massively tricky. Birthdays, Christmas, Valentine's, anniversaries, new borns, house parties, going aways, coming back from holidays, recently deceased gifts, weddings, make-up gifts - mainly applicable to guys and that 0.5% of unlucky girls who didn't read your gender manual that is only one page, and says:

Rule 1: You are always right.

Rule 2: If ever in doubt, refer to rule 1

On a side note, GPB has been referring to himself in third person in this masterpiece. GPB is sure you've realised, but that being said, GPB has etched himself into your subconscious subliminally. Love the Beng.

Gifts are so tricky, that almost every time you get a gift for someone, after all the thinking and walking around Mustafa, you end up with a shaver, a bottle of coconut oil, and a Mont Blanc knock-off even.

There are 2 main categories of gift givers: the ones who know what you want and budget permitting will get it for you, and the ones who really have no clue, too lazy to make an intelligent guess and hence are the physical manifestation of a psychological state. The UN-GIFT(ug).

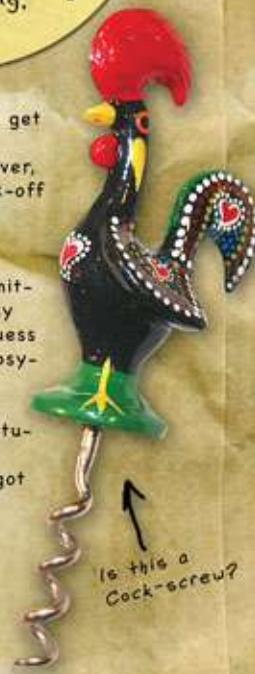
A friend recently told me she was going to Portugal and asked if GPB wanted anything. After asking, "Portugese Ah Lian nice or not?", GPB got a mouthful, so GPB settled for Portugese egg tarts, which are apparently from Macaul Entry stage left, the ungift. "I'll get you a magnet".

Why would GPB want a magnet from Portugal? When GPB's friends come over to GPB's pad and see that magnet on the fridge and say, "AY BENG?! Since when you went to Porr-tooo-gaaaal?? Why never jio me!"

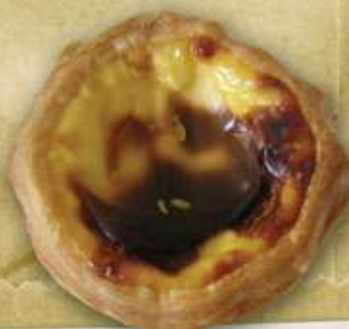
It becomes exceedingly taxing to explain to GPB's associates the whole story of this particular gift which GPB has yet to, and with some luck, will not receive. Despite GPB's wisdom, it is unfortunate that GPB doesn't have a all-encompassing solution.

Tact, skill, resourcefulness. They have no part in gift giving, so throw it out the window. Walk into spotlight blindfolded, spin 10 times on the spot, stumble about for a bit and reach out and grab something.

In GPB's experience, it could be something better than a gift...



Is this a Cock-screw?



I was just thinking, it is time for Gan Phua Beng to give back to the community. Every issue, Brother Beng will answer ONE question.

Email your questions to: GanPhuaBeng@gmail.com

My answers are final, absolute and better than anything your GPB can tell you.

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Passively

Looking for interns:

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* **Beverage Dispensing & Affiliated Services:** To operate complex, multi-function automated coffee dispenser, have a working knowledge of basic Italian (espresso, grande etc.), and remember which mug belongs to whom.

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Konosuke Matsushita
 Founder of one of Japan's
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 Panasonic, known to many
 as "the God of management"
 and a top world industrialist.

Mr Konosuke Matsushita's LESSON #4:

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MUSIC & Fashion

Devaluation or Evolution?

Written by
Shah Salimat

Google through any artiste's look and, most probably, you'll never find a single person who is dressed like a plain Jane. In fact, it's quite the opposite.

Lady Gaga's quintessential meat dress by Franc Ferdinand, as seen in the recent 2010 MTV Video Music Awards, best sums up how music and fashion seem to intertwine very closely. From the dapper Frank Sinatra look of the '50s, to Ke\$ha's garbage-chic look in the 2010 era of mainstream electronic pop, the clothes seem to share a deeper affinity to the music than most of us think there is.

ORIGIN

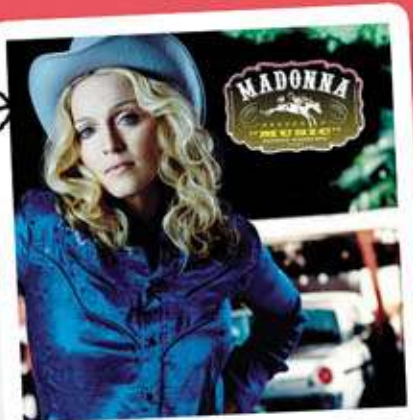
The combination of music and fashion can be traced back to the beginning of popular culture. Western pop culture began in the early 20th century, culminating in the pre-World War II "Big Band" era, exemplified by artists like Paul Whiteman belting jazz and swing tunes accompanied by an orchestra. Global mainstream pop culture started in the late '50s, with luminaries such as Louis Armstrong, Ella Fitzgerald and Frank Sinatra looking dapper in tuxedos and flapper dresses while bringing classic pop and jazz to the mainstream.

It is this affinity to pop culture that often led audiences to associate the music to the clothes. This soon evolved into an understanding that fashion accentuates the storyline of the music, which is best displayed by artistes such as the Queen of Pop Madonna and the future of music-fashion collaborations, Lady Gaga.

MADONNA

Perhaps the most iconic artiste to marry music and fashion together is the Queen of Pop. The mention of her name conjures up vivid, scandalous and deliberately provocative images of the infamous cone-shaped bra and wedding dress in "Like a Virgin", the black lacy fingerless gloves and the short curly-yet-wavy hair in "Vogue" and "Express Yourself". When asked about the decision to wear underwear as outerwear in her collection of looks, the Material Girl quipped: "Actually, the fact that I was wearing those clothes was meant to drive home the point that you can be sexy and strong at the same time. In a way, it was necessary to wear the clothes."

Her chameleon-like image changed as her music changed eras and topics, while still maintaining the sexy and strong image of female empowerment she was widely known for. She ditched her feminine looks in favour of a bold, androgynous one in "Express Yourself" after her divorce with Sean Penn and juxtaposed a traditional Marie Antoinette look with a lush, naughty performance of "Vogue" at the 1990 MTV Video Music Awards. The millennium reared the change from Material Girl to American Girl as Madonna sported country hats for hits such as "Music" and "Don't Tell Me" in her album American Life. Further reinventions brought about purple leotards to celebrate her campy Eurodance hit "Hung Up" and sexualised boxer-style outfits for her latest album Hard Candy. The reinventions may be mind-boggling but Madonna certainly knows how to match music with fashion.



The Wedding Dress

Country Hats



LADY GAGA

The future of the marriage of music and fashion can definitely be seen in Stefani Germanotta, also known as Lady Gaga. She has brought a multitude of fashions to the table, from sweet and saccharine geometric dresses with slick sunglasses and bow-tied blonde hair with bangs in "The Fame" era, to bold and sassy yellow highlights and latex dresses in the "Monster" era – all in the space of 2 years. She has even paid tribute to Madonna's iconoclastic look by recreating variants of the cone-shaped bra, from the machine-gun bra in the music video for "Alejandro" to the firework-bursting bra and panties for "Bad Romance".

After "bleeding to death" as a martyr of fame with a stunning performance of "Paparazzi" at the 2009 MTV Video Music Awards, she reared a personality consumed by fame and possessed by it in the "Monster" era. Out came the teacup sets and edgier outfits, including a collection of masks as a signal of hiding one's true personality and the missing bangs to show Gaga's vulnerability as a result of being consumed by fame. Underwear now became her outerwear as she constantly sported PVC bras and panties to accompany the wavy and bouffant hair with yellow highlights.

In all her fashions, Lady Gaga embodies what future performance artistes will look like. Combining a running story of her music and albums, Gaga is meticulous in her fashion choices. When she recently wore her Franc Ferdinand meat dress to the 2010 MTV Video Music Awards, she explained her motivation for doing so to Ellen Degeneres by saying it was a statement in support of having rights, in particular, gay rights.



Yellow highlights

Conical bra theme?

Harajuku Lovers



No missing bangs here



THE FUTURE

Artistes have even begun to develop their own fashion lines based on their outfits and their image in their music. Gwen Stefani is probably most famous for kicking off this trend of fashion lines with the development of L.A.M.B. (Love. Angel. Music. Baby.), a couture line based on her Harajuku-girl image. Lady Gaga and Beyonce have also developed their own fashion lines based on their distinctive images and styles, called Haus of Gaga and House of Dereon respectively. However, Taio Cruz's line of sunglasses called Rokstarr, named after his latest album of the same name, still provides much ambiguity as to whether these fashion lines provide an extension into the artistes' music and message or if these ventures are just commercial prongs of the artistes' marketing plan.

However, does the theatricality of fashion instantaneously provide the right message to music? Can we do without the theatricality and still pair music and fashion together? Maybe one day, we will find a less outrageous outfit that is fitting with the artiste's music. But until then, this current trend of theatrical fashion with music will continue, provided artistes and audiences know the meaning behind them and not just plunk them into "Best Dressed" categories without engaging the mind in the visual and aural experience.

