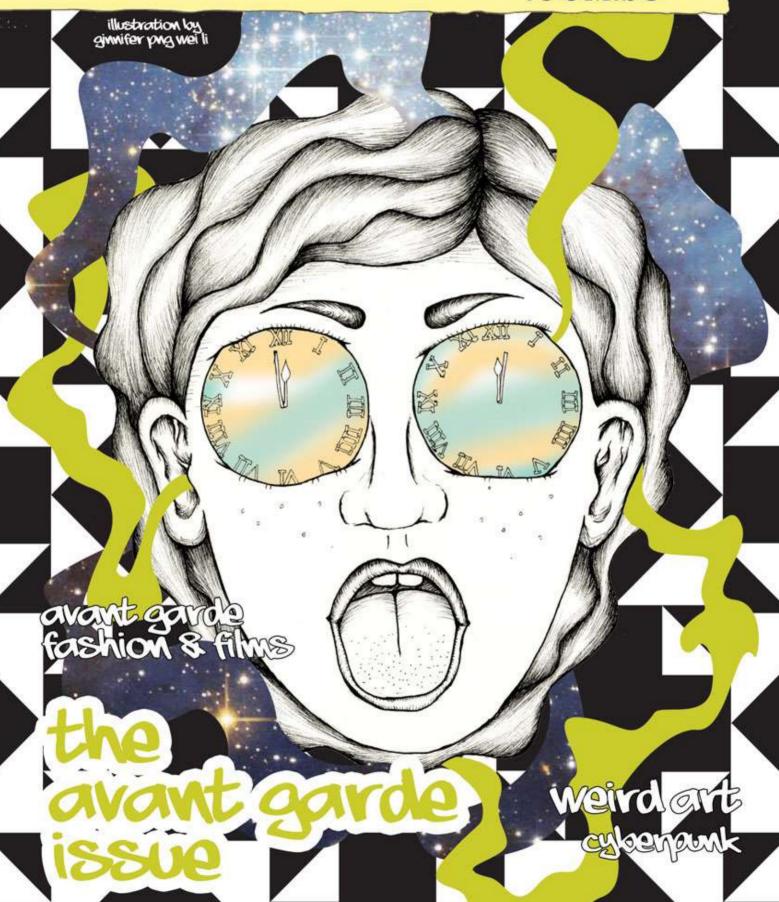
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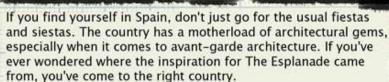
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ARCHITOUR MADRID

Situated in Madrid's 'art triangle', check out the extensions to the Reina Sofia National Art Museum and the Prado Museum. both of which combine new-age building materials that sit well with the classically-designed original structures. Another icon is the CaixaForum Cultural Centre, which is home to Spain's first vertical garden.



From buildings that defy gravity, to buildings that seem to be moulded out of water. Spain's got stuff that seem to emerge out of a sci-fi movie. Here are a few of the most notable icons:

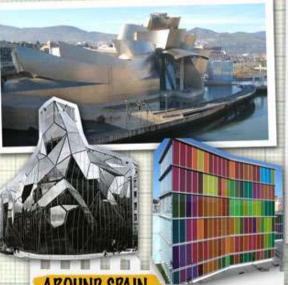


VALENCIA

The city's main emblem is the stunning Arts and Sciences Centre, which seems like something out of a sci-fi movie. Other avant-garde buildings include the equally out-of-the-world Reina Sofia Arts Centre that 'floats' on a lake, and the L'Assut de l'Or Bridge, a dynamic white structure which uses only a single pillar. Elsewhere in the city, the Conference Centre resembles a alass ark, while the Veles e Vents building seems to be made up of huge white copier papers piled on top of each other.



Barcelona is famed for the ever-modern avant-garde works of Gaudî, like the Sagrada Familia church and Casa Milá. Among the city's modern avant-garde icons include the unusual aherkin-shaped Agbar Tower, the Audiovisual Campus with its oddly-shaped windows and Central Park, which aims to cause sensations through its shadows and floral scents. Other notable buildings include the gravity-defying horizontal blocks of Marenostrum Tower, and the quirky Golden Fish.



AROUND SPAIN

Other notable avant-garde architecture around the country include the rainbow-coloured Castile-León Museum of Contemporary Art in León, the sci-fi skyscraper of Caixa Galicia towers in A Coruña, as well as the spaceship-like Bridge Pavilion in Zaragoza.

BILBAO

Bilbao is home to some of Spain's most iconic avant-garde architecture, with works by famed architects such as Frank Gehry and Norman Foster. The emblematic Guggenheim Museum resembles a building constructed of steel coils, while the notable Health Department of the Basque Regional Government is a steel-and-glass construction that seems to be in constant movement.





LARGE AND IN CHARGE:

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Visit www.campus.com.sg for more stories and

contest details!

painfully

Looking for interns:

* Fine Arts: To create layouts, covers and amusing caricatures of other colleagues

* Graphic Design: To assist in conceptualisation and layout for print and web

* Web Design: To help us develop, expand and enhance

* Writing & Reporting: To conceptualise, research and write original stories

Beverage Dispensing & Affiliated Services: To perate complex, multi-function automated coffee dispenser, have a working knowledge of basic Itali

deadlines, unlimited use of in-house exercise facilities ffice is a 3rd floor walk-up). We can accommodate flexible s, since we're always working. You should be creative, dent, and able to take direction, but still develop your own voice within a piece of work. Our work environment is fast-paced. What we are is a goal-oriented team of chronic workaholics, looking for other like-minded, impressionable young talents, to mold into our own, twisted image. We are not hiring t now, so don't ask. But we are looking to nurture and develor fre talent

Anyone not put off by the above should email 75 words or less about themselves and what position they'd be keen to fill to campusinterns@gmail.com.



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Founder of one of Japan's greatest corporations, as "the God of management" and a top world industrialist.

