

ISSUE 13



CAMPUS

MICA (P) 219/07/2011

.COM.SG

Free copy!

the
fashion
issue

*Leahy Spencer
Milton Barry
i breathe fashion.
i don't do fashion.
i am fashion.*

DRESS A DOGGIE

street fashion



man-bags? by gan phua beng

SURE,
I DON'T MIND CARRYING
YOUR PERFECTLY
ANDROGYNOUS
HANDBAG, DARLING...

We love acronyms here in Singapore. We've got CPF, ERP, AYE, PIE. And lately, a disturbing new one - the M.P.C. - or "Male Purse-Carriers."

As it's the fashion issue, we wanted to quickly explore why dragging around an emasculated MPC in tow has become the fashion "must-have" for girls this season in Singapore.

Has your girlfriend ever persuaded you to become their MCP? If so, before you agree to help your 'delicate' lady, here are 5 questions to ask yourself:

Q: IS HER BAG REALLY THAT HEAVY?

A: No, of course not, or she would have never made it all the way from Pasir Ris to Orchard Road in the first place.

Q: ARE YOU CARRYING IT SLUNG OVER YOUR SHOULDER?

A: Hopefully not. Unless it really is your purse, in which case flip the page and read another story.

Q: CAN YOU HIDE IT INSIDE ONE OF HER 9 OTHER SHOPPING BAGS?

A: Tell her this is for security reasons, as it's harder to pickpocket that way. If she argues the point, tell her low crime doesn't mean no crime, and perhaps the purse is safer in her care then.

I'VE GOTTA
TELL THE BOYS
THAT CARRYING A
FLOWERY BAG
DOESN'T MAKE YOU
LOOK LESS MANLY.

And finally the last question is:

Q: ASK YOURSELF - IS THAT BAG BIG ENOUGH TO CARRY MY DIGNITY, MANHOOD AND ALL HER STUFF INSIDE TOO?

This is a trick question! If you need to ask, you've either got very small dignity/manhood, or it's a really huge bag. Take your pick.



Wanna Dance?
RECOGNIZE!
STUDIOS

Recognize! Studios brings to you a wide variety of dance classes/courses taught by the most experienced & respected street dancers right here in Singapore!

We give you the best in learning to dance, knowledge & appreciation, and most of all to **HAVE FUN DANCING!**

For enquiries please call : +65 65090650
or send an email to: info@recognizestudios.com



www.recognizestudios.com
www.facebook.com/recognize.studios
181 Orchard Road, Orchard Central, #05-31 (s)238896



LARGE AND IN CHARGE:

Contributors
Arunabh Mishra
Chia Kylie
Cindy Yong
Clara Lock
Gaya Gayathiri
Jem
Julailah Lucker
Kay Lee Tan
Kendra R Ng
Laila Humairah
Prabhu Silvam
Ratna Masayu
RynaQUE
Roshni Kapur
Sarah Lin
Selina Tan
Yong Wei

Special Thanks
Air Asia
DBS Bank & *SCAPE
eskuché
Julia Blank
Ngee Ann Polytechnic
Red Spade Entertainment
UNIQLO
Universal Music

Editor-in-Chief
Aaron Stewart
aaron@campus.com.sg

International Business
Development
Kan Morita
morita@campus.com.sg

Marketing Manager
Kelly Morse
kelly@campus.com.sg

ASKM Pte Ltd
11 Mohamed Sultan Road
03 - 01 Singapore 239010
Tel (65) 6737-1236
Fax (65) 6737-1258
www.campus.com.sg

Campus is a publication of ASKM Pte Ltd (Singapore). All articles published are in good faith and based on bona fide information available to The Publisher at the time of press. The Publisher accepts no responsibility other than that stipulated by law. The Publisher also accepts no responsibility for unsolicited manuscripts, transparencies or other materials. All rights are reserved and no part of this publication may be reproduced in part or full without the previous written permission of The Publisher. Neither can any part be stored or recorded, by any means. The opinions expressed in The Publication are those of the contributors and not necessarily endorsed by The Publisher.

This publication and the name are owned solely by ASKM Pte Ltd, 11 Mohamed Sultan Road, #03-01, Singapore 239010. Email: info@campus.com.sg. Campus is published bimonthly and distributed throughout Singapore. Trademarks and copyrights for all other products, logos and depictions contained herein are the properties of their respective trademark and copyright owners.

All colour separation and printing by Print Dynamics Pte Ltd.

Singapore MICA (P) 252/07/2010.

ISSUE 13: CONTENTS

04: JPop vs KPop!

A comparison of 2 different pop styles!

05: Superhero Fashion

From Dowdy to Wow-Whee

06: Street Style

Faces of the Future 2011 & DANCE FREE!

08: Travel Fashion

Tips for travelling in style

09: Student to Office Wear

UNIQLO shows you how

10: Word on the Web

Campus bloggers have their say

12: Bandung

A perfect short break!

13: Bringing Art to Life

Drawing>Show<HERO>



14: DBS REMIX

Have a look at the new branch!

17: Dog Fashion

Canine Clothing

18: OBEY

The Art of Fairey

20: Update Your Mate

See your 4 finalists!