Haus of Gaga tee



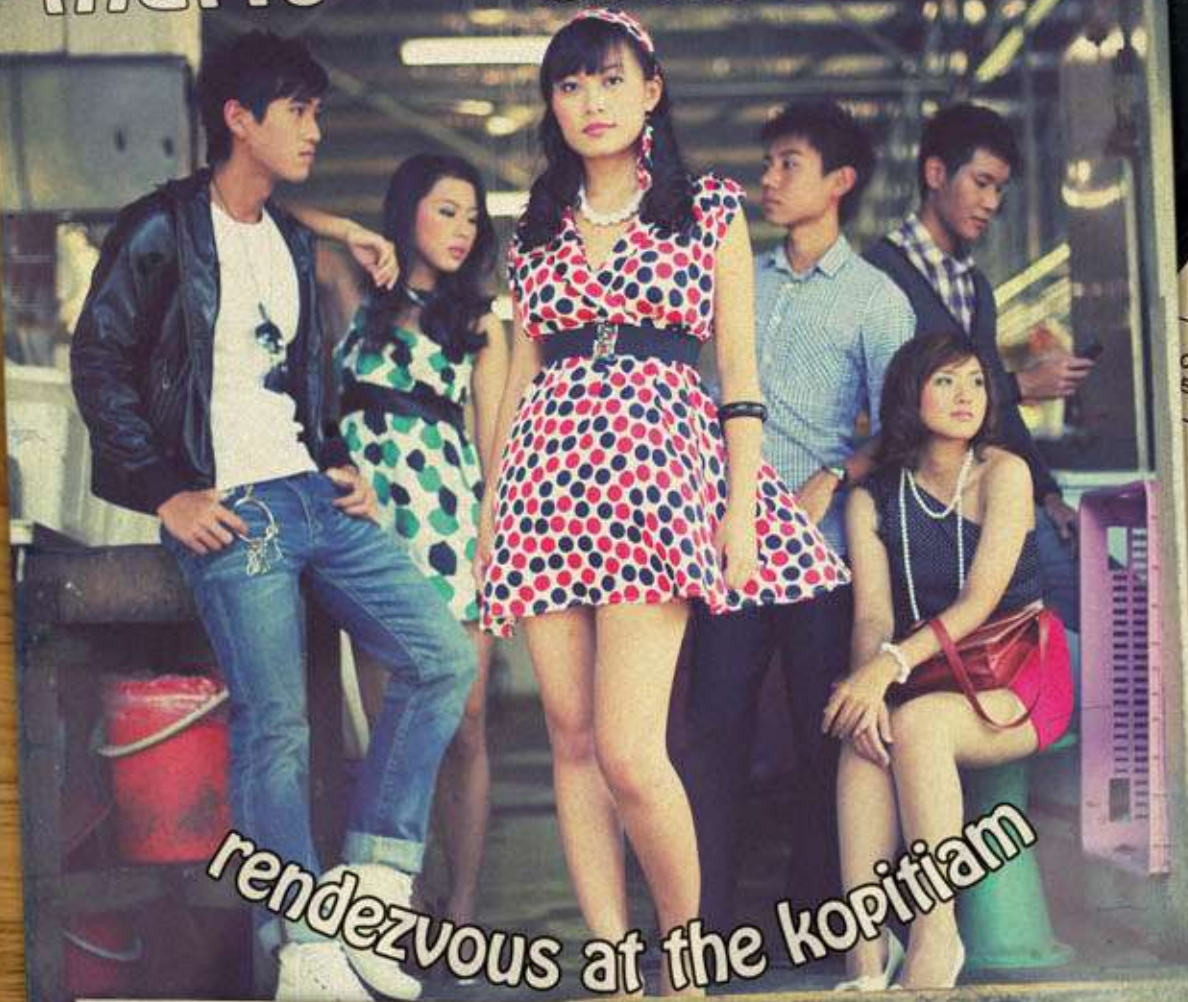
House of Dereon by Beyonce



record revival

photos by
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marie and the crescendos



rendezvous at the kopitiam

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THE ORIGIN OF WORDS

BY RAHIMAH RASHITH

Ever wondered whose father Paparazzi was and if make-up used to be a fairy godmother who could make ugly monsters go away? Words created from the music and fashion world, such as paparazzi and make-up, have become trendy terms used by people of all ages and cultures.

These words are the household names of the fashion and music industry, which have influenced the pop-culture of entire generations, even until today, but they weren't always found on dictionary.com you know. Ever wondered where the words came from? Campus Magazine investigates their origins!



BEATBOXING

is a popular pastime, especially among youths all over the world. It is an art form that uses primarily one's mouth, lips, tongue and voice to produce sounds that imitate drum beats or other instruments. The drum machine was also known as the "Beatbox" hence the term.

ORIGIN

Beatboxing has been around in different forms for thousands of years. Ancient African tribal ceremonies most likely used the human body itself as one of the first forms of musical instruments. Similarly, the Chinese vocal art of Kouji mimics the sounds of everyday life. The modern Beatboxing that is associated largely with Hip Hop culture, however, only surfaced recently in the 1980s when people started to use the microphone to project the percussion beats.

INTERESTING BIT

The Beatbox Battle World Championship is an annual event that takes place in Berlin, Germany. It is a five-day festival of battles, workshops and performances by over 140 international vocal percussion and beatboxing professionals. Korea clinched the Championship title in 2009.



GIG

in today's context refers to a musical performance by musicians to an audience.

ORIGIN

There is no clear origin but the oldest definition of gig was of something that whirled or turned. This was later applied to whirling and turning in merriment and songs, thus gigs. The term Gig was also said to have been used during the American Depression when good live performances were rare and expensive. Thus, when one came, people would shout "God is Great!" out of which came the abbreviation G.I.G.

INTERESTING BIT

The Beatles' first gig in the US was held in Washington D.C on February 11, 1964.



PAPARAZZI

as we know it today refers to freelance photographers who pursue stars to snap pictures.

ORIGIN

Paparazzi is plural for the word Paparazzo, a name given to an actor from an Italian classic movie called La Dolce Vita (1960). In this movie, Paparazzo was a photographer who went through great lengths to snap candid pictures of celebrities. The movie was so popular that the term paparazzi stuck until today.

INTERESTING BIT

Lady Gaga's Song Paparazzi took the world by storm and climbed up the billboards to the no. 1 spot in 2009!

PANTS

are a symbol of equality between men and women. There are all sorts of pants: denim, khaki, cotton, office, casual. The list goes on as long as the industrial machines in China continue to manufacture them.

ORIGIN

The word originated from "Pantaloone" which is the archaic term for leggings. Pantaloone came from the name Pantaloun (1580s) belonging to a silly old male comedy character who wore extremely tight trousers to cover his skinny legs. Pants were the short form that was recorded eventually.

INTERESTING BIT

Get ready to gasp because it was men who originally fashioned leggings. This year on the catwalk, in magazines and everywhere, men are donning "Meggings" or men leggings. Back to the good ol' days, eh?



BURT



Burt at Smudge, ready to be styled by Nakame

behind
the scenes

WEI JIE



Wei Jie waiting to get his hair done



Getting hair done by Kiko at Shunji Matsuo



Looking confident with some new threads



A new hairstyle by Haruka at Shunji Matsuo



Getting style tips by Taoki of Nakame Style

UPDATE YOUR MATE

Photos shot with
SONY α

Meet the
2 FEMALE
WINNERS!

Look out for our
December issue to
see their trans-
formation!

TOP:
Devilock blood
shirt, S\$229.90

BOTTOM:
Devilock denim
shorts,
S\$149.90

TOP:
Variation Polo,
S\$73

BOTTOM:
Immortal Classic
Vintage Denim
Jeans, S\$143



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Europe!

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Ever thought about studying in Europe, but don't know what to expect or which country to go to? Here's our little mini-Europe guide to some of the schools around the continent that welcome overseas students (for those not versed in European languages).

We're covering countries like France, Ireland, Italy, Spain and Switzerland, all offering a broad range of studies, including the arts, medicine, social sciences and more.

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☐ I do not know so much about Lufthansa, but would like to learn more about them
☐ I have not flown on Lufthansa before

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Send us your answers via email (contest@campus.com.sg) or mail (11 Mohd Sultan Rd #03-01, S239010)

Quirky Europe

by Ratna Masayu

Forget the whole "must-go" attraction spots - you can easily look that up on the internet. Here's a whole new other list of quirky facts and/or "must do's" when you're in Europe. Remember, just because you're a visitor, doesn't mean you have to act like one.



IRELAND

Everyone knows it's Guinness country, but beyond its famous tippie and its rolling green countryside, there are other things worth exploring.

Spend the night at a haunted house.

The 12th-century Kinnitty Castle in County Offaly is reputed to be haunted by a tall, friendly monk dressed in black. His presence has been felt in 'The Great Hall of The O'Carrolls and

he is said to possess the gift of predicting the future. Definitely not for a good night sleep, but it's a once in a lifetime experience, so why not?



GERMANY

The country you'll never fail to come across countless times during your History lesson. Here are some quirky facts about Germany which you'll never learn in History classes.

Drive as fast as you want on the motorway.

There is no fixed limit on the 'Auto-bahn.' Definitely appeals to the speed lovers out there as you fly down the motorway living your "F1 dream." But whether or not you choose to be suicidal on your holiday trip is ultimately your choice.

Order a beer at McDonalds.

The only country where it is socially acceptable to be ordering beer from an otherwise kid-oriented fast food chain. The Germans have a different mentality towards alcohol - they are, after all, the second biggest consumer of beer in the world.



SWITZERLAND

A picturesque country surrounded by the Alps, Switzerland is indeed panoramic. But beneath all that tranquil, the Swiss have their one-of-a-kind quirks.

Fancy some chocolate?

The Swiss are famous for many things, including their chocolate. The locals eat an average of about 12kg per person a year! So if you love chocolate, pile it on!

Need to find a bank?

There are more banks than dentists in Switzerland. Even if they're posh private banks, you can just ogle at the expensive cars parked outside.

FRANCE

Paris. The city of romance, fashion and art. Sure, everyone queues up at The Louvre or has seen the Eiffel Tower, but what quirks lie elsewhere in this city of L'Amour?

Mon Sewer.

Who would have thought that they are also a city proud of their sewer system? They even have their own Paris Sewer Museum. And it's located at no other than in the sewer itself. No joke.

Its content is just like any other museum - artifacts, historical facts, and the likes - only, it's a little humid and "slightly" stinky.



SPAIN

Spain is more famously known for their artistic heritage, Flamenco music and dance, bullfights, beaches and lots of sunshine.

Ketchup fight!

Come dressed in your worst clothes, and have fun throwing tomatoes at total strangers. La Tomatina is an annual event where thousands of people have this food fight, accompanied by music and fireworks. Never was a food fight so much fun ... and it doesn't get you into trouble.

No Bull.

Brave Spanish men will queue in the streets for a chance to outrun huge raging bulls. This event lasts for nine days and ends with many injuries. Definitely not for the faint hearted - and definitely not something you'd want to tell your mother about.



ITALY

The country that is said to have more masterpieces per square mile than any other country in the world. No doubt you'll be living La Dolce Vita.

Fancy something paranormal?

Instead of the normal historical tour, why not opt for the 'Ghost and Mystery Walking Tour of Rome'? The night tour brings you through a nocturnal view of Rome - the mysterious city where facts and legends, historical and supernatural mysteries intertwined. Definitely not for the faint hearted.

Free fun.

See the famous Trevi fountain and participate in the tradition of tossing a coin over your shoulder to ensure your return to Rome. Or put your hand in the mouth of truth - La Bocca della Verità - tell a lie, and see what happens. If you lose your hand, at least you didn't have to pay to do it.



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Italy's highly-specialised education institutions

Italy is home to more than 100 universities and colleges, ranging from Rome's Sapienza University (Europe's largest), to some of the continent's most specialised schools such as Istituto per l'Arte e il Restauro. There are also numerous schools catering to foreign students with Italian-language immersion programmes. With several of its leading schools listed among Europe's top 50 institutes, studying in Italy offer a mix of culture, cuisine and history found in few other places.