Mr Konosuke Matsushita's LESSON #7:

"BE COURAGEOUS"



EVERYONE KNOWS, FIGHTING THE EVEREST IS HARAKIRI. MANY TRIED TO DO WHAT I'M DOING AND NONE HAVE IT'S MY DREAM TO BE SUCCEEDED. SOME DIDN'T EVEN RETURN. THE FIRST JAPANESE BEAST ... ALONE









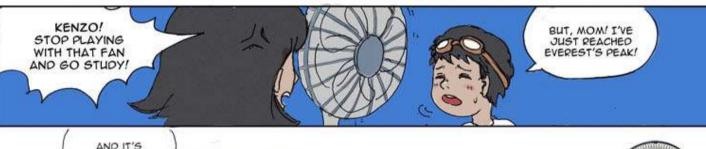


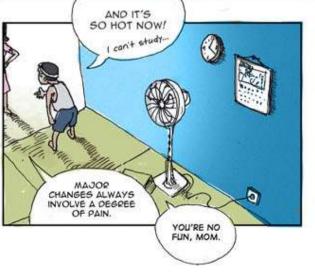












Double Oscillation Easy Tilt Adjustment Timer Function



F40S-Series Electric Fan

SMALL BUILD, EXTRAORDINARY POWER.

16° Aeropitch Blade **Built-in Thermal Fuse**



ROMAN CONQUEST





Photographer TRQ IRFAAN

Model: Paola SLave: eugene son!



AVANTE-GARDE DESIGNS IN AUTOMOTIVE ACCESSORIES

BY AVEEK KATIYAR

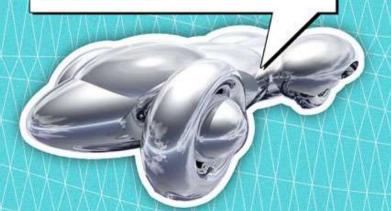


SELF-HEAL WHEELS

TUCKED AWAY IN THE CITY OF ROMANCE, FOR EXAMPLE, IS A TINY RESEARCH LAB THAT IS DEVELOPING TYRES THAT NEVER NEED TO BE REPLACED OR REPAIRED BY HUMAN HANDS. USING CUTTING EDGE INDUSTRIAL PHYSICS AND COMPLICATED ALCHEMY, SCIENTISTS FRANCIOS TOUMILHAC AND LUDWIK LEIBLER ARE BUSY DE-VELOPING PUBBER COMPOUNDS THAT WOULD MAKE PUNCTURES A THING OF THE PAST. UNDER THE INFLUENCE OF HIGH NUCLEAR FORCES AND INTENSE SOCIAL PRESSURE, MOLECULES OF THIS SPECIALLY FORMULATED RUBBER ARE COMPELLED TO RE-ORGA-NISE THEIR SURROUNDING ENVIRONMENT UNTIL THE HOLE WITHIN THE STRUCTURE IS COMPLETELY FILLED UP WITH RE-CALIBRATED MOLECULAR MATTER, THINK OF IT AS A LOCAL CRUSADE WITHIN THE TOPOLOGY OF THE WHEEL.

SHAPE-SHIFTING BODY

ANOTHER FANTASTICAL INVENTION SEEMINGLY STRAIGHT OUT OF A SCANNER DARKLY, ARE SHAPE-SHIFTING BODY PANELS. MADE FROM SUPER-PHYSICAL PARTICLE-SOUP, SUCH MATERI-ALS TAKE THE FORM OF THEIR CONTAINERS AT REGULAR PRESSURES, BUT CAN BE MOULDED AND SOLIDIFIED UPON THE APPLICATION OF GREATER FORCE. THESE LIQUIDS ARE MOULD-ED BY WIND PRESSURE UPON THE CAR AT MEDIUM-TO-HIGH SPEEDS, AND AS THE PRESSURE INCREASES, THEY SOLIDIFY IN THE MOST AERODYNAMIC SHAPE POSSIBLE TO HELP INCREASE FUEL EFFICIENCY, SPEED AND HANDLING. ONE WOULD ASSUME THAT GIANT COMPANIES LIKE MERCEDES OF POLLS POYCE ARE UNDERTAKING SUCH DEVELOPMENT, BUT THIS IS TAKING PLACE IN THE LAND OF THE FORMER SOVIET UNION'S AUTO-MOBILE DIVISION OF LADA!



While Formula One may boast some of the most advanced technologies and automotive practices in the business, truly avant-garde ideas come from places far from the international motorsport calendar.



BRINGING THINGS CLOSER TO THE MAINSTREAM EYE, BMW IS DEVELOPING A RADICAL NEW NOTION ON HOW CARS SHOULD BE BUILT. ONE OF THEIR MOST AVANT-GARDE DESIGNS INVOLVE THE USE OF POLYMER FABRICS STRETCHED OVER A SPECIALLY-DESIGNED SKELETON AS A SURPOGATE OUTER BODY. BY "SIMPLY" CHANGING THE MATERIAL OF THE BODYWORK, THEY HAVE SUC-CESSFULLY REDUCED THE CAR'S WEIGHT BY OVER 47%, DRASTI-CALLY IMPROVING HANDLING, FUEL EFFICIENCY, AND CONVENIENCE. THEY ENVISION A DAY WHEN CHANGING YOUR CAR'S COLOUR WILL BE AN EFFICIENT, 2-HOUR REMOVAL AND REPLACEMENT OF SUCH

> While each of these new technologies are singularly stimulating, they are not yet even close to ready. There are still many years of testing, evaluating and re-evaluating, substituting, and incubating to take place before we find our lives touched by practical avatars of today's novel and avant-garde science projects. In the meantime, at least it's nice to know somebody, somewhere out there is thinking how to do something avant-garde with your ride.

BY CHERYL TAN KAY YIN

CHANEL

- A BRAND, A WOMAN, A REVOLUTION

Born as Gabrielle Bonheur "Coco" Chanel (19 August 1883 – 10 January 1971) in Saumur, France, this feisty lady is behind the world famous brand we all know as Chanel. Her extraordinary influence on fashion was such that she was the only couturier to be named on Time 100: The Most Important People of the Century.

Her childhood years were far from the glamorous lifestyles of the rich and famous. After her mother's death, Chanel was put in an orphanage by her father who worked as a peddler. She was raised by nuns who taught her how to sew—a skill that would lead to her life's work.



WHERE ART THOU COCO

During her early years after leaving the orphanage, she held a job as a singer in clubs where the name "Coco" was born, shortened from "cocotte", the French word for "kept woman". As an independent and headstrong young woman, her passion and drive to rise above conventional behavior attracted the affection of powerful men. This in turn led to the success of her business as it placed her in a position with elite circles that would purchase her clothing.