23: USA Education Special

The lowdown on studying in America

26: Livin' the American Dream

Life as an exchange student

28: California in 5 Days

REGULAR
STUFF

00: Manbags?

11: Cheat Sheet: Fashion

19: Tech & Entertainment

16: The List: Under Wear

JOIN OTHER
FABULOUS FOLK AT
[FACEBOOK.COM/
CAMPUS.SINGAPORE](http://FACEBOOK.COM/CAMPUS.SINGAPORE)
NOW!



Hopefully

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 our site

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

* **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.

Fringe benefits include a shared table space, free Red Bull, pizza during deadlines, unlimited use of in-house exercise facilities (our office is a 3rd floor walk-up). We can accommodate flexible hours, since we're always working. You should be creative, confident, 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 right now, so don't ask. But we are looking to nurture and develop future 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.

Visit
www.campus.com.sg
for more stories and
contest details!



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

Mr Konosuke Matsushita's LESSON #9:

**"Every failure contains the seeds of
success and every success harbours
the danger of failure"**



EW6021 MUSCLE STIMULATOR

- * LOW FREQUENCY STIMULATOR FOR TREATING MUSCLE ACHES & PAINS
- * PENETRATES TISSUES DEEPLY TO RELAX MUSCLES LONGER
- * ENHANCES BLOOD CIRCULATION

USE THIS TO HELP YOU WIN YOUR NEXT TOURNAMENT!

I JUST PASTE IT ON MY BODY?

WOW, IT'S THAT SIMPLE? HOW DOES IT WORK?

I CAN'T BELIEVE IT!



ONE MONTH LATER...



What really happened...

NOOOO...

YES! I WIN!!

- * STIMULATING MUSCLES THROUGH ELECTRONICALLY-CONTROLLED PADS
- * 8 PRESET PROGRAMS AND ADJUSTABLE TAPS, MESSAGES & VIBRATIONS
- * BATTERY-OPERATED, AND COMES WITH AUTO CABLE RETRACTION
- * SELF-EXPLANATORY DISPLAY FOR PROGRAM LENGTH & POSITIONING



THE ULTIMATE HOME-BASED TREATMENT TO HELP YOU CONQUER MUSCLE ACHES AND PAINS.

Panasonic
ideas for life

"They all look alike!" is probably what you'll get when showing your friend a picture of a KPOP or JPOP band for the first time. So just how do you safely differentiate between the two without hurting the fangirls who'd lash at you for accusing their beloved idols of looking... well, the same?

Aside from their music, which bears obvious differences, starting with the Japanese and Korean language - that is, if you even know how either language sounds like to begin with - the key point to focus on is their fashion style. Here's a quick guide to the J&K POP world!

JPOP VS KPOP

A "disjointed group" look

Sure, they may be donning the same concept or colour scheme, but each member has a strong individualistic style that makes you wonder if they are even from the same group.



Manga imitates life, or vice versa?



GIRL GROUPS

They most commonly don school-girl uniforms with their own personal touch. It is to no surprise, this trend is so huge considering the Japanese and their fetish for schoolgirl uniforms. One example is AKB48 - the largest pop group in the world boasting 48 members (all in school uniforms by the way).

Designer-less?

Idols don't go strutting the latest labels, in fact, you might think they hired the help of some diva seamstress who apparently loves a lot of bling bling, sequins, glitter and fur.

BOY GROUPS

• Manga-like

With their obsession and love for Manga, it is no surprise that Japanese idols themselves look like they just walked out of a Manga comic strip. From their hairstyles to their fashion, looking like an Anime or Manga character has given birth to a new era of pretty boys.

• A la Cirque du Soleil

Generally during live concerts, the idols wrap themselves up in a mess of sequins, glitters and feathers. You'd think you went to a performing arts show instead of a concert.

• J-brothers

Pop idol groups do take a leaf from their brothers in the J-Rock scene. Differing from KPOP, these guys tend to be skinny with spaghetti arms, but they've still got abs, no worries.



Our very own intern Madelyn is influenced by AKB48!

A "group" look

They pretty much have a uniform look which might explain why people get confused with differentiating them at first glance.

BOY GROUPS

• Fresh & Innocent

Most common during their debut period, or for the still-minors group, they mostly dress in bright candy colours emanating the freshness and innocence of youth.



GIRL GROUPS

These girls sport a different kind of uniform. Depending on the concept of the song, they strut the stage in military uniforms, sailor outfits, you name it. The "key point" of the look is definitely the hot pants.

Designer-wear

Idols get suited-up in the latest runway trends and fans can either burn a hole in their pockets trying to follow suit, or opt for a cheap imitation.



• Men in Suits

Once the fresh and innocent phase is done with, these groups make a "manly" comeback to show off their newfound maturity. And nothing spells mature better than men in suits.

• The Beast

For some groups, being manly alone does not cut it. They have to become gym-maniacs and return as "manly beastly" idols - to the fangirls' delight. This calls for a fashion that is too-tight-for-the-Hulk which almost always ends up with some abs-flashing and millions of fangirls hyperventilating everywhere.



FASHION LEADERS

A couple Japanese and Korean idols in particular have been notable fashion figures in their respective country's pop culture, which sparked a number of fashion trends.



KAT-TUN

Amongst the horde of Johnny Entertainment's idols, KAT-TUN stands out as the most fashionable.