Bocconi University

www.unibocconi.eu

Founded in 1902 in the heart of Milan, mere metres from the city's famous sites like the historic Basilica of Sant' Eustorgio, Bocconi offers bachelors, masters and PhD courses, as well as one of the world's leading MBA programmes according to both the Financial Times and Forbes. At the undergrad level, Bocconi has English-language programmes in economics, finance and management, with English-based masters programmes ranging from marketing to quantitative risk management. Bocconi also boasts a large international community, including Italy's first and largest Chinese Student Association, as well as numerous academic scholarships with notable alumni including VPs from Nike (Asia-Pacific) and BMW, and royalty from around Europe.



Istituto per l'Arte e il Restauro

www.spinelli.it

One of Italy's most unique schools, Istituto per l'Arte e il Restauro or the Institute for Art and Restoration offers classes for anyone interested in art and art history, with everything from short-term introductory programmes to full 3-5 year courses, for accreditation as a "Conservator of Cultural Heritage". More specialised masters programmes cover restoration of either paintings or frescoes, with over 1,000+ hours of field work and theory. To date, the Institute and its students have been recognised internationally, completing more than 12,000 restorations. And with the historic city of Florence as inspiration, there's no shortage of local opportunities for students to hone their skills.

Università Vita-Salute San Raffaele

www.unisr.it

One of Italy's youngest universities, Vita-Salute San Raffaele was founded in 1996 on the reputation of its internationally esteemed research hospital. The school emphasises both medical training and the humanities, with bachelor and masters courses in philosophy and psychology, as well as degree and MD courses in medicine, nursing, and biotechnology. Situated in Milan, the school's small size and new programmes give it a highly personalised atmosphere.



Università per Stranieri, Perugia

www.unistrapg.it

As you'd expect from a *università per stranieri* or "University for Foreigners", the school's main thrust is teaching Italian culture and language to foreign students, offering both bachelors and masters in selected programmes including advertising, communications and international relations. Situated in a fairly provincial, smaller city in central Italy, students in Perugia get near total immersion in Italian. Located in the heart of Old Perugia off Palazzo Gallenga, the school consists of numerous, ancient buildings, and boasts over 8,000 (mainly international) students including famous foreigners like Prince Leka and Michaelle Jean, Governor-General of Canada.

Sapienza University of Rome

www.uniroma1.it

Europe's largest university, and the oldest of Rome's prestigious tertiary institutes, dating back over 700 years. Sapienza's main hub is Città Universitaria, just off Rome's main metro station. There's further campuses scattered around the capital including 116 libraries and 21 of its own museums. There are 300 programmes, from Bachelor to PhD, covering social and physical sciences, law, math and even "oriental studies". Sapienza offers numerous scholarships to foreigners, but as one of Italy's most respected schools, competition is steep, with the ranks of former Sapienza students including several astronauts, former UN Secretary General Sergio Balanzino and Nobel Prize winning physicist Enrico Fermi.



ADMISSION REQUIREMENTS

While many Italian schools have entire degree programmes offered in English, as a student, learning Italian is an important asset to understanding the social and historical context of what you're experiencing around you. This is especially true somewhere like Italy, with its extensive art and literary background.

For more on studying Italian culture and language in Singapore, visit www.iicsingapore.esteri.it

HERE'S WHAT THEY SAY

My adventure began with a 6-month scholarship. It might sound weird, but I went to Luigi Bocconi University, Milan - Italy's fashion capital - to study accounting and management. I also studied Italian, but it was the Italians who made the most lasting impression on me. I've travelled to Florence, Rome and Venice, but my favourite place was my adopted hometown - Milan. I found myself drawn to the Naviglio. It's famous for pubs and aperitivos, but its best-kept secret is the monthly markets. At the end of each month, local merchants held street fairs - everyone joined in, giving you a chance to be part of the local community for a day.

Ryan Tan, NUS Student



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MORE THAN AN EDUCATION

Sciences Po - College Universitaire Undergraduate Programme

Founded in 1872 and part of France's renowned network of Grands Établissements, Sciences Po has been one of the world's leading universities for more than 130 years. Sciences Po boasts numerous, highly-specialised campuses across France each offering uniquely different regional studies, ranging from East-European to Europe-Asia studies.



SciencesPo.

Excellence, Innovation, Diversity.

Leading Social Sciences Institution Sciences Po:

With 7,500 students, including 2,500 international students from around the world, Sciences Po offers uniquely diverse academic opportunities through its 6 individually-tailored, "international" campuses - giving students highly-specialised studies on different regions of the world.

The undergraduate programmes offer bachelor's degrees in just 3 years, including a final year spent abroad (in one of Sciences Po's 350+ renowned partner institutions). After graduation, students can opt to continue with Sciences Po's Paris campus for their Masters degree (4 semesters including a 1-semester internship), with the possibility of joining double degree programmes with select universities like LSE, Keio or Columbia.

Sciences Po Paris College, Campus of Le Havre Anglophone Europe-Asia Undergraduate Programme

Founded in 1571, the historic seaside town of Le Havre is home to Sciences Po's Europe Asia programme. Declared a World Heritage site in 2005, Le Havre is home to some of Europe's most historic churches, gardens and squares, including Boulevard Clemenceau, Rue de Paris and Auguste Perret Square. Le Havre is the first port of France for commercial trade with historic links to Asia.

Asian-centric

Not only are half of students international, but with its Asian-oriented programme, Sciences Po's Europe Asia campus at Le Havre creates a unique academic bridge between continents. Beyond mastering strong methodology focused on the development of knowledge, analytical skills and true personalities, the Europe Asia programme allows you to study key Asian languages like Bahasa Indonesian, Hindi, Korean, Mandarin or Japanese - adding a new dimension to your international experience and immense value to your future career prospects.



Holistic Student Life

Sciences Po Paris College, Campus of Le Havre offers a range of very integrated lifestyle opportunities for international students, aimed at helping them feel welcome as part of the school's tight-knit, young community, with student clubs ranging from English- and French-language debating societies, sports teams from basketball and sailing to women's rugby, to associations for the fine arts and drama. With numerous student groups, there's something social for everyone.



Learn French, in a non-Pressure Situation

While the Europe Asia core courses are taught in English, many optional classes are offered in French. By living and breathing the French experience, students often achieve fluency within just 2 years. If you already speak some French, Sciences Po offers great opportunities to refine your skills everyday, from chatting over coffee at a local cafe, to enrolling in debate societies. Being surrounded by French, yet allowed to learn in your own time, students can learn French in a low-stress, real-life way as part of a total lifestyle immersion.

© Agence Pixel Le Havre



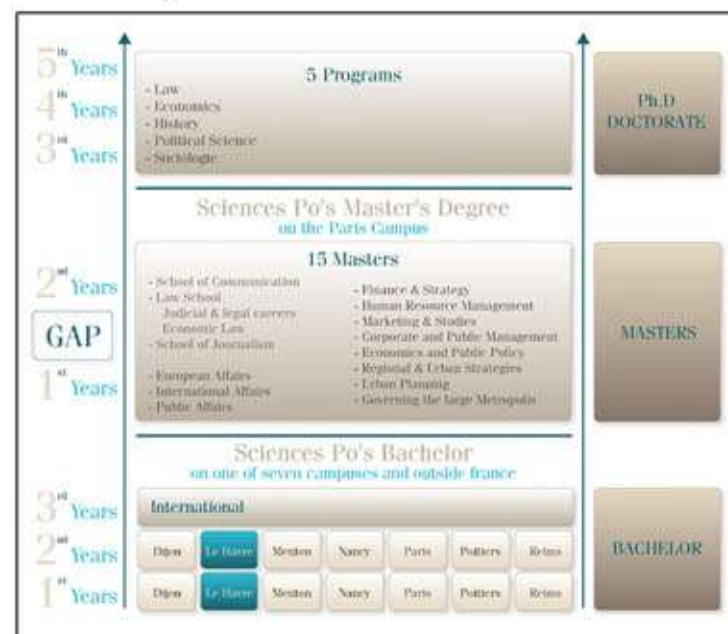
The True Value of Learning the Humanities in France

There's few places that are better to study the humanities than in France. In a setting such as France, subjects like Economics, History, Law, Political Science and Sociology take on new meaning in the country where they were often born. Sciences Po believes this is a critical part of adding value to a social science education, giving the historic a real, 21st century context.

Leading Exchange Programmes

Beyond being one of France's leading schools, students are invariably short-listed for "study abroad" programmes in their 3rd year with Sciences Po's renowned partner-institutes like Beida, Columbia, Fudan, Harvard, Keio, LSE, Oxford, SNU and more. This means Sciences Po grads get a 2-for-1 opportunity to attend another leading global school for a full-year. Sciences Po has dual-degree programmes in everything from Economics to Law, in tandem with schools like the London School of Economics and Georgetown University.

Sciences Po Paris College, Campus of Le Havre offers a wide field of undergraduate studies, coupled with some of Europe's leading Masters and PhD programmes in a diverse range of fields and professions:



Outstanding Resources

From libraries to lectures, Sciences Po offers excellence, with its Paris library widely regarded as the most important social science library in Europe. Meanwhile, classes are often lead by civic and political luminaries, with past Sciences Po lecturers including former Prime Ministers and international statesmen like Dominique Strauss Kahn (managing director of the IMF) and Pascal Lamy (WTO President).

You'll be Unique

Upon graduation, Sciences Po students become part of an elite few, who will have a resume that includes, being fluent in French as well as other Asian languages, a prestigious degree from a leading European school, a year's extra experience in renowned sister schools such as Harvard and Oxford, an intimate understanding of France and the dynamics of one of the world's leading economies, and in many cases a dual-degree. It's no wonder that former French Prime Minister Jacques Chirac and retired UN Secretary General Boutros Boutros-Ghali are just a few of Sciences Po's esteemed alumni.

HERE'S WHAT THEY SAY:

"As I look back, I remember the intellectual stimulation of a programme unique in its genre. I pursued studies in Le Havre I would never have found anywhere else. The wide perspectives gained after just two years empower me to see the world with informed eyes. Even here at Harvard University, people are amazed at how knowledgeable and "cultured" I am, even though I would not consider myself exceptional compared to other students."

A student commenting on their third year abroad at Harvard University

Le Havre's small size gave us much greater access to all the school's academic and social resources. In the quaint city of Le Havre, Sciences Po stood out, and we benefited from a far closer relationship with the local community than we could ever imagine at other universities elsewhere.