THE STORY BEHIND HER TRADEMARK PRODUCTS



CHANEL Nº5

At a time when respectable women wore single garden flower scents and prostitutes /courtesans wore sexually provocative perfumes containing jasmine or animal musk: Chanel felt the time was right for the debut of a scent that would epitomise the rising boyish, modern attitude of the 1920s.

Even the shape of the bottle shouts simplicity with its clean cut rectangular shape, a strong identity linked to Chanel's philosophy for exquisite elegance in the form of simplicity. Her style of presenting perfume was in stark contrast to the over-elaborate designs of crystal fragrance bottles of the 20th century, popularised by Lalique and Baccarat.



DESIGNER CLOTHES

One of the fundamental principles of her art—adapting elements of male attire for feminine use—put women into slacks at a time when the liberalisation of morals and the opportunities for women to participate in sports soared. Wearing slacks in 1929 was a freedom that only rich women could afford. But the taboo was broken, and eventually Coco Chanel fashion became the preference for thousands of women.



CHANEL'S LITTLE BLACK DRESS - A LASTING SYMBOL

In the 20th century, bright colours, prints and heavy embroideries dominated fashion. But Chanel shook the world with her defining little black dress. It was made in various materials. Daytime dresses were made in wool, and for evening in crepe, satin or velvet.

In 1926 American Vogue named Coco Chanel's black dress "a Ford", epitomising its simplicity and its potential for an enormous and long-lasting success. The Chanel little black dress became a symbol of chic and sophisticated simplicity.



PRESENT DAY

Known for her trademark suits and little black dresses, Coco Chanel created timeless designs that are still popular today. Her simple yet sophisticated outfits are easily paired with accessories, especially pearl necklaces. In Chanel's words, "Luxury must be comfortable, otherwise it is not luxury."



All avant-garde artists of the world – be they musicians, writers, filmmakers, dancers or fashion designers – all have one thing in common: the audacity to dream beyond conventional borders. Perhaps we can all take home a lesson of inspiration from these successful artists. It is good to dream big and dare to be different, but more importantly, one must learn the art of perseverance and tenacity to carry out one's goals to the finish line. In the words of Coco Chanel, "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." And it is her philosophy that defines Coco Chanel as an avant-garde icon.







2. Coco Chanel & Igor Stravinsky



by: Chia Kylie

Picture a dystopian future where artificial intelligence strive to rule the earth, mega corporations are corrupted with power or where humans have become so overly reliant on virtual reality that all else around them falls into chaos. Think The Matrix is the only one with this scenario? Think again.

An avant-garde genre created in the 1980's, "cyberpunk" is a science fiction sub-theme that centres on the advancements in technology in a future era which ultimately results in a degraded society and lifestyle or a devastated environment.

Basically, its storylines are based on "high tech and low life". The term "cyberpunk" is a mashing of the words "cybernetics" and "punk", which was originally seen in Bruce Bethke's short story Cyberpunk (1983). The story was never published, although you can read it, along with his other literary works, at his official website: www.brucebethke.com. To further understand the "cyberpunk" concept, try reading Philip K. Dick's Bladerunner (1982) and fellow noir contributor William Gibson's Johnny Mnemonic (1995), both of which have been made into movies.

Looking to the East, the strict utopian nation of Japan has a long history of sci-fi literature and arts involving innovations in warring machines (ie.Gundam), and plots that take you down a dark and twisted corridor (ie. D. Gray Man).

Here are some of cyberpunk's notable titles from both the west and the east.



DO ANDROIDS DREAM OF ELECTRIC SHEEP?

Set in apocalyptic earth in the near future after the onset of a nuclear war, Rick Deckard is a bounty hunter of androids that pose as humans. Rachael. an attractive android who believes she is human, comes into his life and attempts to ruin his measures to immobilise the renegade androids. A leading example of the neo-noir genre.



D. GRAY MAN (2884)

It's a typical good vs bad. Exorcist vs Akuma (monster) story set in the Victorian era where "Innocence" can be implanted into potential carriers to rid them of Akuma infestation. Thus far. the protagonist Exorcist Allen Walker is found to be an incarnation of evil, so his friends are ordered to kill him, while the Noah Family he has been hunting rescues him.



DISTRICT 9 (2009)

This documentary-style movie follows the nitty-gritty issue of unwelcomed immigrant alien "prawns" into Johannesburg, South Africa. HNU officer Wikus heads an operation to relocate the aliens to District 10 but gets careless when prodding around houses for illegal weapons. What happens next takes him on a long fight for the salvation of the aliens and himself.



COWBOY BEBOP (1998)

This anime series and movie of a worn and torn universe in 2078 involves two long-time bounty hunter buddies Spike and Jet aboard the ship "Bebop". Their misadventures lead them to recruit a motley crew of gambling addict Faye, hacker Edward and super-smart lab dog Ein. Their distant yet compromising relationships are similar to that of a dysfunctional family living under one roof.



BIOSHOCK I AND II (2004)

Basically, the game is held in a world where you live up in the air or under the sea and machines are your bane. The storyline takes protagonist Jack through the labyrinth of fallen "soldiers", "drones" and "predators" (or Big Daddies, Little Sisters and Splicers) who were all created and mutated for political purposes. It's a first person player: super high RAM required.



FINAL FANTASY I-XIII (1987)

The main RPG series see various characters gather to overthrow an evil villain that dominates their world. The cyberpunk theme arises where the world, though set 200 years in the future where technology in weaponry, transport and cityscape has moved with time, is invaded by alien life forms that wreak havoc.

by Lim van Qian

Weird Art

Now in the 20th century, we are in the avant-garde era where everybody is getting increasingly liberal and open-minded. Where individuals are seeking new and creative ways to express themselves. Avant-garde art is a refreshing twist from pieces of traditional art we are so used to seeing! Prepare to be surprised.

Cut Piece (1964)



First performed at the Songetsu Art Centre in Tokyo by Yoko Ono, her performances began with her casually kneeling on the stage in a draped garment. The shy and cautious audience members were then requested to come up and cut pieces off her garment until she was stark naked. In London, however, the crowd was so enthusiastic to get a piece of her clothing that she had to be protected by security. Cut Piece was Ono's channel to convey the inner suffering she felt and also for her to outwardly communicate issues of sexism; human suffering and loneliness.