The Look:

J-Rock elements, Bad-Boy image, ranging from manly to a gangsta to a feminine style all in a group of 5 individualistic members.



Namie Amuro

Noted for her cute and stylish look, Namie is a fashion leader amongst teenage girls in Japan.

The look:

Mini-skirts, platform boots, tanned skin, pencil-thin eyebrows, baggy socks, skin-baring clothes, body wire.



Big Bang

They are undeniably one of the fashion leaders in KPOP. They made the hip-hop image with a mesh of preppy-punk look popular.

The Look:

Skinny jeans, bright neon-colours, high-cut sneakers and customised hoodies.



SNSD

You gotta credit these 9 girls for making hot pants look effortlessly flawless. Other than skin-tight jeans, these girls are the icons of hot pants in Korea.

The Look:

Hot pants and high heels.

SUPERHEROES

DOWDY TO WOW-WHEE

CONTRIBUTED BY CHIA KYLIE

THE COSTUME

Superheroes that first started out were not as defined: their objective was simply to fight criminals like the mafia and other small-time crooks, so their alter egos were only meant to hide their identity. But we all know that the costume makes the hero, and by that, it's no stretch to say that the quality of your costume corresponds to the quality of your superhero powers, or is it?



GREEN LANTERN

FROM THE 30s-70s

The costumes then were dowdy, and very cartoonish. Superman had poofy underwear, Batman had poofy underwear and a sidekick (in green poofy underwear with no pants), while The Fantastic Four and Daredevil had unitards. It was clear then that the overuse of spandex was definitely to help give superheroes the agility, in case they need to do a jumping split, for example. And wearing underpants on the outside helps prevent wedgies - you can't have one when you're busy fighting baddies.

Then, there were the candy colours: Flash was bright red, Green Lantern was, well, green, and Captain America and Wonder Woman obviously just wrapped themselves with the American flag.



UNITARD

LOOK AT ME! I'M SUPER AGILE!

THE 80s - TODAY

A few heroes went through a makeover during this period. Batman now has a slicker costume that integrated components like bulletproof padding and a cooler cape which was inspired by Leonardo da Vinci's ornithopter. Unfortunately, Superman's new blue-and-white costume (1998) wasn't so much a re-invention than a throwback to 80s dance fashion. Yet, there was hope.



BATCAPE



PUNISHER'S OVERCOAT

ELEKTRA

Daredevil's first incarnation in mustard-and-red unitard gave way to an all-red leather outfit, matching hottie Elektra's sexy red look. Thor's nancy unitard-and-underpants combo were revamped to feature a slick suit-of-armor look. Iron Man's goofy red-and-yellow 'armor' in the 60s was revamped to look more like a cool suit of metal.

Then a slew of a new breed of superheroes emerged, all seemingly ditching the classic 'hero uniform'. The Punisher, Hellboy and Rorschach (from Watchmen) all sport simple overcoats.



BATMAN

YOU SHOULD SEE MY GRAPPLING HOOK!

MOVIE ADAPTATIONS

Fast forward to the 21st century, and cue modern-day superhero movie adaptations where men and women buff up and fit into super tight next-to-nothing lycra that shows off your buffed body material. Whether they're Green Lantern, Spider-Man or Batman, what looked like a tight cotton tee in classic comics have now evolved into super synthetic stretchy neoprene that looks like it's been CG'd onto the actors' bodies.



FLASH

I FIGHT CRIME BY GIVING BONERS...

I'M GLAD I HAVE A MASK TO HIDE MY FACE...

MY SPIDER SENSES TELL ME YOU'RE NOT IMPRESSED.

SPIDERMAN



While these costumes look futuristically slick, the fundamental design of the superhero costume hasn't changed; the gloves, belt, unitard and trunks are still there. With a bit of modification on the design and material, the comic book hero has morphed from 'geeky' to 'sexy'.

The Superhero costume, once chided as being 'freakish', is now the new cool. Even prominent fashion designers like Thierry Mugler, Alexander McQueen and John Galliano have all paid homage to superhero fashion, catapulting these costumes from the realm of the geeks to the forefront of fashion catwalks.

THINK YOU CAN CREATE BETTER SUPERHERO COSTUMES? THEN CHECK OUR INSIDE BACK PAGE TO CREATE YOUR OWN NIFTY VERSION! WILL IT BE A SUCCESS, OR WILL IT BE ANOTHER UNITARD RETARD?

* clothing featured are available at many online costume stores

JULIA: Roy is ready to hit the club in those funky and easy to dance in parachute pants. Deck shoes makes the whole look young and unpredictable.

"My style is easy and casual like t-shirts and jeans with probably an accessory like a bandanna or headphones that gives myself a stronger identity but does not make me stand out like a sore thumb amongst the crowd."
- Roy, NUS

"I purchase things that I have an instant attraction to, throw them on according to moods and just be. Manageable, I promise :)"
- Nisa, NUS

JULIA: Nisa's look is so right out of MTV. I can almost see her doing all the hip hop dance routines. She does a great job rocking bright blue skinny jeans with an oversized T-shirt. To take it even further, she throws in a pair of comfy black trainers.