About being part of the local community of Le Havre

As a student of the Europe-Asia undergraduate course, I look back at the truly unique experience that the school provided for me - as an Australian living abroad, as far from home as you get, the small campus life allowed me to build very strong relationships with my fellow classmates. The size of the campus also facilitated interaction with all the professors, on a level not possible in a larger university, before later heading abroad for a year and then returning to France's capital for my master's degree.

About finding yourself, a world away from home

For more about Sciences Po Paris College, Campus of Le Havre, including admissions and courses, visit <http://college.sciences-po.fr/sitehavre/>

"I want to study at an international university that develops my entrepreneurial skills and allows me to make my projects a reality"

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and
Swiss Education Fair,
February 20, 2011 at the
Mandarin Orchard Hotel

Architecture, Sustainability & Design

Known as a hub for architecture and design, Switzerland is famous for its innovation and creativity and its expertise in the redefinition of existing structures. The Swiss Federal Institute of Technology Zurich (ETHZ) is among the leading institutions worldwide and has a widely recognized reputation for its curriculum in architecture. Recently, ETHZ opened together with the National University of Singapore (NUS) and Nanyang Technological University (NTU) the Singapore-ETH Centre for Global Environmental Sustainability. Testimonial for its excellence are the famous architects that were trained in Swiss institutions including Herzog & de Meuron, Mario Botta and Santiago Calatrava. Additional initiatives in sustainability comprise the interdisciplinary Master's degree in Sustainable Development of the University of Basel. Finally, the well recognized Zurich University of the Arts (ZHdK) and the emblematic University of art and design Lausanne (ECAL) offer an outstanding education in design.

The famous auditorium of the University of Zurich where Winston Churchill held his important speech in 1946



Banking and Insurance

Banks and financial institutions play an important role in the Swiss economy as these organizations contribute strongly to the Swiss gross domestic product. Swiss banks are also well known for their services in the private banking sector by managing approximately 30% of all private and institutional offshore funds. The Swiss Universities actively respond to the growing demand for highly qualified personnel in the financial sector with their internationally competitive curricula in Banking and Corporate Finance.



The new high-tech environmentally friendly building in Monte-Rosa-but with Matterhorn in the background was a project marking the 150th anniversary of the ETH Zurich

Hospitality

Home to the first Hotel School in the world, Switzerland understands the importance of tourism and world class education in hospitality management, famous for its strong links with industry, corporate mandates as well as practical and theoretical education, attachments and internship programs. No wonder you will find also excellent services in the Swiss hotel business, as values such as attention to detail, friendliness and effectiveness are typically Swiss. Alumni of Swiss Hospitality Schools hold managerial positions all over the world.

Biotech/Biopharma/Healthcare

Switzerland holds a strong position in the pharmaceutical and biomedical industry. Some companies are even among the biggest players worldwide and have their headquarters in Switzerland. Recently Switzerland has also become more and more important as a health care destination that suits well with its hospitality sector. Swiss Universities responded to the demand from the industry and provide great opportunities to study and do excellent research.



Wind turbines at Mont Soleil, Bernese Jura

Engineering

Switzerland has a renowned history of engineering excellence. Since the 19th century, Switzerland has been recognized stronghold of inventors, innovators and industrialists. Take for example the Gotthard Rail Tunnel that was already finished in 1881 and was for a long time the longest railway tunnel in the world. Besides that Switzerland is also famous for its watch making industry that led arise the best-known and most popular watches in the world. The industry was a key driver for research and education in microtechnology at Swiss Universities.

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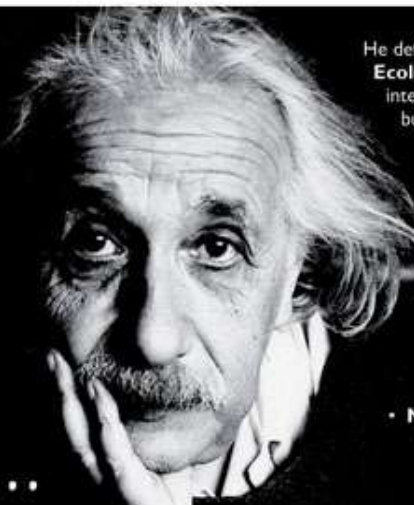
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Tourism

Bachelor and
Master of Science

Website: www.htwchur.com

Facebook page: Tourism @ HTW Chur



Studying tourism at HTW Chur in Switzerland just makes sense. Not only did European tourism commence in the Swiss Grisons, but HTW Chur differentiates from other schools by its significant international student body and faculty as well as its distinguished English programs, which utilize study methods that dynamically connect theory and practice, accommodating the needs of both students and the job market. Both the Bachelor and Master of Science are accredited and internationally renowned. Problem-solving skills, innovation, and leadership are just a few of the characteristics taught, thus creating experts for the international tourism, leisure, and service industries.

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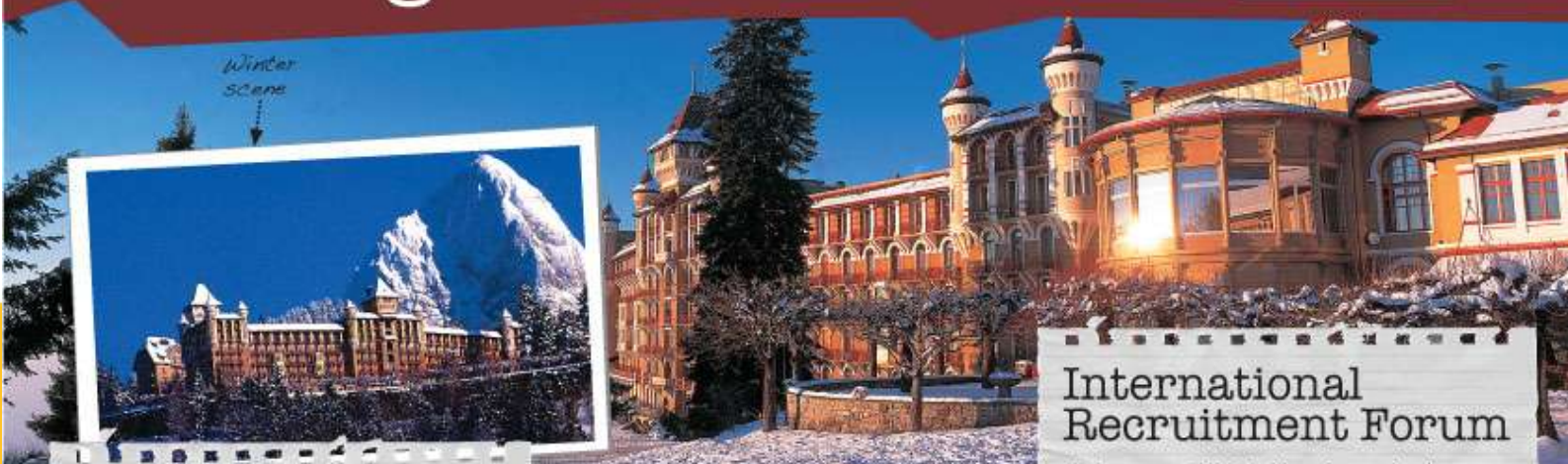
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About the...

Swiss Hotel Management School:



The Programmes

SHMS is Switzerland's largest English-speaking hotel management school offering a wide range of world-class academic programmes for undergraduates and postgraduates in hospitality, events and tourism management. The curriculum includes internships in Switzerland or overseas where students gain valuable industry experience. Graduates from the BA and MA curricula receive dual degrees from both Switzerland and the UK through the University of Derby, ranked in the British top 5 in the hotel and tourism industry. SHMS is 100% Swiss-owned, ensuring students receive a top-quality education with a distinctive Swiss style. We offer two intakes each year in February and September. The official language at SHMS is English.



International Recruitment Forum

Twice a year, SHMS holds an International Recruitment Forum where students meet with industry leaders from around the world. At the forum, students attend presentations and workshops and are interviewed and recruited for full-time employment as well as management trainee programmes. The participation of prestigious hotel groups from around the world highlights the esteem and recognition of SHMS by industry leaders.

The Location

The two SHMS campuses in Caux and Leysin welcome students from over 65 nationalities making student life a truly international experience. Caux is a unique location close to the lively city of Montreux which also offers panoramic views over the Riviera below the French Alps. The campus is located in the historic Caux-Palace, Leysin is an international ski resort providing students with a wide range of recreational and sporting activities, while the campus is considered Switzerland's first Learning Resort.

Relax by
the terrace



Group
lessons



STUFF THAT YOU MAY OR MAY NOT KNOW

- ☺ Tourism is the fourth source of export revenues worldwide - after the petroleum, chemicals and automotive industries.
- ☺ The BA programme at SHMS can be completed in only 3 years. This allows students to benefit from a lower educational investment and an earlier start into their careers.
- ☺ SHMS offers credit exemptions to diploma holders from a number of Singaporean hospitality institutions.
- ☺ In the past 12 months, students have been placed in Marriott, Shangri-La, Ritz-Carlton, Hyatt, Four Seasons, and Hilton to name a few.
- ☺ During the past 3 years, SHMS has invested CHF25 Million to create an exceptional infrastructure. A recent survey demonstrates that the learning environment directly influences the learning outcome.



Here's what they say...

Choices, choices, choices... In this age of the need for hospitality and the drive for superior service, choosing the right university to begin your career is equally important as choosing the right job that matches your talent. However, deciding on what your talent is, what you inspire to do and how to go about doing it are all mind-boggling questions.

SHMS was a perfect place to study, nestled in the mountains and located close to Montreux, it was one of the best experiences that I have had in my life. My education at SHMS taught me the most valuable life lesson in what hospitality is about. It exposed me not only to the Swiss culture but to 52 other cultures. Switzerland is a melting pot of cultures and individuals coming from all over the world and blending together. The education I received was priceless, the amount I learnt from living in a multicultural setting was equally priceless.

The independence you gain and confidence you receive by exploring into a foreign land and learning about their culture in a safe and controlled environment is priceless. The icing on the cake were the beautiful and exceptionally pristine surroundings that set your mind at ease at every possible moment. SHMS is a perfect place to concretize yourself in hospitality and build a strong and timeless foundation towards your future.

Navin Singam
Manager In-Room Dining, Marina Bay Sands

It's truly a pleasure for me to share my experience of studying in the Postgraduate Diploma programme at SHMS. With all professional lecturers, state-of-the-art learning media and a great learning environment, I've gained so much knowledge about the Swiss Hospitality Touch. Apart from the learning experience, it was a great opportunity for me to meet new people from all over the world, to make new friends with people from different languages and different cultures - not to mention the great chance of networking with employers from the most reputable hotels in the world during the SEG International Recruitment Forum. Surrounded by the magnificent view of the Alps, a natural environment and a hospitable community, I can say that SHMS is a great place to start an education in hospitality. It was truly an unforgettable moment of my life.