Blood APt

Blood art, also known as menstrual art, is made by women using their own menstrual blood to literally express their "inner self". The blood is collected in a menstrual cup and mixed with acrylic to maintain its colour. Ranging from blobs of blood on a canvas to sculptures drenched in the stuff, this shocking form of art is practiced by hundreds of women



globally! There is even an online community group dedicated to lovers of blood art, where they put up pictures of their works.

Cockroach Hall of Fame

The Cockroach Hall of Fame is a one-room museum dedicated to these bugs that most people detest. What makes the museum famous is that they dress the cockroaches up in costumes of celebrities and iconic symbols. Amongst the more popular roaches are the Marilyn Monroach and Liber-roachy. If you're feeling peckish sample some of their exotic snacks which include BBQ and Cheddar-flavoured worms!



Vincent Leow (1992)

Vincent Leow, one of Singapore's leading contemporary artists. gained notoriety when he drank his urine publicly during an arts performance named "Body Fields". Bottles of his urine were then packed and sold to the public all to further emphasise the streak of rebellion and the element of anarchy towards controversial practices. Despite this being controversial and shocking, the police and government took no action against either artist or organisers.



Glore Psychiatric Museum

The Glore Psychiatric Museum in Missouri was once the home of mental patients for 130 years. One of the highlights is a display of an astounding 1,44b items that were extracted in a single surgery from the stomach of a woman diagnosed with compulsive swallowing! The items range from rusty safety pins to little plastic buttons which were artistically arranged to form a magnificent mosaic. Apart from art, torture devices that were used on patients are on display too, like O'Halloran's Swing, where strapped-in patients would be spun at up to 100 RPMs.



FINANCIAL

Financial planning is important and it starts NOW! Have you thought about what you're going

to do when your parents stop giving you allowance for your daily rides and fast food? It's key to find and stick with a

mix of investments and

financial plan that has the right

insurance that works for you and to re-evaluate it often. This

stuff can get pretty heavy, so well just keep to the basics.

DBS S**APE

By Liszt and Ratna Masayu

Planning for kids you don't yet have or for your promising retirement may seem daunting. But by learning to plan now financially -for your grad trip perhaps-it'll be much easier to manage your money in the future. Investment products are available every step of your life to help you along the way. (Check out Ah Boon's plan below!)

When investing, there are different considerations:

- . different asset classes (bonds, equity, balanced funds etc)
- risks associated with the funds
- portfolio diversification
- your cashflow etc

Stocks, or shares in the ownership of a company, tend to earn more than bonds, but can also be riskier. On the other hand, bonds are an ownership of a businesses or a governments debt. It's like an "LOU!", except they'll pay you back with interest Unit Trusts, or mutual funds give you an opportunity to invest in a mixture of stocks and bonds. All investment products contain a certain level of risk. Speak to a financial advisor who will help you put together a comprehensive financial plan.

→ Always ask about initial sales fees and potential performance charges.

HOW TO START INVESTING

Don't be discouraged if you don't have \$10K to invest with a Regular Savings Plan (RSP), you can start with a fixed amount of \$100 a month, RSP uses the concept of dollar cost averaging OCA).

- -> DCA = buying more units when the price is low and less when it's high. Over time, your average unit cost is lower than the average market price during the same period of time.
- Avoid the uncertainties of market timing by not speculating on the right time to invest your lump sum capital.

TYPES OF INSURANCE:

WHOLE LIFE INSURANCE

Life insurance is to provide for financial relief when the unforeseen strikes. The payouts can be beneficial especially for items such as paying final expenses and debts, and providing an income for dependents. Living policy owners can also benefit in terms of disability coverage and annuity benefits. The key to this policy is that the coverage is for your entire lifetime.

TERM LIFE INSURANCE

Unlike Whole Life Insurance, Term Life Insurance provides coverage only for a limited period of time. There are also plans that cater to a specific need such as mortgage insurance.

ENDOWMENT

This is useful in disciplining your savings for a specific financial goal during the commitment period of the plan. Furthermore, it comes with protection. 11

D. HEALTH INSURANCE

If you get into an accident, fall ill or become disabled, health insurance protects you and your family from the financial loss you could suffer by covering the cost of your medical treatment.

The most basic form of health insurance is MediShield, administered by CPF. You can choose to enhance the protection with a private health insurance plan to help cover additional expenses.

GENERAL INSURANCE

All non-life insurance falls under General Insurance - travel insurance, motor insurance, home contents insurance, and the like. Having a travel insurance plan can help you when you get into all kinds of sticky situations from trip cancellations to emergency medical evacuation.

For more info, visit DBS's website at www.dbs.com/personal or walk into any DBS Branch to speak with any of their friendly Relationship Managers.

INSURANCE

While people buy hundreds of lottery tickets praying for a chance in a million many are reluctant to buy insurance. What makes them believe hitting the jackpot has larger odds than hitting a disaster? Misfortunes may happen to anyone - medical problems, loss of property, permanent injury, fatalities, etc. What if we can be assured these won't threaten our longterm financial welfare or our families? This is the very concept of insurance giving your family a (financial) peace of mind should the unforeseen happen.

write to us at contest@campus.com.sg with your burning questions on financial literacy and stand a chance to win one of 5 X-mini special edition speakers worth over \$20 each! send us your name and question by way 15 to win! we*Il give answers to the top questions in the next issue.

K Examples given are for illustration purposes only and

not meant to be an official projection by the Bank.



THE LIFE AND TIMES OF AH BOON



Ah Boon's excited about his future. He recently graduated from uni, and at 25, he'll soon be starting his first bank job at \$3k/mo. He's a moderate risk

taker with his finances and holds a balanced portfolio, but he 's no risk taker with the ladies-he wants to marry his high school sweetheart Ah Cheng someday and have a few kids. First though, Ah Boon needs to decide how to save, protect and grow his earnings.

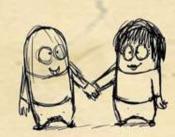


Ah Boon on Grad Trip After graduation, Ah Boon will be travelling overseas. Before he goes, he'll need Travel Insurance. At least then, Mother Boon doesn't



Ah Boon's earning kaching\$
Ah Boon wants more money now that he's planning to settle down with Ah Cheng-who

shops a lot! With the Regular Savings Plan he gets to discipline his savings and reap potential growth. Now is also the time for Ah Boon to start a Life Insurance policy, so if anything were to happen, his expenses would be covered.