From over 1,000 photos submitted to the ***SCAPE and DBS, Faces of the Future 2011** contest, veteran Campus Magazine stylist Julia Blank chose the four students below for their stand-out street style.

faces of the future 2011

"My style is influenced by a hip hop background. Loose checkered shirt and white baggy 3M pants. Finish it up with a long star-shaped statement necklace and a pair of Riddi dancing shoes. It's comfortable to dance in it and go out for shopping after that!"
- Siti, Republic Polytechnic

JULIA: Siti totally rocks the hip hop look. Carpenter pants rolled up gives this not-so-trendy pant a new perspective. An old plaid shirt gets a makeover when thrown over the casual t-shirt. To complete her hip hop look, Siti wears a bright red rubber watch and a matching in-your-face red trainer. Hip Hop Hurray!

"I describe my style as random fashion and I always dress differently according to different occasion and boldly try out new styles. Comfortable and easy is me."
- Ben, Nanyang Polytechnic

JULIA: Wearing cropped pants can visually shorten the legs but Ben rocked the look by pairing gray pants and gray trainers which elongated his legs. Wearing one color will make you look slimmer and taller. Further combining it with a boyish trainer jacket made the outfit stylish yet playful.



Julia Blank owns and manages Dial for Style, a shopping and image consultancy that provides styling services for both men and women. For more information visit <http://dialforstyle.com>.

DANCE FREE

THE ULTIMATE FASHION DANCE SHOWDOWN

PERFORMING THEIR BEST MOVES AND SHOWING OFF THEIR STREET STYLE, 10 TEAMS AND INDIVIDUAL DANCERS COMPETED FOR OVER \$1,700 IN CASH AND PRIZES FOR Ngee ANN POLYTECHNIC'S DANCE FREE. THE ULTIMATE FASHION DANCE SHOWDOWN. HERE, WE SHOWCASE THE TOP WINNERS AS THEY TELL YOU A LITTLE ABOUT WHAT MAKES THEIR STYLE UNIQUE.

"Most of the time my style is sweaty and grimey. I like gangster songs because they really bring out my style, especially when I'm choreographing music. I'm a pretty straight up kind of guy and I think my style lets my character shine."
- Aliq, Ngee Ann Polytechnic

BEST DRESSED PERFORMER
(ALSO FROM THE WINNING GROUP)

OFFICIAL PARTNER
POWERED BY NOKIA
Conner Inn People

Performed to a mixture of "Still Steady" by Sheikh Haikel, "Go" by Audio Push and "Dirty Pop" by Nayerc

WINNING GROUP

"I love wearing sleeveless/tank tops together with any type of long pants. What makes it unique to me is that it's simple, clean and it shows the athletic side of me."
- Fathullah, Ngee Ann Polytechnic

OWN YOUR STYLE WINNER
(BEST DRESSED VOTED ON BY THE PUBLIC)

DANCE FREE Powered by Nokia was a fantastic fun-filled event led by pioneering batch of Advertising & Public Relations Students.

The team led by Shaalini Devi would like to thank everyone who attended and participated in the event. She says: "without them, our event wouldn't be a success!" She would also like to extend her heartfelt appreciation to their main and biggest sponsor Nokia for their utmost support and guidance.

Shaalini says Securing Sponsorship Deals and Media Coverage was not an easy task but she is glad to have Red Bull, Stage Hyaline of World Singapore & Powerhouse at St James Power Station work with her on this event.

She is also grateful to Campus, The New Paper, Razor TV, Fever Avenue, Juice and Stomp Youthphoria for taking an interest in DANCE FREE Powered by Nokia. Finally, she thanks her Judges Chun, Andreas, Haphiz, Terence and Joyce for their insightful comments.

A fashion collage featuring a model in a grey t-shirt and floral shorts, a pink cardigan, a silver sequined bag, and lace-up shoes. The items are arranged on a light-colored, textured background. The text 'sweet&cute' is written in a stylized font, with 'sweet' in pink and '&cute' in black. Below the text, the items are listed: 'floral shorts, v-neck t-shirts, ballet flats, scarf'.

casual&relaxed

boyfriend jeans, cargo pants, sandals, v-neck t-shirts, long chain necklaces

A collage of grunge fashion items. On the left, a black fedora hat is shown above a blue and white vertically striped button-down shirt. In the center, a person wears a black t-shirt with the word 'LUST' in large blue letters, red pants, and black boots. On the right, a pair of red sneakers with white laces and soles is shown. The background is a textured, light-colored surface.

A black leather handbag with a large silver medallion, a gold chain necklace, and a brown high-heeled shoe. The handbag is black with a large silver medallion on the front. The necklace is gold with a chain of small, light-colored beads. The shoe is brown with a high heel and a strap across the foot.

Transitioning from School to Office Wear

MALE

FEMALE

A dark grey, single-breasted blazer with notched lapels and two flap pockets, displayed on a mannequin. The blazer is shown from the waist up, with a light-colored top visible underneath.

A brown cardigan with a button placket and a dark blue skirt.