Nike Oktari Susanto
PGD student at SHMS
Leysin





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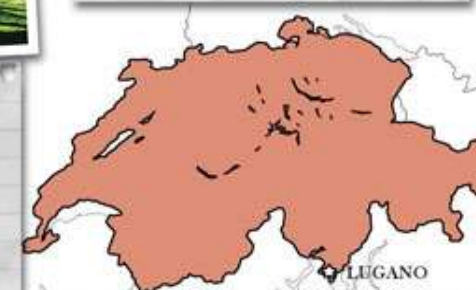
The Università della Svizzera italiana, USI (also known as the University of Lugano), is a small, young and dynamic University founded in 1996, and is constantly growing both in size and in the courses offered. Today 2,707 students and 656 academic staff from over 80 countries create an environment rich in exchange, knowledge and personal relations.

Faculties

USI is a full member of the Swiss public university system and comprises four Faculties: Architecture in Mendrisio and Economics, Communication Sciences, and Informatics in Lugano. Thanks to the combination of continuous research and advanced teaching methods, courses are constantly reviewed and improved upon to keep up with the times. This is particularly true of all the 21 Master programmes which prepare students effectively through solid theoretical teaching that is integrated into the practical lessons.

Languages During Lessons

- Bachelor in Architecture, Economics, Communication: Italian
- Bachelor in Informatics: English
- 16 Masters entirely held in English
- 5 Masters in Italian



Masters Programmes Offered

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 - Economia e politiche internazionali *
 - Finance
 - Management
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 - Gestione dei media *
 - Technologies for Human Communication
 - Technology-Enhanced Communication for Cultural Heritage
4. MASTER IN LINGUA, LETTERATURA E CIVILTÀ ITALIANA *
5. JOINT MASTERS IN ECONOMICS AND COMMUNICATION
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 - Marketing
 - Public Management and Policy *
6. MASTERS OF SCIENCE IN INFORMATICS
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 - Embedded System Design
 - Intelligent Systems
 - Software Design
 - Applied Informatics

www.master-usi.ch

* In Italian. All other programmes are held in English.

Contact Us

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www.usi.ch
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STUFF THAT YOU MAY OR MAY NOT KNOW

- Lugano is located in southern Switzerland, and its official language is Italian.
- 95% of students find a job within 1 year of graduation
- Tuition fee is CHF8,000/\$\$10,450 per year
- Salary of CHF78,000/\$\$101,750 per annum within 5 years of graduation
- Has placed grads with companies like UBS, BSI, Honeywell Paris, Dupont Switzerland, Procter & Gamble Switzerland, FIAT, Danone Group, Price Waterhouse Coopers and Deloitte & Touche, to name a few. Visit www.alumni.usi.ch for more.

HERE'S WHAT THEY SAY



'USI is a small but very dynamic University that provides high quality education with a personal touch.'

Master student in
International Tourism

'A small academic reality that lets out a lot of energy, innovation and cultural diversity.'

Bachelor student in
Communication Sciences

'USI is a young and still relatively small university, a factor that I consider a strength. It offers students an ideal environment to study and develop the knowledge and skills necessary for the working world.'

Master student in Corporate Communication

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www.fhnw.ch/business

Real Projects

A distinguishing feature of the FHNW School of Business is the practice-orientation. The Universities of Applied Sciences which were set up in Switzerland have the characteristic of a professional university where the academic theory must be applied to real business life. This especially meets industrial needs where employers want hands-on graduates. One instrument for operationalising this is the student project. Regional, national or global enterprises and organisations deliver project tasks for students. These reflect topical business questions and students (either in groups or, at thesis level, individually) work under a professor specialised in the specific field towards solutions. This ensures that theory taught is applied within current practice and parameters and the product is a deliverable for potential employers.



© Switzerland Tourism

Advanced Standing

For graduates from the Temasek Polytechnic and the Ngee Ann Polytechnic there are advanced standing agreements with the FHNW School of Business in place. Depending upon the diploma attained, up to 2 years are accredited so that only one more year is required towards a Bachelor degree.



Nicole Stöckli

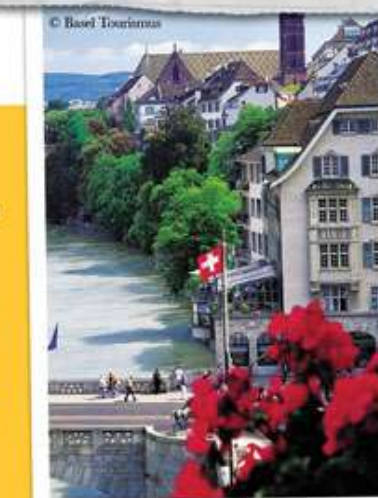
I decided to do the MSc International Management at the University of Applied Sciences Northwest Switzerland because of its international alignment. First and foremost this is because English is the language of tuition. My new class consists of people from about 20 different countries all over the world, so you get a very diverse environment where the crosscultural knowledge that

is taught can immediately be applied. Apart from this, this Master gives me the unique possibility to go abroad for the second semester and study at the Anglia Ruskin University in Cambridge to obtain a dual degree in the end.

What I especially love on this course is that we have such good interaction with the professors. I love that we can speak with them and benefit from direct exchange. This also goes for all the students. Because they come from all over the world, you can compare yourself with others and always learn from each individual classmate. I'm doing this as a double degree. I started at my home university Camerino, in Italy, and am now doing a semester here and this will lead to my gaining a degree from both universities.



Emanuele Laurenzi



© Basel Tourismus

Money

Of course Switzerland is expensive. It's frequently topping the polls when the topic is life quality and this always comes at a price. But to educate yourself in Switzerland is not more expensive than in many more traditionally popular countries. The fees are often lower – it's the cost of living that's higher. If you're prepared to live more modestly (i.e. not live in the cities, not go helicopter skiing, cook for yourself), then life costs about SGD \$1,300 per month (excluding fees, but including single accommodation, food, insurance, etc.).



Ireland: a centuries-old learning centre

Education and Ireland go way back. With over 60 higher education institutes, including some of the world's top schools, the island's been a leading centre of learning for centuries. From 9th century monks writing the famous Book of Kells, to 21st century immunologists doing research at the cutting edge of science, Ireland's all about education.

At least in Singapore, Ireland's always been known for its medical degrees. From GPs and dentists, right up to highly-specialised surgeons, schools like Trinity College and University College Dublin have been training many of Singapore's leading docs for decades.



Studying for the Smart Economy

Whether it's up and coming fields like bio-tech and pharmaceuticals, or e-commerce and internet marketing, Ireland's a global leader in cutting edge careers.

National University of Ireland, Galway

www.oegallimh.ie

Named Sunday Time's 2009 University of the Year, the school's strong in both the Irish mainstays – namely medicine and healthcare, as well as smart economy sectors like information systems and electronic commerce – both under NUI Galway's J.E. Cairnes School – one of Ireland's leading business programmes, offering diplomas through to MBA and PhD. Amongst the Irish, Galway has a reputation for its strong Celtic cultural roots and traditional music. As Ireland's #3 city, Galway's also home to the Galway-Mayo Institute of Technology (specialising in business, engineering and the sciences). NUI Galway's also known for its rowing team, who practice on the River Corrib, just beyond the front gates.

Top Dublin Schools

Ireland's historic capital Dublin has always been known for its warm people, happening night life and orals. And obviously a big part of the university experience is your surroundings. Here's just a few of the leading schools that regularly vie for top Irish academic honours year after year.

Trinity College, Dublin

www.tcd.ie

Often Ireland's highest-ranked, and certainly its oldest school (est. 1592), Trinity College is so historic, it even elects its own MP to sit in parliament. The school mixes the best of old-world academia with big city life, tapping into Dublin's bustling cafe, music and pub scenes. While it's traditionally been known for its medical faculty, these days areas like research in immunology (ranked #2 worldwide) and nano-science are underscoring the school's continuing reputation for the 21st century.



National University of Ireland, Maynooth

www.nuim.ie

Founded in 1997, the actual history behind one of Ireland's youngest units is really the story of one of Ireland's oldest and most historic ones. There's been schools on the site for nearly 500 years – the campus is so historic, it's even got its own castle – Maynooth Castle. Situated just outside Dublin, today's modern Maynooth is part of the NUI (National University of Ireland) network, bringing together St. Patrick's College (est. 1795) and the all new NUI Maynooth (est. 1997). The school is ranked as one of Ireland's finest, with both strong, general studies in social sciences and engineering, as well as more highly-specialised fields like Design & Innovation and Celtic Studies. While admission's standards are competitive, a mix of academic excellence and strong industry connections gives NUI Maynooth one of the highest rates of post-graduation employment in the country.



University College Dublin

www.ucd.ie

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- * 89% of PhD graduates were employed nine months after graduation
- * Three Irish universities are within the top 3% of worldwide universities
- * Nine out of the top ten global pharmaceutical companies are located in Ireland

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Visit Ireland at the Study in Europe Fair at the Hilton Hotel, 16 October 2010 or just visit www.embassyofireland.sg

HERE'S WHAT THEY SAY

The greatest thing about Ireland has got to be its people. The first day on campus I got invited to someone's home for dinner, and the hospitality never stopped! Their culture revolves around conversations, jokes and stories in the pubs. The more time you spend with them, the easier it will be to understand their unique turns of phrases, which make listening to an Irish person so enjoyable.

Dr Lim Jit Kheng, Trinity College, Dublin



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rock by the bay

an interview
with the
performers
at baybeats
with kylie chia

Held at the high-end performing arts centre Esplanade last month, BayBeats featured local as well as international bands from different genres and walks of life. Admission was free and warranted a successful turnout amongst the youth, but you would only find out about the existence of BayBeats if you were sauntering down Singapore's Formula-1 race track towards the "Durian".

TECHY ROMANTICS

Hailing from the Philippines, they were so amiable a group one would wonder why they specialised in emo-love songs mashed with techno music. "Different tastes," agrees the band with a lot of head-nodding and back-slapping, "but there is equal collaboration, with what you call a free flow of music." Dondi Virrey, who creates samples from his computer, was looking to form an electronic band so he sought Camyl Besinga who could sing and her then-boyfriend-now-husband Ryan Villena who could strum. When they formed and performed live in small gigs, Ryan made most of his riffs impromptu, very jazzy. Their first single which came out in 2008 was mainly "a new wave pop with a '70's feel" that I would attribute to the sounds of Savage Garden.