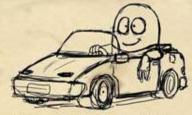


The Health Insurance Plan assures that Ah Boon is medically covered should he get a heart attack from Ah Cheng's demands from branded goods. At least his medical expenses are insured and won't burn a bigger hole in his



Ah Boon marries Ah Chena Ah Boon's no longer a mama's boy. He nov

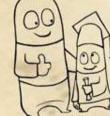
has to think for himself and his wife for the very-long run. Looking to the future, Ah Boon revaluates his financial needs and decides to start a Term Insurance policy to further enhance his coverage.



Ah Boon is proud of his car AND house

Having a car is convenient, but accidents, theft, acts of nature, etc, will surely dig into Ah Boon's pockets. With the Motor Insurance Plan, he has less worries - 'cept maybe his speeding fines. For Ah Boon's home weet home, he purchases a Mortgage Term Insurance so that if anyth happens, the insurance company will pay the outstanding insured





Ah Boon Jr! Ah Boon's a proud daddy and panics easily over Boon Jr #1. At least, with the Endowment Plan, he can relax knowing his savings for Boon Jr #1's education is well taken care of and won't be spent on mommy only.



Old man Ah Boon Ah Boon and Ah Cheng are retired and Ah Boon Jrs are all married with Ah Boon Jr's Jrs . Because he has done proper financial planning in his earlier years, Ah Boon and Ah Cheng can now take a breather and better enjoy their retirement.

This is for information and general circulation only and does not have any regard to the specific investment objectives, financial situation and the particular needs of any specific person. Investors should seek advice from a financial adviser regarding the suitability of the investment product, taking into account the specific investment objective, financial situation or particular needs of each person before making a commitment to purchase the investment product is suitable for him. The opinions expressed are subject to change without prior notice. DBS accepts no liability for any loss whatsoever arising from any use of or reliance on the opinions expressed.

DANS LE NOIR (IN THE DARK) (LONDON, ENGLAND)

You may question your ability to enjoy food by suppressing the dominant sense of sight. With the help of your blind guides as waitresses, it would be a dining experience literally worth searching for. This dainty restaurant and bar can accommodate up to sixty people. One thing we would know for sure is your date would definitely not see you gobbling up that main course.





DINNER IN THE SKY (IN OVER 50 COUNTRIES!)

If you have ever dreamed of dining on gournet dishes while floating in the air, your wishes can now come true. Dinner in the Sky host dinners at a table suspended at a height of 50 metres. Not only do they cater to diners, the team now provides meetings, weddings and entertainment in the air!

CE HOTEL RESTAURAN (JUKKASJÄRYI, SWEDEN)

This place not only caters to dinner experiences, they also have hotel rooms up for grabs. With an icy exterior and food served on ice plates, be sure to keep you hats on because it's going to be preceedering.





THE JAIL (TAICHUNG, TAIWAN)

From signboards stating "Exile", "Griminals" and "Prison Releases", The Jail is a dining experience you will never forget. Diners are treated like prisoners, where they're ushered by an "inmate" into their own jail-like cell complete with sliding prison doors.





TO ENTER

ALCATRAZ (SHIBUYA, JAPAN)

MACHATINE

DINING CONCEPTS

GETTING BORED OF YOUR USUAL TTALIAN RESTAURANT OR SUSHI

ROUNDABOUTS? NEW AND CREATIVE RESTAURANTS EMERGING

ARE SURE TO GET YOU COMING BACK FOR MORE! BY XCHENGCHENG

From organs in jars to monsters strapped on walls, Alcatraz offers patrons the eerie experience of dining in a bizarre mental hospital. upon entering, hosts handouff you and lock you into hospital cells. When you need service, try grabbing a metal bar and banging on the cell door.



THE MARTON (TAIPEI, TAIWAN), AND MODERN TOILET (TAIPEI AND HONG KONG)

If you secretly like to eat in toilets then these establishments are for you. Try sitting on a toilet and eating from a mini toilet bowl. Don't be embarrassed to try it out! Seems like everyone likes to eat from toilet bowls.





DIVINE WINE BAR (PARKYIEW SQUARE, BUGIS)

Fancy getting served by an angel! At Divine bar, a waitress donning a silver tuty and fairy wings hooks herself on a pulley system and flies up to retrieve your bottle on a 12metre high rack. Gome here to enjoy good wine paired with live jazz music. Just remember to tip the poor girl who has to constantly go up and down.



ANNALAKSHMI (EXCELSIOR HOTEL)

In addition to Singapore, Annalakshmi also has outlets in India, Malaysia and Australia. The unique concept of the restaurant is that there is no fixed price on the meny Instead, it is based solely on a "eat as you want and pay as you feel" concept. Restaurant staff consist of volunteers from housewives to teachers to doctors.



THE CLINIC (THE CANNERY, CLARKE QUAY)

The Clinic gained its popularity and avant-garde reputation from the unique dining area, where costumers sit on gold plated wheelchairs and are served food in stainless steel medical dishes. You can also sit on hospital beds while sipping drinks hanging over you dispensed from an IV.



Cheat Sheet # Avant-Garde

ACOUSTIC MASTERPIECES

One of the most bootlegged bands in the world

WHAT IS AVANT-GARDE?

You might have heard of the term "Avant-garde" when referring to a form of art. In French. the word means "advance guard". which referred to the first wave of soldiers who would come face-to-face with the enemy during a war. So what does "advance guard have to do with art?

> Citizen Kane

> > MOVIES

MUSIC AND MUSICIANS

Avant-garde music began in early 1940s. Music theorists use the term to describe music that is ahead of its time, which might contain a fusion of different genres. and are generally more put-together than the usual 'experimental music'. Listen to "Revolution 7 by the Beatles for a change.

today. Avant-garde movies are known as experimental films.

The genre generally opposes mainstream movie styles and

requires you to think deeper into the art of film rather than

innovative. inventive and even vintage style are what

eccentric. brightly-coloured or over-the-top they are

(like wearing a dress made of meat), the better the

fashion is considered. While some of you might argue

that it was created by Lady Gaga. the trend actually started around the early 1900s. The distinctive traits

of Avant-garde fashion also run in its accessories.

including belts, shoes, gloves, purses and hats.

best describes Avant-garde fashion. The more

the special effects or the hot lead actor: similar to how you

would ponder over a Shakespeare novel instead of Twilight

book. For a change, try watching Medusa, directed by Maya Deren, or Tinsel Tree, directed by Kenneth Anger.