To stock up on the right clothing for your transition from school to work, head to one of the 5 UNIQLO outlets in Singapore. For location details, see <http://www.uniqlo.com/sg/store/>

Campana | June 13 | 0%

WORD ON THE WEB: CAMPUS BLOGGERS HAVE THEIR SAY

Campus Magazine hunted down four popular youth bloggers to capture their opinions on the hot topics of the moment. Check back here for the next three issues where RynaQue, Jem, Yong Wei, and Gaya share their thoughts on a topic related to our issue's theme. This time around, it's fashion, and here's what the bloggers had to say about the question we proposed.

Q: WHAT ARE YOUR THOUGHTS ON FASHION IN SINGAPORE?



They say that there is no such thing as ugly people, only lazy people, and I agree. Sometimes I wish people would take more pride in how they look how they walk, how they stand, because all these are important - not just what you wear. My biggest pet peeve? When I see pretty girls in dresses or skirts paired with their ugly flip flops. To me, flip flops are a crime! Only wear those when you have blisters or when you're just going somewhere casual. Sure, they are easy to wear and comfortable, but are definitely not for every occasion. Time to get new shoes!

Xoxo, RynaQue

RYNAQUE

A LIFESTYLE, PLUS-SIZE BLOGGER WHO BELIEVES IN GIRL POWER AND INDIVIDUALITY.

[HTTP://WWW.RYNAQUE.COM](http://www.rynaque.com)

WHAT TO EXPECT: A LIFESTYLE BLOG THAT COVERS ANYTHING UNDER THE SUN

GAYA GAYATHIRI

I LOVE RAIDING THRIFT STORES FOR MARVELOUS DEALS AND I DREAM ABOUT BURNING ALL CROCS SANDALS AT A STAKE SOMEDAY.

[HTTP://POPSPOKEN.WORDPRESS.COM](http://POPSPOKEN.WORDPRESS.COM)

WHAT TO EXPECT: ALL THE LATEST, HOTTEST & MOST DANGEROUS IN POP CULTURE, ENTERTAINMENT, LIFESTYLE & FASHION. IN OTHER WORDS: CRACK.

Leggings are not pants.

Ah, the inappropriate, flashy world of Singaporean bottoms! Our male counterparts are quite mindful with their bermudas and jeans, but what about our lovely damsels?



In this sweltering heat, the desire to wear lightweight clothes is understandable, but substituting leggings and tights in place of jeans and solid bottoms is just appalling! Leggings and tights are meant to be worn with long blouses and tops that reach past your crotch. Nobody wants to see your camel-toe or the colour of your undies! But judging from the number of sheer bottoms we've been seeing around town these days, it's obvious most girls are unaware of this dreadful fashion faux pas! We hit the streets to find these transparent culprits!



JEM

I REALLY LIKE CATS, COINS AND LOOSE CHANGE ANNOY ME

[HTTP://JEMNAWEI.COM](http://JEMNAWEI.COM)

WHAT TO EXPECT: MY BLOG BASICALLY DOCUMENTS MY TRAIN OF THOUGHTS, AND THE RAILWAY ISN'T LINEAR, SO IF YOU FOLLOW ME YOU PROBABLY ALSO ENJOY RUNNING AFTER TAXIS AND EATING YOUR RICE WITH HONEY.

Twelve uniform-clad years of school have had plenty of 92 babies panicking at the notion of dressing themselves for university. Two rules:

1. Wear whatever's comfy. Seriously. This is not a license to turn up for class in your jammies. That said, comfortable clothes flatter - by accessorising you with a smile! Outstanding.
2. However, You're not camping, so don't wear a tent. Buying it 2 sizes up does not constitute the 'slouchy look'. There's a reason why they're labelled oversized: deliberate cuttings create a discreet silhouette that make a colossal difference when worn.

Moral of the story: Cutting is everything. Remember when you used to look at ACJC and SAJC uniforms with envy? Uhuh. So did I. And me? Ignore colour coordination. I'll probably be in dresses most of the time. And just to throw you off the notion that I'm a seriously lazy dresser, I might be in heels. Diabolical, aren't I?

YONG WEI

I'M AN ASPIRING FILMMAKER AND ACTOR. FULL OF FUN, FUN. I LOVE MAKING FUN OF EVERYTHING AND GETTING A LAUGH FOR EVERYONE.

[HTTP://YONGWEI.SG](http://YONGWEI.SG)

WHAT TO EXPECT: EXPECT THE WTH-NESS, EXPECT ME TO POINT OUT ON ISSUES, AND READ UP ON MY RECOMMENDATIONS.



We live in the tropics, in small sunny, warm and humid Singapore. So practise some common sense and wear thin clothing - there's absolutely no need to wear a hoodie if you know you'll be sweating like a waterfall. Fashion in Singapore should suit the daily tropical weather. Personally, T-shirts, shorts, sneakers and a huge ego is enough for me to get anywhere daily, for any occasion. To all K-Pop idol followers in Singapore who are wearing a scarf right now, please take it off! I know you're only wiping off your perspiration with it! Remember, Singapore: T-shirt, shorts and sneakers. Oh wait, don't forget your ego!

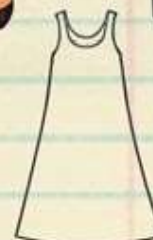
Cheat Sheet by Kendra R. Ng #13 Fashion



Hello Darlings, familiar with the saying "OH-MY-GOD! What is she wearing?!"