Dondi, in a high-spirited manner, had a piece of honest advice for young musicians: "Be courageous and write. Your songs may suck, but it's good to take the criticism." With a gorgeous face and to-die-for voice, Camyl is befitting as lead singer of the group. All the songs of electro-pop are mostly techy and introspective though accompanied with monotonous beats. The techno kills the quality of the jazzy moods but get their album if you are in the mood for hip-hopping or some remixed versions of Simon Webb.

THE STANDARDS

Formed in June 2007 by Matt Smith, The Standards is a growing British-Thai pop icon in Bangkok. Matt Smith is the lead singer, Paul Smith on guitar and back-up singing, Sithikorn "Mackay" Likitvorachai on bass, Manasit Sethawong on the keyboards and synth, Ayu Charuburana as the drummer. They started off in Khao-san, with a monthly party called Popsene, and under the influence of alcohol and a straying Matt, the gigs became ever more popular. A live music promoter Mind-The-Gap took notice of them and brought them onto the world stage.

From the rock and rolling at night clubs and getting bottles thrown at them to events like BayBeats, it's hard to understand the struggle The Standards went through to make a name. I asked what alternative career paths they would have chosen if the band hadn't formed. Paul laughed: "Premiere League football player". Mc would have decided to become the proud "owner of a kindergarten" and Ayu was happy to be a "lap dancer". The Standards have set their own standards, to basically sound like they should and not conform to the Thai music scene. Matt said, with beer bottle in hand, that their music would be: "Good rock and roll with passion. It is music to like. It is good when you can feel the bass lines through the ground". And I definitely felt their gig before I could hear it.

CHECK THEM OUT

FACEBOOK.COM/JIMMYLIVEWIRE
MYSACE.COM/THESTANDARDSMYSACE
WWW.THESTANDARDS.TK

CHECK THEM OUT

FACEBOOK.COM/TECHYROMANTICS
MYSACE.COM/TECHYROMANTICS

DAVID CHOI

Seeing David Choi in the hot seat with girls and guys ogling him brings back memories of his YouTube videos. What catches my attention is David's "cool dance moves" where he stays stiff then begins a nerdy swinging of his arms from side to side to the beat while wearing a panda beaddress. Flash forward to BayBeats 2010, and a preened David makes me forget that this was the same comic I had seen online doing that "Panda" dance.

He enters the room and everyone hyperventilates. He needs no introduction, but he doesn't fail to add his birthday is on 22nd March, at which point two members of the audience produce wrapped gifts for him. He then talks about weird encounters with fans: "After a show, I go to the bathroom and someone says hi to me. And I need to go really

badly. And yes, there was once when I was in the midst of action..." When someone asked how Singaporean girls are compared to the West, he says: "Beautiful. All women are beautiful. Then again they all look like women." Is it hard as an Asian in the US? "It is. It's no different from any youth, but it's the support. I'm not gonna be the first Asian-American to break the charts though. I was trained to play classical and I didn't know you can make stuff instead of 'learning'. You can invent music. And that's what I did." He has the sounds of "a lita bita of dis and a lita suma dat witta bita lita dis ena hinta bita dat" as his MySpace profile explains. He adds that Youtube is an experiment to the response for his music, so check out his goofy covers and new hit singles.

CHECK HIM OUT

DAVIDCHOIMUSIC.COM
MYSACE.COM/DAVIDCHOIMUSIC

COPIED DESIGNED IN CHINA

On 11th September, at New York Fashion Week, an estimated 100,000 buyers, editors, stylists and celebrities gathered at Lincoln Center's Damrosch Park to pinpoint what could be the next pair of "Armadillo Shoes." However, 8,000 miles from the runway, in a garment factory in Guangzhou, a group of Chinese knock-off designers are glued to the computer watching the live stream. Instead of being bombarded by the mighty creative mind, they were picking the ideal designs for stockpile replication, and brainstorming new funny logos to confuse the public from the original ones.

Having no blueprints to follow, they are used to working from scratch. A week after choosing the items to be replicated, knock-off designers will receive some authentic apparels, take them apart, study their stitching and molding, sketch up their own designs and oversee the production of 3,000 such replicas. A month later, a bulk order will be sent to different parts of the world. Within the district, there are more than 200 such factories.

BY LISZT

COPY, RIGHT?



Optical Illusion?

LET IT COPY

But more often than not, some designers, like Derek Lam don't even mind if chains like Zara knock off their stuff. Fashion designer Daniela Corte said "Even if they copy and knock it off, it's not going to have the same texture, it's not going to have the same finished look, and it's not going to have the same attention to details. That's what sets them apart. When people try on a well-made garment, it feels different from something that's been made in huge numbers."

On closer inspection, there's little evidence that knock-offs are damaging the business. In the last decade, luxury goods have been the most robust market of perhaps any business sector. With an impressive 15% annual growth rate, it is estimated that the world top ten markets for luxury goods account for 83% of the market - and the high-end firms that so often see their designs copied have become stronger. The reason is that sales of high fashion aren't driven by the public's need to be clothed but by the status an exclusive garment or handbag conveys.

In other words, high-end luxuries are meant to inspire everyone to dress in a certain way, not to empower them to afford it. Obviously the customer who's haggling about the \$59.99 knock-off version of a Burberry handbag is quite simply not the same customer who periodically swipes her credit card in a Chanel boutique. That's one reason so many top fashion artists have started to knock themselves off - creating lower-end items for retailers like Target and Kohl's.

Fashion is ALL about copying. Indeed, you never call something fashionable until it's been widely copied. What would fashion trends be without everyday people wearing them? The more common a look becomes, the harder it will push designers to begot more innovation.

Some intellectual property scholars believe fashion copyright means the end of promoting innovation. "Growth and creativity in the fashion industry depend on copying," said Christopher Sprigman, a law professor at the University of Virginia. "It's the engine that drives the fashion cycle, and the bill would kill the engine."

In general, the lack of such intellectual patent (IP) manifested the gap of the gross sales of goods in industries with high IP (see Chart 1). No doubt fashion copyright protection will curb a designer's ability to freely sample from the history of fashion, and it's only going to hurt the industry.

This is a classic case where the cure may be worse than the disease. The reality is that pretty much everyone will suffer (well, except for lawyers). Low-income consumers won't have the same access to the plethora of knock-offs that enable them to participate in global fashion trends without paying skyrocketing prices. At the same time, designers are unable to design freely, worrying whether their assembled inspirations could be possible infringements. Here is the question: why would Congress pass a bill, which is unlikely to boost innovation very much, but is almost certain to hurt consumers?

EVIDENCE



EVIDENCE

Which is the copy?



Ah?...Could it be legal?

Surprisingly, Uncle Sam has yet to give copyright protection in the fashion industry. It's only in the United States that knock-off approaches to fashion are entirely legal. Nevertheless, look at the two other biggest markets in the world: Europe and Japan, where the existing protections for artful designs turn out to be rather ineffectual. The infringement cases that are brought up to the court and finally receive clear verdicts are indeed minimal. When it comes to music, literature, or any scientific inventions, the product is clearly protected, but somehow this is just the common sense that has been lost somewhere along the catwalks.

Historically, copyright protection has been denied for fashion designs because the courts decided long ago that utilitarian articles should not be given such exclusive rights. Because they are essentially articles that are supposed to be utilised by people, they can't be proprietary. You cannot patent the layout of Japanese cuisine, the taste of Coca-Cola, nor the smell of Chanel perfume. Otherwise, a handful of seminal building blocks will be flooded with different specimens of our food, drink, clothing, and...everything. The scope that fashion design covers is larger than you could probably imagine. It's not just strapless neckline satin, but also coats, gloves, shoes, hats, purses, wallets, handbags, suitcases, belts, eyewear and underwear. However, the only thing designers can register are the trademarks, which explains why we often come across brands like "Prada" and "Nike" selling garments which are almost identical to original designs.

WHOSE DESIGN IS IT ANYWAY?

Fashion is an extremely fast-paced business, with very short periods for recouping costs. To this extent, it's understandable that fashion designers argue their inspiration deserves legal protection.

The tricky question is how to deal with what is called inspiration. To say something is unprecedentedly new can be very challenging. In Japan for instance (the third largest market), fashion copyright only protects apparels with a high novelty standard. You have to prove that your unique design has never, ever existed before.

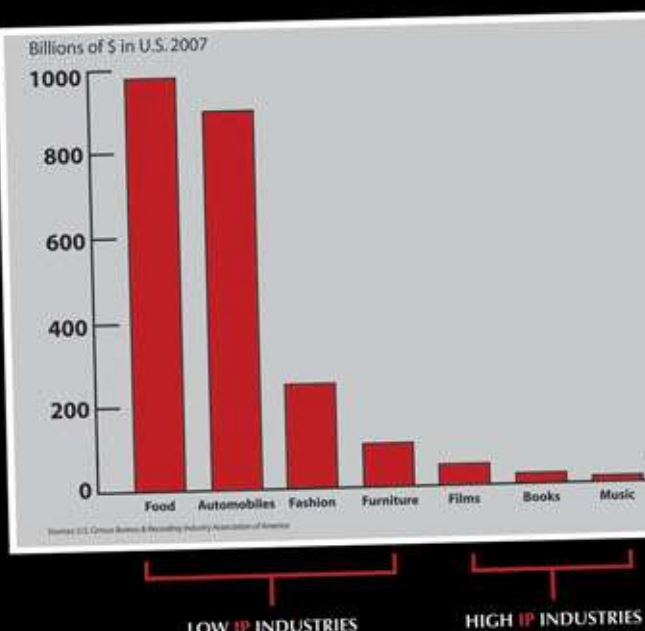
We could probably reach a consensus that a Chinese-produced Louis Vuitton bag is a counterfeit, but what about a beige wild-rose blouse with puff sleeves and golden shawl collar stretching down to the waist selling for €700 less at Topshop than at Gucci? Is it hands-down a knock-off, too? Show me a blazer from Dior and I'll show you another prominent designer who's done the same thing. Not to mention functional buttons with button-holes, which appeared first in Germany in the 13th century.

The European Union has a seemingly low novelty standard, so that any one could grab a Nike t-shirt, change the colour, go to the E.U. and register it as a new, original "Hike" design. Apparently, it won't stop the knock-off artists either.

What is the MOTIVE?

CHART 1.

GROSS SALES OF GOODS



"TO TELL THE TRUTH"

Anyone familiar with World Intellectual Property Organisation's interpretation of copyright - "To encourage a dynamic creative culture, while returning value to creators so that they can lead a dignified economic existence, and to provide widespread, affordable access to content for the public" - will find it sarcastic in the case of fashion's economic success as a \$181-billion industry, precisely because of the absence of copyright law, which Prof. Sprigman calls "the piracy paradox." Anyone can copy anyone else, and they do. The almost magical result of this process is the establishment of trends. Some designers have reshaped our perception of art and beauty with their well-known original designs, but all designers admit that they're inspired by "the street," where people mix and match their own personal looks, combining a new Marc Jacobs bag with grandma's vintage sweater with army surplus boots.