Shoe5

Shoes.

Shoes.

FASHION



Avant-garde advance guard in French

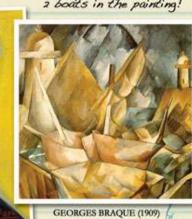
THE HISTORY OF AVANT-GARDE

Instead of sticking to the usual status quo. artists of the Avant-garde movement seek to challenge the social norms. Not unlike some of us who just want to 'stand out' from the crowd.

The range of artistic movements at the beginning of the 20th century included Cubism. Expressionism. Futurism. Vorticism. Dadaism. Constructivism and Surrealism. The French have definitely racked enough brain cells to come up with so many different terms!

Picasso or Mr. Potato Head gone wrong?

Try and spot the 2 boats in the painting!



PABLO PICASSO (1938)

FINE ARTS - CUBISM

Cubism (part of the Avant-garde movement) was pioneered by Pablo Picasso and Georges Braque.
This art style revolutionised European painting and sculpture, which basically makes your average Mona Lisa look more like art that's viewed through a kaleidoscope. While some look like they're painted by 3-year-olds. they're harder than you think to create.

Fashion Forward!



Campus | Issue 11 | 13



ANT CARDE

Avant-garde cinema can be classified as experimental, alternative, underground or abstract films, usually catering to a niche audience instead of the masses. To me, avant-garde is comparable to a misfit. It can be disturbingly different from mainstream movies and might not suit for everyone, yet it attracts us in more ways than one.

History

The concept of avant-garde cinema began in France and Italy during the 1920s, with filmmakers such as Oskar Fischinger (abstract film paramount) and Hans Richter (animation shorts wizard). American experimental cinema was then cultured through a series of genres from the "trance" to the "mythopoeic" films through the 1950s to 1960s. There was also a revival of graphics cinema, which eventually used computer-generated images. An international rise of Surrealist animation later brought about more variety to the experimental cinema.

By the early 1960s, American avant-garde filmmakers used their films as a way of expressing their individual consciousness by using the approach of a first person narrator, equivalent to the first person in literature.







Elements of AG films

There are several elements evident in experimental films which differentiate them from typical blockbuster movies.

NON-LINEAR NARRATIVES – In any script, the way a story is told is essential in building up the necessary climatic and imperative points. It is a question of how the story is told, rather than what. Some examples of non-linear narratives include flashback scenes or random chronological timelines. The more "real" and less conciliated the script is, the more impactful it is to the audience. In Citizen Kane (1941), directed by Orson Welles, the death of a wealthy media proprietor Charles Foster Kane creates controversy around the world. His life before death is then told entirely in flashbacks, using different points of view, mainly from Kane's associates. Welles' inventive idea of using multiple narrators has inspired many filmmakers thereafter to create similar stories.



STRUCTURALISM & FORMALISM – Structuralism is the backbone of the film, which involves constructing the shots within the scenes or within the final edit, much like a storyboard. For example, to show that a man is hungry, a shot of his face is introduced, followed by a shot of an apple pie then back to his face again. Formalism refers to elements to give the story more meaning and substance, and has heavy emphasis on sound, lighting, cinematography and mise-en-scène.

Freudian analytical theory which indicates that inner forces outside of our awareness direct our behaviour. Dreamy and fantasy sequences involving things like rainbows or eyeballs are common in experimental films where characters are usually taken to unknown or make-believe places of discovery or reminiscence. Such scenes are used to explore the existence of our sub-conscience and how its development and interpretation can manifest from a random incident into a significant emotional experience. An example of a film which uses surreal sequences is Alfred Hitchcock's Spellbound (1945). A surreal dream sequence filled with floating eyes and twisted landscapes, designed by Salvador Dali, was incorporated into this film to explore mental delusion and character motivations.

MOVING ART & MUSIC – Kinetics in experimental films is usually fast-paced, involving rapid-moving scenes of paintings or photographs to create an atmosphere that toys around with artistic work. As for music, scores are either kept to a bare minimal or highly upbeat and may create a slight discomfort among audiences.

AMBIGUITY – Avant-garde usually does not convey just one message within its piece. There can be various key messages in such experimental films. For example, in Welles' Citizen Kane, Kane is made to seem mysterious and complicated. This is done deliberately to provide audiences with the freedom of interpreting his character and motivations.

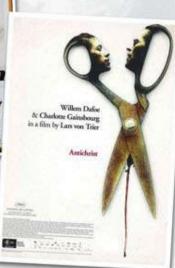




Notable A0 films (1990s - 21st century)

RUN LOLA RUN (1998), directed by Tom Tykwer, is probably one of the more well-known films which incorporate avant-garde and experimental techniques. The story trails a redhead named Lola in her mission to retrieve 100,000 German marks in order to save her boyfriend, Manni's life. The film is cleverly split into three portions called Runs (i.e. First Run, Second Run & Third Run). Each Run begins similarly but establishes differently, with different outcomes. This film includes the use of non-linear narratives, kinetic movements and abstract visuals which leave the audience various interpretations of the key message.





A more recent film which made headlines in Europe is ANTICHRIST (2009), directed by Lars von Trier. This dark and twisted film follows a married couple's journey into guilt and grief after the passing of their son Nick. The couple retreats to a cabin in the woods, unaware of the surrounding supernatural entities. Animals play a big part in the story as they signify how people can live together so comfortably yet eat each other alive at all other times. The use of creepy, heavily-manipulated animals and ambiguous narratives create a very interesting tale combining the topic of death and the meaninglessness of life.

Since avant-garde films are usually associated with French surrealism, any film of such a genre is now being referred to as "experimental" films so as not to confuse or distort the original concept of avant-garde. Currently in the 21st century, modern filmmakers still manage to pay homage to avant-garde cinema by incorporating classic avant-garde concepts. Although not everyone can appreciate the concept of experimental cinema, there is no doubt that such films entice us to explore the different versions of fiction and sometimes even, life itself.

Shah Salimat speaks to Daniel Boey on Singapore Men's Fashion Week



DESIGN PERCEPTIONS

Daniel has an illustrious history of injecting his creativity into theatre plays and the National Day Parade, with his most evident foray in fashion being the 2008 Singapore Fashion Festival. However, his approach to MFW is a different one altogether. Daniel's job as the creative director is to work with regional contemporaries to come up with a list of Asian designers that "we think have a point of view and will have lasting power."