Keeping up to fashion isn't about following the latest trends or blindly imitating how the leading movie stars are dressed up. Here are several pointers to aid y'all in your journey towards being the ultimate Fashionista.

BASIC FASHION LINGO



A LINE: Style line for apparel in which the dress fits at the shoulder or the skirt at the waist and gradually flares out to a wider hemline, causing it to resemble the letter A.



PRINCESS LINE: A garment style in which the sections of the garment are cut in one from shoulder to hem, with no waistline seam. Close body fit is achieved by cutting the pieces so that the seams create the shape and by adding darts where necessary.

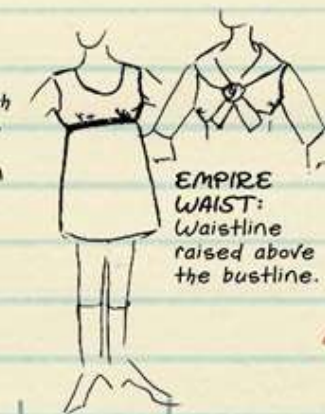


DART: V-shaped tuck that is sewn into a garment in order to shape the fabric so that the garment fits the rounded parts of the body. Darts are most often found at the bustline, the back shoulder, the waistline, and the hipline.

LBD: Little Black Dress



Essential to every woman's wardrobe



EMPIRE WAIST: Waistline raised above the bustline.

APPLIQUE: Cutting shapes from textile fabrics and attaching them to another fabric or garment in order to decorate the base material.



Haute Couture



TYPES OF FASHION

HAUT COUTURE: Creation of exclusive custom-fitting clothes

PRÊT A PORTER: Ready-to-wear clothes also known as "Off the rack"

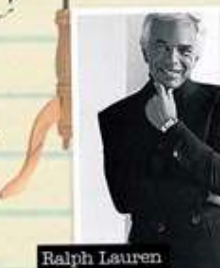
VINTAGE: New/Second-hand clothes from a previous era

Vintage looks from the 50s



SAMPLES OF CAREERS IN FASHION

- Fashion Designer
- Accessories Designer
- Fashion Merchandiser
- Product Manager
- Clothing Patternmaker
- Fashion Coordinator
- Visual Merchandiser
- Retail Store Manager
- Boutique Owner
- Fashion Writer
- Fashion Stylist
- Model
- Fashion Photograph
- Fashion Illustrator
- Graphic Designer



Ralph Lauren



Coco Chanel



Yves Saint Laurent

FUN FACTS

- ★ Ralph Lauren's original name is Ralph Lifshitz. He changed his name as he was constantly teased in school due to his name having "Shit" in it.
- ★ Upon the death of her mother and her father leaving the family, Gabrielle Chanel (Coco Chanel) was sent to an orphanage. She learnt the craft of sewing from the nuns there.
- ★ Yves Saint Laurent was sent to a mental hospital after doing only 20 days of his mandatory military service because he was under the tremendous stress of being teased and hazed by his peers.

AN EMERGING SHOPPING HAVEN

With discounts of up to 70% throughout the year, it is no wonder that Bandung is quickly becoming an alternative to Jakarta. In fact, Bandung is the top destination for Jakarta locals seeking a weekend getaway. The most well-known factory outlet stores are situated at the Dago and Rumah Mode factory outlet districts.

"You haven't been to Bandung if you haven't been to Toko Tiga," says local radio DJ Grace Pietersz. Toko Tiga offers plenty of stores where you can find all types of apparel. Bulk purchases are popular as they adopt a "the more you buy, the higher the discount rates" approach to business. Jalan Riau's streets are packed with independent labels. The area draws a close resemblance to our own Haji Lane, except the former is a whole designated district for youth and independent labels, as opposed to just a stretch of street shops. Independent labels like SKATER offers clothing with prices that range from INR 99,000 (\$14) to INR 180,000 (\$25).



VIBRANT CITY CENTRE

Besides shopping and sightseeing, Braga is an ideal chill-out spot, with a good mix of restaurants and bars. Braga is also the birthplace of the trend of lightweight and customisable Fixie bicycles. You can purchase one with for INR 1,800,000 (\$260) and bring them back home!

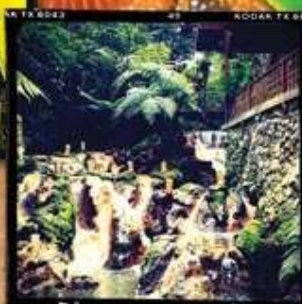
PICK ME UP, BANDUNG!

Boasting one of the coolest weathers in tropical Southeast Asia, Bandung with its active city centre - is nestled within picturesque mountains and ridges, and is a ripe destination for those seeing a short getaway. Whether it's to escape from the suffocating confines of the urban jungle, or for a short trip during your term holiday, Bandung is a student (and economically) friendly spot. At an average of 23°C, the weather entices you to explore the streets and natural wonders of Bandung.



MAJESTIC NATURAL WONDERS

Nearly 30 km from the city centre, rests one of the main highlights of the area. A dormant volcano Tangkuban Perahu (which means "upturned boat" in local Sundanese) is what's left of Mt Sunda after the stratovolcano collapsed during an eruption. With an elevation of 2,084m, tourists can hike or ride to the edge of the crater to view the hot water springs up close, and buy eggs cooked in the spring water. Hiking and mountain biking trips can be arranged at the foot of the volcano.