In the age of the internet, photos from the New York fashion week could be online before models get off the runway. By the time the 3,000 replicas reach local stores, nearly all teenagers in the city will be wearing an almost identical "Made in China" knock-off of a luxurious Zac Posen jacket. Maybe one day, people will think your real thing is a cheap copy.

TRANSFORMING FASHION

BY XCHENG-CHENG

The Art of Hussein Chalayan

How fashion started can be a great mystery, but what we do know is that legendary fashion can't live without runways. Coupled with elements of music, lighting, backdrop and special effects, they help to determine whether a runway performance is a "Boo!" or an "Ooh!"

In the 20th century, cotton is no longer the cool. We now have technology infused in our clothing.

This British/Turkish designer who's been crowned twice as British Designer of the Year, is renowned for his innovative use of materials, meticulous pattern cutting and progressive attitude to new technology. Chalayan often infuses architecture and technology into his clothing as much as he can.

In 2007, the jaws of the audience at the Paris fashion show dropped upon seeing Chalayan's new creation: fashion infused with technology. With the help of engineering and concept-creation firm 2D3D, Chalayan successfully designed five dresses that automatically transformed in shape and style; all without human assistance. The vision that Chalayan had was to morph the dresses through two decades, from 1986 to 2007. It seemed almost unbelievable: zippers zipped, hemlines retreated and cloth unfolded all by themselves.

The question we all have in mind now is probably how they go about doing it. The usual basics for clothing would be cloth, but it's definitely not the case here. The main materials beneath the clothing were actually batteries, gear-motors, magnets, tubes and other technical equipment. Seemingly impractical, all these pieces are not for sale and would probably find themselves in a museum instead of your typical ballroom party.

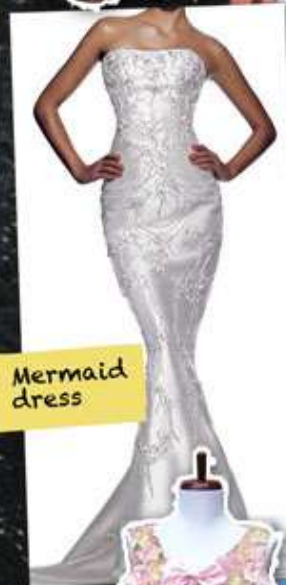
Chalayan always seeks to create specialty fashion, which he can proudly claim to be uniquely his. During his fashion show in 2000, Chalayan set up his stage like a dining room to complete his collection: wooden skirts that evolved into tables with models wearing chair covers.

Impractical clothing aside, Chalayan also designs clothing for normal occasions. In his recent 2009 collection, he went with the smooth and sophisticated mood for spring, with slick and chic pieces in navy blue, black and orange.

Chalayan is a fashion designer, artist, architect, innovator and a builder of possibilities. His inspiration is his own belief. "The important thing in design is to be always thinking of something that isn't already done. Otherwise, those doing it will do it better than you."



Sun dress



Mermaid dress



Tea Gown



Little Black Dress

THE LIST

Dresses that changed the world

From Cotton On to Chanel, dresses have been the most flattering piece of clothing for women of all age and sizes. In the world of high fashion, daring designers tailor and create fashion statements that revolutionise how we dress in dresses.

DRESS	ORIGIN
Pinafore Dress	1755 (British)
Empire Waist Dress	1790s (The French Empire)
Tea Gown	1841 (Anna Maria Stanhope)
Little Black Dress	1920s (Coco Chanel)
Cocktail Dress	1940s (Christian Dior)
Mermaid Dress	1950s (Victorian)
Halterneck Dress	1955 (William Travilla)
Sun Dress	1960s (Lilly Pulitzer)
Minidress	1965 (Mary Quant)
Jersey Dress	1979 (Jean Muir)



Mini dress



Empire Waist Dress



Halter Neck Dress



Pinafore Dress



Jersey Dress



Cocktail Dress



Halter Neck Dress

WHAT IS IT?

Imagine watching rockers dressed from head-to-toe in colourful flamboyant costumes and make-up, belting authentic J-rock songs on stage that give an adrenaline rush- Welcome to the world of Visual Kei.

For the uninitiated, Visual Kei or VK is the name for an entire genre of Japanese music, characterised by its quasi-androgyny, make-up, elaborate hairstyles and over-the-top stage costumes. Encompassing an entire sub-culture of music and style, VK draws influences from electronica, heavy metal and pop. More than music, VK's an entire "style package" from the bands' fashion to its often extreme sounds. While VK's fan base outside of Japan is minimal, it's been steadily growing in popularity year by year throughout the region.



X Japan

Founded back in 1982 by high schoolers "Toshi" Deyama (vocals) and Yoshiki Hayashi (drums), X Japan pioneered the entire Visual Kei movement. They became one of the first indie bands to enjoy mainstream success in the country. Inspired by American and British glam, metal and punk, X Japan's signatures are power metal balanced with classic rock ballads, such as "Kurenai" and "Endless Rain". Many of their songs rely heavily on piano, and evoke a highly-structured sound - best seen in some of their more epic tracks, like the half-hour long "Art of Life".

They disbanded in 1997 after the death of guitarist 'hide', but came together 10 years later to perform in a reunion concert. From 2007-2009, they toured around Asia, with North American dates in September this year.

Must-listen songs: Tears/Endless rain
Popularity worldwide: 9.5 out of 10
Visual Kei quality: 7 out of 10



Eve of Destiny

Originally founded in 1999 by Haruhiko Ash, Eve of Destiny was originally a 1-man, industrial rock show. Things changed though in 2002 when guitarist Kōzi (formerly of Malice Mizer) joined, and Eve started touring internationally - a long-standing dream of Haru's.

He had always envisioned his dark songs echoing in Europe's more goth clubs, and became an instant hit with his chaotic, introspective lyrics and riffs that are heavily influenced by goth and punk outfits like Sisters of Mercy.

Must-listen songs: Nervous and innocence/iconoclast
Popularity worldwide: 6.5 out of 10
Visual Kei quality: 8 out of 10



Dir en Grey

One of VK's most technically-skilled bands, Dir en Grey blurs genre lines with its volatile shows, outlandish outfits and brooding lyrics. In 1998, they became the first indie band to break into the Oricon Top 10 singles charts with their song, "Jealous". Their intense stage presence has earned them a devoted following regionally, with 4 albums and numerous tours in China, Korea and Taiwan, while their 2005 Europe tour saw sell-out dates in Berlin and Paris.

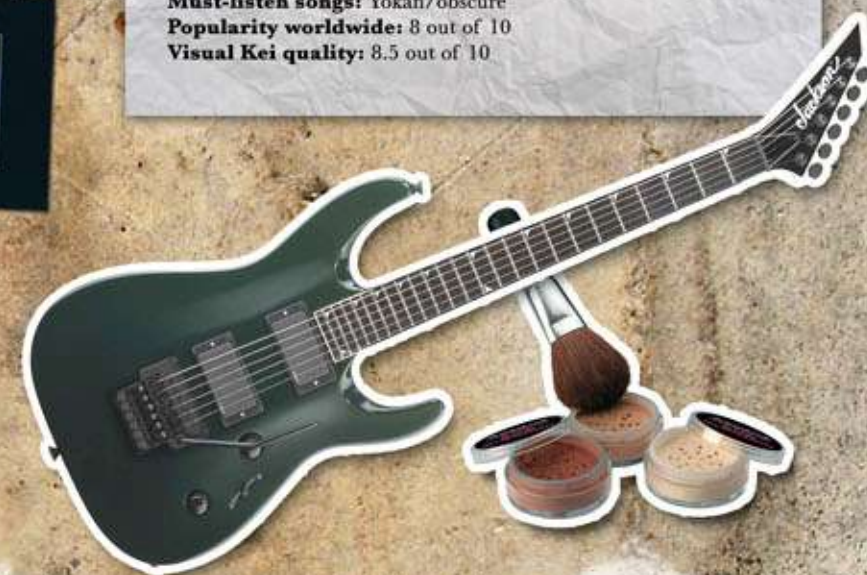
Over its 13 years, Dir en Grey's calling card has been its front-man Kyo's amazing vocal range. He can "howl, croon, emote cleanly, scream, shriek, growl, bellow and make nearly inhuman sounds."

Must-listen songs: Yokan/obscure
Popularity worldwide: 8 out of 10
Visual Kei quality: 8.5 out of 10



Compiled by
Julian Abraham Chua

Guide to Visual Kei



Visual Kei

VK puts the emphasis on the extreme. The predecessor of other, later sub-Kei styles, it's all about the outlandish and androgynous, with exemplars including Miyavi and The Gazette.

Angura Kei

Angura Kei is more like VK's traditional cousin, harnessing the kitschy style of goth-inspired kimonos for instance. Kagrra is one of AK's best-known icons.



Oshare Kei

Oshare Kei takes the colours up a notch from straight VK. Keeping to the quintessential VK hair and makeup, it's just way more technicolour - meaning as little black as possible. Some Oshare fans include Takeru of SuG, Bou, Miku, and Kanon of An Café, and Maya and Aiji of L.M.C.



Kote Kote-Kei

The granddaddy of all Kei styles, Kote Kote-Kei predates the classic VK look with more emphasis on blood, crucifixes, roses and vintage memorabilia, all put together in very dark colours. Classic Kote Kote-Kei bands include Malice Mizer and Dir en Grey (during their early days).



Eroguro Kei

As a style, Eroguro Kei, like the name implies, is heavily influenced by bondage, eroticism and S&M. It's the style of Kei your mother warned you about... Sometimes an element of gore is included, with fake blood and horror movie-inspired makeup. Top EK acts include Cali=Gari, Merry and MUCC.



Casual Kei

Just like its name implies, Casual Kei is the most tame, understated form of Kei. It emphasises au naturel, with less makeup and clean complexions, popular with well-known bands like Plastic Tree and Alice Nine.



by lim yan qian

runway tunes

Music and Fashion. Both universal languages. When combined together, the impact would be greatly influential. Emulated by many across the globe. Let's take a look at these people who have profoundly impacted both the fashion and music industries.



Wigs come in plastic or 'real hair' version!

the beatles

The Beatles, the phenomenal rock band that touched the hearts of many with tunes like "Hey Jude" and "Yellow Submarine", were also the major trendsetters of the 60s. Believe it or not The Beatles started out clad in leather and with greasy hair. However, things started to change when their manager convinced them to have a change in style. One of the first things that became a trend was their signature "Mop-top" haircut. It was so widely emulated by fans all over the world that toy manufacturers started to produce the plastic "Beatles wig". The Beatles also popularised the trend of wearing of suits during their performances.