He also wants to banish the perception that all Asian labels are cheap. "There is a designer for every price point. It doesn't mean that all Asian labels are crappy. There are also Western designers who charge thousands for an outfit when you know it is crap." Only the third Men's Fashion Week after Paris and Milan, Singapore's inaugural five-day MFW packed in a punch this year, showcasing stunning Autumn/Winter 2011 collections from over 30 renowned brands. These range from international labels such as Hugo Boss to regional and local labels such as Shanghai Tang and Reckless Ericka respectively.

"I think it's about time we have a designated fashion week for Asian labels and we get to know who (these cult Asian labels) are, especially in menswear. The entire world is looking at Asia now. It's now or never. There is an Asia outside of China, you know," quips Daniel, creative director for Men's Fashion Week.

The event, held exclusively at The Shoppes at Marina Bay Sands, is somewhat of an odd turn of events for a country aptly coined as the "t-shirts, shorts and slippers" country. However, Daniel is not fazed by the lack of fashion sense most Singaporeans have and believes the time is now to show that Asia does contain a fashion scene worthy of avant-garde status.

Daniel believes an event like this will "show all the lazy men" that they can dress up in different types of menswear and still be casually stylish. "You don't have to be in a t-shirt, shorts & slippers all the time. I think it's a matter of putting some effort in what you wear. It's unacceptable to go to Orchard Road in what you sleep in."

FOR THE YOUNG DESIGNERS

He has stern advice for young designers wanting to break into the fashion industry and pave the way for Singapore's fashion scene to flourish, be it in menswear or womenswear.

"You have to make sure that you really have the passion for this. You're in it because you like it, not because you're in it for the lifestyle. Do your research and get to know as many people as possible. Finish your education because fashion can always wait for you. A lot of people don't take fashion seriously because they think that fashion designers are school dropouts. Designers with university degrees are long-lasting because they take it as a job."

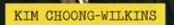
"You may have a romanticised view of fashion, but the reality is it's a very tough business. Unless you have the passion, you may not be able to last in the industry," Daniel dishes out his advice.

SINGAPORE: FASHION CAPITAL?

It still remains to be seen if such an event will place Singapore as a worthy fashion capital along with established countries such as Paris and London, or rising countries such as Shanghai and Japan.

"It takes more than one event to make Singapore a fashion capital. I'm hoping this event will help propel Singapore into the higher fashion stakes. Other countries must start their own fashion weeks as well. It has to be a collective effort. Hopefully, well get more Asian designers who will showcase their collections and get them established. From there, that's how we evolve." Daniel comments.

What is most certain is that this could be the beginning of Singapore's rise in sartorial credibility and avant-garde fashion status.



TECH AND ENTERTAINMENT

acebook.com/ pus.singapor



PIGEONHOLE

move them up the rank.

WWW.PIGEONHOLE.SG

For those of you too shy to ask

questions at workshops or lectures.

the Pigeonhole team has set-up a real time tool for users to post questions during events. Participants who don't want to go up to the microphone to ask

their questions can send them via their Smartphones or SMS. Audience

members can then vote for questions to

Congratulations Aveek and Manica for unning last issue's Skullcandy contest! Here's what they have to think!

SKULLCAND9

With slightly smaller speakers and a neat foldable design, these cute lightweights easily deceive you in terms of how well they perform. Easy to store, easy to use, comfortable as the hair on my head, my LowRiders fit my lifestyle. Sleek graphics and sweet padding insulate my music from the interference of the outside world.

HESH

Cool packaging, stickers, stencils and groovy styling—no wonder people go crazy when they hear I got myself some Skullcandy. But the fascination goes deeper. Under the hip design are a set of powerful speakers that pump skull-crushing bass whether I've got Def Leppard, the Fugees, or Mariey on my mind.

COZYCOT

No. 1 Women's Website in Singapore.

. Win s5000 and a cozycot internship!!

Calling all future marketers in the house to show us what yourve got! Challenge yourself and turn your ideas into reality by joining The Nomen Network 2011: CozyCot Student Marketing Plan Competition.

Registration Deadline: April 30, 2041
*For more information go to coeycotcom/womennetwork/



Pigeonhole Live

HAPPENINGS

24 April 2011 7:30pm - 9pm "SCAPE Warehouse \$25 Ticket @ www.magiccarnival.com.sg or \$30 at the door

SCAPE MAGIC CARNIVAL

Magic! Comedy! illusion! This month's all star mega edition star Kiki Tay and features Mediacorp celebrities Miss Mole, Danny Koh, Mystifying Imran and kyle Ravin.

12 May 2011 7-9 pm The Heeren #16-01

Swiss Education Seminar

Learn more about Suiss hotel management schools at the Suiss Education Group's office, and get answers on questions about studying abroad in Suitzerland.

18-21 May 2011 7pm (18th - 21st May), 2:30pm (21st May)

A Double Bill

TJ Drama presents 2 short plays. In "Pongl", a set of Mah Jong tiles contemplate what it means to live a life that is prescribed for you while "Ladies in Maiting" unveils the plots and cunning between a group of women ying for their husband's attention.



BORN THIS WAY (MAXI SINGLE) LADY GAGA

Born This Way is the first songever to debut at #1 in all 23 iTunes stores. The CD includes remixes from LA Riots, Chew Fu Born To Fix and DJ White



MIRRORWRITING JAMIE WOON

For an eclectic mix of R&B, folk, dubstep and classic songwriting, don't miss Jamie Woon's debut album "Mirrorwriting" soon to be out in Singapore on April 18. Leading off the album, this Brit boy's "Night Air" single packed venues throughout 2010.



RIO OST VARIOUS ARTISTES

Love the music from the 3D movie RIO?I So do wel This album is jam packed with an all-start line-up including will.l.am, The Black Eyed Peas, Jamie Foxx, Bebel Gilberto, Taio Cruz, and more! Out now!

*Were giving away 2 of each! Check out our Facebook page to see how you can win!