FUN FACT

Contrary to what people may think, the Bandung drink and Mee Bandung both did not originate from Bandung!

GETTING THERE

Air Asia flies twice daily directly to Bandung with roundtrip flights as low as \$109.

Top things to do!

1. **SHOP** Shop till you drop along Jalan Cihuyut, with tons of shoes to choose from be sure to bring enough cash.
2. **SHOP TILL YOU DROP!** One of the newest shopping centres, Bandung Supermall on Jalan Geger Sate packs over 200 shops with a cinema complex, food court and a bowling centre or visit one of the factory outlets for affordable branded brand.
3. **RELAX!** A must visit, the volcano crater at Tangkuban Perahu. At over 1000ft above sea level the air is fresh and cool. The view is also exhilarating.
4. **EAT!** Treat your tastebuds to authentic Indonesian food at Kampung Daun. Enjoy your delights in little huts by the natural sounds of the river.



Fly from
Changi Terminal 1

Get your low fares only @ airasia.com

ALL-IN
FARE
INCLUDES
TAXES
FROM
SGD

118

Air Asia

Join the buzz

[fb.com/AirAsiaSingapore](https://www.facebook.com/AirAsiaSingapore) twitter.com/AirAsiaSG

WORLD'S BEST
LOW-COST AIRLINE
2009 • 2010 • 2011

Seats are limited and may not be available on all flights, public holidays, school breaks and weekends. All-In-Fares include base fares, fuel surcharges and airport taxes. Convenience Fee is applicable for payments via credit, debit or charge card. Other terms and conditions apply.



Bringing Art to Life

DRAWING:SHOW <HERO>
BY KAY LEE TAN

"Fashion is life and life is art and art is life," said Kyu Jeong, 44, producer of the latest show from Korea to hit Singapore, Drawing: Show <HERO>. The live art performance stars four actors where glue, paint and dust are not only used for the artistic masterpieces, but resourcefully, for the costumes as well.

Originally from Seoul, Drawing: Show <HERO> is a magic-like non-verbal performance that combines various painting techniques, music, dance and mime to breathe life into an otherwise static medium. "It all started from the question of why the arts have to only be shown in galleries," said Kyu. On stage, his team characterises modern day heroes like Superman, Charlie Chaplin and Michael Jackson to evoke childhood feelings of boundless imagination in the audience members.

Aside from Cube Art, Action Painting and Reverse Drawing, presented with special effects on a 3D stage, it's the byproduct of the artists' works that also makes the show unique. As performers create their magic on stage, the messy materials soon begin to dot and splatter the artist's attire. With such chaos being created every performance, new costumes would constantly be necessary, but Kyu's team embraces the ever-evolving apparel.

They actually use their self-created designs as part of the show's appeal. Although the costumes are cleaned after every performance, the paint remains, adding character to the all-black apparel.

After a number of performances, all of that art material starts to add up, causing the costumes to actually be heavy and hinder the movement of the actor. "We actually haven't measured the weight so I can't say how heavy they get exactly, but basically we change them about every 6 months." From there, the process starts all over until they become too heavy once more.

In Drawing: Show <HERO>, the focus is the art created on stage and the atmosphere surrounding the performance, but it's the costumes that add the final touch. In the words of Kyu, "Fashion is life & art." It means different things to different people, and similar to how the fashion world changes looks every 6 months, so do the actors in Drawing: Show <HERO>. This time though, the change isn't dictated by the cut, fabric and silhouette; but rather the myriad of colours and art materials, which unintentionally transform the plain black costumes into a work of art.

Catch Drawing: Show <HERO>

Date: August 19-21

Time: 8pm (Friday),

2:30pm & 8pm (Saturday), 2:30pm (Sunday)

Location: D'Marquee @ Downtown East

Ticketing: Tickets start at \$28

For more information: www.sistic.com.sg

PRESENTING DBS REMIX @ SCAPE

Singapore's first bank by day,
financial playground
by night

Text by Clara Lock.
Illustration by Sarah Lin

Banking with DBS is now a fun, social experience at the new DBS concept branch @ *SCAPE. Skip long queues by doing your own banking on nifty touch screens, or chat up that cute girl while watching videos on the infotainment screen. What's more, you can attend seminars and talks about all things cool in the evenings, when the bank transforms into a hi-tech mini classroom.

Banking, meet the future.

INFOTAINMENT SCREEN

Don't feel like sitting? Have a go at our infotainment wall. We've got videos, photos and interactive co-contents created by us and you. Or just relax and check yourself out in our highly-reflective glass.

WIFI-SCAPE

Bored waiting for your turn? No worries, just take a seat and surf the web, read up on quick money advice or play games on our Wifi-scape slates. It's like having your own personal tablet!

INTERACTIVE BANKING

We've got a full suite of self-service banking facilities, so you can zero in and do your banking in a jiffy, with ATM and AXS machines plus cash and cheque deposits.

This new DBS branch is so cool. I could take Ah Cheng for a date here!

Follow our intrepid Ah Boon around our *SCAPE DBS branch and learn more!

BANKING BY DAY...