It says Disco to me

cher

With a career lasting over 45 years and 100 million records sold worldwide, this fashion icon sure has come a long way. Cher's long, straight jet-black hair was emulated by many women across the globe. She was also the designer of the bell bottoms. Her outrageous choice of outfits captured the eyes of the fashion world. In her recent appearance at MTV's video music award, she wore her signature outfit: thigh-high boots accompanied with sheer and sequinned garters, and a figure-hugging leather jacket. This 64 year old fashion icon is rocking that get-up. Another thing that originated from Cher that many might not know, is the square manicured nail look of the 70s that's still very popular today.

freddy mercury

Freddie Mercury the lead singer of Queen was famously known for dressing in spandex. From sequinned spandex suits to spandex in eye-popping psychedelic colours, it was most certainly enjoyable to see him on stage in such a quirky get-up belting out tunes like "We Will Rock You." It most certainly takes a lot of guts and a tight figure to don a figure-hugging suit like that.

david bowie

His signature look is a lightning bolt painted across his right eye in sparkly paint, and it's a picture widely printed to date on T-shirts, canvas totes, you name it. This man is legendary glam rocker David Bowie. In the early 70s, fashion was greatly influenced by flamboyantly-dressed glam rockers like him. A major part of glam rock is androgyny, coupled with the use of copious amounts of make-up and glitter. The outrageous eye make-up - a lightning bolt across his right eye - was imitated by many fans all over the world. In fact, David Bowie was Lady Gaga's inspiration for her quirky looks.

Also works for your bulldog.

sex pistols

Punk rock band The Sex Pistols were not only responsible for initiating the Punk movement in the UK; they also started the craze of leather, studs and safety pins. The Queen of Fashion, Vivienne Westwood started her career by styling the Sex Pistols, and her designs were dubbed as "Anti Fashion" and "Unwearable", yet it has started a dress code that punk rockers then and now have stuck to. Of course, one would not be a full fledged rocker without long cascading hair to call his crowning glory. Even now, nearly three decades later, studs and leather are currently still a trend.

You gotta be in good shape to wear something like this!



Lightning icon works on anything!

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FOOUND IPHONE APP

Initiating a meet-up or gathering of a group of more than five people is indeed a hassle. Thus, Foound is a must-download app for all organisers of gatherings and such events. Firstly, Foound is software designed by us Singaporeans! Secondly, it post details and receive responses like their RSVP without separately messaging different people. Users can also post comments easily about any updates or additional suggestions. Thirdly, some people might not be avid social networking users, thus they might be unaware of the gathering or even forget about it! Foound has a personal notification system that keeps you posted with friends' RSVP status and comments, in real time. This way nobody misses out on the fun! Lastly, users can automatically have the event details posted on Twitter or Facebook. This is not only efficient but convenient too!



HANDS ALL OVER MAROON 5

Maroon 5's third studio album, Hands all Over, is a mix of rock, pop, funk and R&B. For the album, they worked with legendary producer Robert John "Mutt" (AC/DC, Def Leppard, The Cars). Released on September 20, the standard album's 12 tracks will take you through soulful moments with "Just a Feeling" and "How" to beats that will get you up and dancing like "Misery" and "Give a Little More".



FLAMINGO BRANDON FLOWERS

Taking a break from The Killers, Brandon Flowers released his debut solo album Flamingo on September 6. The 12-track album includes adrenaline pumping "Crossfire" and the slower, yet intoxicatingly melodious "Only the Young". Throughout the album, you'll feel Flower's hometown influence of Las Vegas in songs like "Jilted Lovers & Broken Hearts" and the more obvious "Welcome to Fabulous Las Vegas". The album can be described as a little bit of pop, electro, gospel and blues.



A YEAR WITHOUT RAIN SELENA GOMEZ & THE SCENE

You won't be able to listen to Selena Gomez and The Scene's second album, A Year Without Rain sitting down. Released September 20, the album will have you wanting to move to the up-tempo pop beats and singing along with the catchy choruses like "Naturally" and "Round and Round". Although the 10 tracks have a similar sound to the debut album, "Kiss & Tell", their music this time around is more grown up with a slightly serious edge such as the title track.



MOVIES



LET ME IN (28 October)

Cast: Chloe Moretz, Richard Jenkins

A mysterious 12-year-old Abby moves next door to Owen, a viciously bullied social outcast at school. In his loneliness, Owen forms a profound bond with his new neighbour. As a string of grisly murders grips his wintry town, Owen has to confront the reality that this seemingly innocent girl is actually a savage vampire.



THE LAST EXORCISM (18 November)

Cast: Patrick Fabian, Ashley Bell

In the terrifying new documentary-style film, Reverend Cotton Marcus is a man whose lack of faith is challenged head-on during his documentary film of his last act of ministry: the exorcism of an innocent young girl whose anguished father is convinced that she's demonically possessed.

WIN!

Movie Passes for these films!

To win, visit our Facebook page at /campus.singapore

OTHER RELEASES:

Oct 21: The Town, Solomon Kane
Oct 28: Scott Pilgrim vs. The World, Adele: Rise of the Mummy
Nov 4: Due Date, Megamind
Nov 18: Harry Potter & the Deathly Hallows
Nov 25: Burlesque

Movie photos provided by Shaw Organisation

WHERE HAVE ALL THE ROCK STARS GONE?

BY AVEEK KATYAR



Filler – It's the baking soda cheap restaurants put into their food to fill you up with their over-priced and miserly portions that pass off as meals. It's a lot like the music that fills the world today – the music you hear on the radio during rush hour, at your lectures and in the clubs. Music seems not only to have lost its lustre, but in fact has degenerated to a point where it's just a bunch of repetitive, recycled beats that guarantee commercial success. We have given up the cornerstone of artistic expression, creativity, and originality, and we think We Da Best.

Where are the legendary bands of our generation? There is a whole list of artists that could really shake the walls down from the last millennium, yet today we have a bunch of wimps that pass off watered-down pop. Where, I ask you, are the modern-day Zeppelins, Genesis' and Santana's? They've been substituted by Hoobastink and Justin Timberschmuck.

THOUGHT-PROVOKING?

A complete take-over of music by mass marketing to sub-teens has holistically dumbed-down our culture. The sophistication level of modern artists (and their target audiences) are well below the average listeners of earlier decades. Today's music icons can barely put together coherent sentences, let alone create thought-provoking lyrics. "Don't you wish your girlfriend was hot like me?" No, not if she was as boring as you.

Gone are the days of garage bands and experimentation. The guys who did it well did it by going back to their roots to create emotional and technical masterpieces through experience. People still find meaning, guidance and consolation in the soulful lyrics of Dylan's Tambourine Man. Bob Marley is probably still influential, despite being in a state of rigor mortis... In another 5 years, will you know if the Snow Patrol was a band or some miserable community initiative that never took off?

Are you telling me that musicians have lost their mojo so bad that they are being beaten out by prep-school teenagers?! Who in their right minds could argue that Ms. Cyrus was competition for Mick Jagger?

BUY AT WHAT PRICE?

The industry used to be run by people who were in it for the music (along with money, fame and fortune, of course). Nowadays, the reins are held by soulless agents who don't care nearly as much about the music as they do about the bottom line. Bands are pushed out a dime a dozen, so that we can go to the local Planet Music and purchase the latest Bone-us Brothers album. With the industry looking for short-term profits, we have spawned a multitude of bands that, put together, have the talent, maturity, and possibly even creativity (!) of a doorknob on a dull day. Artists today seem so overcome by their desire to have fancy clothes and sassy media attention.

WILL WE ROCK AGAIN?

Now some people might say that the 'New' Kids on the Block, are so clean cut and they're a good image for the children. When did mediocrity and banality become a good image for the children? I want my children to listen to people who ROCKED! Unfortunately, the industry has carefully weeded out the real rock stars as liabilities, confining the real talent once more to garages, decrepit playgrounds and backyard jamming sessions. At the rate we are going, we shall never again see the talent, stage presence, and sheer appeal of musicians such as Mark Knopfler, Jimmy Page, Jim Morrison and Van Halen.

I guess you could say that it's our own fault. We don't stand up and say "Dude, your songs are crap." But don't worry, our rockstars are still here. Just look at bands like Porcupine Tree, Radiohead and NoFX. They might not be mainstream, but there's hope yet.

by Julailah Luckier

STRESS

RELIEF

Mention Kat Von D, Travis Barker or even Angelina Jolie, and the first word that comes to your mind might very well be "tattoo". Body modification has been around for ages. In rural times, tribal tattoos had been used to signify courage or manhood. Hand-made tools of bone, tusks, turtle shell and wood were used to carve through the surface of the skin to create unique tribal patterns. Nowadays, tattoos have made their mark in the fashion and music industry, as celebrities adorn such artwork to represent their individualistic self. It can also be seen as a dress code for musicians and artists.

WHAT TO DO

While we do not endorse any sort of body modification, we do encourage you to cut out this mask for your next Halloween trick-or-treating session.

1. Cut along the dotted line, best done with safety scissors

2. Hole punch 2 holes at either sides of the mask.

3. Insert a rubber band (or any elastic string) through the loops and make sure you knot the ends.

4. It definitely isn't the real thing, but it'll make you the subject of much curiosity.

SUBDERMAL IMPLANT
A scalpel is used to create an incision in the skin. A solid silicone in a specific pattern is then implanted into a pocket contained in this incision. This creates a raised design beneath the skin when healed. Ball bearings can also be used as implants.

SCARIFICATION
This includes branding (using laser or heated metal), cutting (skinning or tattoo ink being rubbed into a fresh cut) and abrasions (removing skin using highly frictional objects such as sandpaper). This is practiced in Africa, as well as in the South Pacific. The Samoan community practices the art of Pe'a, where the men and women go through a painful procedure of traditional tattooing as a mark of adulthood.



KARLOBE STRETCHING
Now a common practice, this method requires a lot of patience as one needs to constantly change the size of their studs (or ear plugs) that's inserted in the earlobes. A shortcut method would be to cut an "X" in the earlobe and enlarging it from there. Warriors from Borneo, Northern India, Burma, ancient Egypt, and other African tribes have used this to symbolise their tribe belongings for centuries.

CORNEAL TATTOOING
Regular tattoo ink is injected into the eyeball using a typical tattoo needle or syringe. Believe it or not, this trend started almost 2,000 years ago, when various dyes would be inserted into the cornea to stain it.