21 May 2011 7 pm Yoh Siew Toh Consevatory Concert Hall

Prelude 31

Prelude 31 is a night of both full band and small ensemble items, featuring "Invictus" by Phillip Sparke and "Danza Sinfonica" by James Barnes Til 3rd July 2011 Baba House, 157 Neil Road

Discordant Symmetries

Discordant Symmetries by artist Wei
Leng Tay questions what it means to be
Chinese in contemporary Singapore and
Malaysia through still-life portraiture
photography and audio interviews. Visits
are by appointments only
babahouse@nus.edusg



When it comes to fun, commercial and conventional high-fashion, we know the key designers: Karl Lagerfield for Chanel, Miucca Prada for Prada, Alber Elbaz for Lanvin, and more. Fashion can hardly be said to be predictable, but with avant-garde fashion, clothing is elevated to an art form where the fashion designer's visions and influences are projected directly onto the canvas that is the clothes.

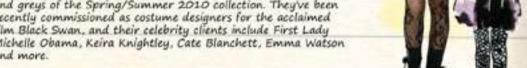
Here are some avant-garde fashion icons of this century:

RODARTE

Since its inception in 2005, sisters Kate and Laura Mulleavy have stopped at nothing short of perfection with their head-turning creations. Their consistent style of layering and employment of countless techniques to their fabric has earned many approving nods from the fashion royalty.

The Mulleavys have almost no formal training, having graduated from the University of California, Berkeley before setting up Rodarte. Yet their raw, wildly experimental and imaginative concept is what sets their designs to the avant-garde, almost couture level. While fragile and soft. Rodarte's creations have an inexplicable fierce edge to them. From fierce, dark, gothic themes with hints of destruction to a futuristic, space-inspired collection with the use of steel to add an edge of masculinity, Rodarte's collections are proof of the Mulleavy sisters' expansive vision and stimulating thoughts.

A costume-like appeal is present in all their collections. Their recent designs have taken on a lighter, more innocent vibe as the sisters turn to lighter coloured fabrics and softer, less jarring shapes, signifying a break away from the moody and dark blacks and greys of the Spring/Summer 2010 collection. They've been recently commissioned as costume designers for the acclaimed film Black Swan, and their celebrity clients include First Lady Michelle Obama, Keira Knightley, Cate Blanchett, Emma Watson



COMMES DES GARCONS

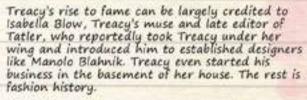
French for "like little boys", it isn't difficult to see why cult-favourite brand Commes des Garcons is the revered fashion house that it is today. Rei Kawakubo founded Commes des Garcons in the 70s, startling minds and raising questions from the very first collection. Her visions of anti-fashion were reflected in her creations as strangely deconstructed garments that challenged the conventional notions of beauty Notable pieces that border on a streak of insanity include the three-armed jacket, turtlenecks that cover the face, and what is better known as the "lumps and bumps" spring collection of 1997.

Commes des Garcons is avant-garde at its height, with abstract, cryptic themes such as (the latest) Hybrid Fashion, Bouleverse (loosely interpreted as upside down clothing) and more. Each collection revolves around a different theme and while the basic designs may differ, there is a recurring dark, monochromatic colour scheme and elaborate. over-the-top creations. Kawakubo's genius has spawned the rise of several fashion designers today, such as Ann Demeulemeester, Martin Margiela, Helmut Lang and most notably, her former apprentice Junya Watanabe.



PHILIP TREACY

Milliner to the stars, Philip Treacy's outlandish creations have been adorned by many a famous head, including Madonna, Sarah Jessica Parker, Lady Gaga, Celine Dion and more. Chanel, Valentino and Versace are just some fashion houses that he has created couture hats for. His surreal and sculptural head-turning (pun intended!) creations have most recently earned him the privilege to make hats for some members of the royal family from Kate Middleton's marriage to Prince William in April.



Contrary to the notion that hats are reserved for old ladies in tea frocks, Treacy breathes life into the hat with his fantastical, extravagant and larger-than-life creations that go beyond the conventional idea of what a hat should be. instead, it would be more apt to describe Treacy's millinery creations as decorative sculptures.



TEAN-PAUL GAULTIER

Better known as the enfant terrible of French fashion, Jean-Paul Gaultier is known for his bold and rebellious designs that certainly push the boundaries of French fashion. Jean-Paul Gaultier is the designer of many a famous clothing, such as Madonna's iconic cone bra.

> Gaultier is known for combining street wear with brilliant technical tailoring, and is credited with creating man skirts. His collections challenge the traditional views of male and female clothing. blurring the lines between both genders. Gaultier draws his inspiration from many different cultures, not excluding the Eskimo, Jewish, and even Mongolian cultures. His extensive range of clothing range from the cross-dressing collections of the 1980s to the punk-influenced, streetwear-inspired collection

> Gaultier's collections are almost direct projections of his moods and thoughts, and they are reflective of his experiences: Gaultier's formerly over-the-edge creations took on a noticeably somber tone when his lover passed away. Having been called the most avant-garde fashion designer on more than one occasion, it's not difficult to see why Gaultier's outrageous, almost outlandish designs are so well-received.













STRESSERELIEF

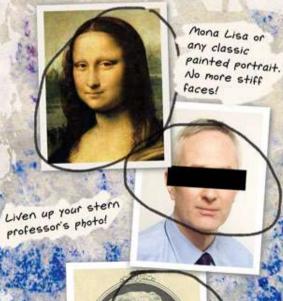
If you're one of those who watches movies on your iPhone or conducts conversation via sms during lectures, you'll know the risk of getting caught. Here's a way to relieve your stress and/or boredom the next time you find yourself in a crowded room where it's as quiet as a graveyard. What's more, you don't need to have any fancy phones or silencing methods (ie. earplugs). See? We know how to make you smile :)

INSTANT SMILE AND FROWN!

WHAT TO DO

- 1. Cut out the face.
- 2. Fold the face in half along the solid line away from you.
- 3. Then fold the dotted lines towards you, so that you create a 'W' shape with the creases.
- 4. Now hold the creased face so that it faces you.
- 5. To make him SMILE, till the face so that the top of his head comes down towards you as if he's bowing.
- 6. To make him FROWN, tilt the face in reverse so that his chin comes towards you.
- 7. You can reverse the folds, and reverse the order of his expressions!

ALSO WORKS ON THESE:



Even etchings aren't safe from expressions!

It's actually a

very cheap trick



How about faces of your favourite celebrities?