CONSULTATION SURFACE

Explore your options in our virtual bank-scape. They're interactive touch-screens that let you navigate your way through understanding account openings, loans and more. Help yourself - after all, information's free.

FINANCIAL PLAYGROUND BY NIGHT...

As part of the DBS and *SCAPE Financial Literacy Programme, a series of educational in-branch activities has been lined up.

Ever wondered what it's like to be in the entertainment industry? What are the industry insider tips and information that you wish you could know before joining any profession? How do you become the best salesperson of yourself?

Whatever your burning questions, DBS and *SCAPE will be hooking you up with the who's who from various industries to give you the answers!

Starting from 19 August, guest speakers will be imparting valuable skills and candid experiences, such as portfolio management, creating the best creative pitch and producing a musical production and much more.

Watch out for more details at www.facebook.com/dbs.youth on how you can register.

If you have any suggestions on what you would like from these programmes, share them with us on Facebook too!

CUSTOMER SERVICE

Technology's great, but sometimes you just want to talk to a real person, who can help you understand your money better. Customer service ambassadors are always at the ready to tackle any queries you may have.

E-QUEUE

Cut the queue via sms updates. Simply register, and we'll tell you when your number's up. So you can grab a coffee, visit the loo, and be back in time to do your banking.

DIGITABLET

Keep yourself updated with upcoming DBS events and promotions with our digitablet in the interactive banking lobby. Or leave your mark in the virtual guestbook; scribbles and graffiti most welcome.

**DROP BY
THE BRANCH!**

2 Orchard Link
#02-37 *SCAPE
Singapore 237978

By Rahimah Rashith

THE LIST

Evolution of Undergarments: A "Brief" Look

Without these, wedgies and VPLs would cease to exist. Yet, the underwear or undergarment is one of the most essential fabrics you can ever own.

PERIOD

Ancient
Greece & Rome
(700 BC - AD 1000)

WOMEN

Wrapped breastcloths or brassieres made of soft leather.

MEN

They called it the loincloth. People back then really knew how to take things literally.

Middle Ages
(5th - 15th Century)

Chemise, Shift or Smock, coupled with braies-like leg wrappings. Used to form the shape of the dress.

Braies: loose, trouser-like clothing which is laced or tied around the waist and legs at about mid-calf.

Farthingale

Renaissance
(14th - 16th Century)

Farthingale: a petticoat stiffened with reed or willow rods. Probably also useful for when a lady passes gas. Thus, farthingale.

Form-fitting Chausses or Hose + shorter Braies.

16th to 18th Century

Bodice (an earlier version of the Corset): used to shape the breasts and support the back.

Codpieces were adorned by King Henry and other royalty. Such undergarments allow easier removal for sanitary purposes. Or let's just say, access.

Codpiece

Bodice

19th Century

Victorian corset: constricting but effective, the main purpose was to mould a woman's body to fit the ideal hourglass figure. Those fainting spells by Victorian women were most definitely not fake.

Jockstrap: worn during vigorous physical activity or sports, to protect a male's privates.

Jockstrap

1900s

Standard for all, the Union Suit. Also known as "second skin". That's one layer of skin we're glad to have shed.

1910s

Camisole and Drawers.
Modern Brassieres (1914).
Trouser-like Bloomers for sports enthusiasts and tomboys.

Two piece: the Undershirt and Drawers.

1920s

Girdle: For women who wanted to look sexy on the outside but not so much on the inside (beneath the clothing).

Garter Belts: Now this is the definition of sexy.

Thongs/G-Strings: Exotic dancers and strippers have adorned this for decades but such lingerie was only later introduced to the US in the beginning of the 1990s. A cheeky modification of the loincloth!

Camisole and Drawers



Briefs

Girdle

1930s - 1940s

Strapless Bra: Especially useful for "semi-nude" scenes back then.

The official Underwear or Brief. Boxer shorts were invented right after the Briefs got commercialized.

Bullet Bra

1950s - 1960s

Bullet Bra: cups that point you in the right direction!

Bikini: named after a Micronesian island.

Pantyhose: Sexiness that never goes out of style.

Lyra and Spandex materials were created for flexibility. And vulnerability.

Calvin Klein

1990s - 20th Century

C-String: I don't know about you, but this sure looks like an item which the ladies have to deal with on a monthly basis to prevent leakage.

Man thongs, G-strings and Boxer Briefs: Men can be sexy for their women too! I mean, just look at 'em Sumo Wrestlers!

Man Thong

All accessories from
My Pet Amour
For more pet clothing and
accessories,
visit mypetamour.com.

DOG ME UP!

BY SELINA TAN

Check out these canine fashionistas!

Gone are the days where humans alone had unique sartorial bents. All over the world, fashion industries are opening their gates to a new emerging market - only this time, it belongs to our four-legged canine companions!

Doggie apparels have been present in stores since nearly a decade ago, but in recent years, pet shops are seeing a drastic shift in demand patterns. Upon the realisation that these animals (and their owners) are game for fashion experimentation, what began as a dog owner's preventive measure against skin infections has since progressed into a full-fledged quest for variegated styles. And so, the search for a bona-fide pet clothing wardrobe officially began.

My Pet Amour from Singapore is one online retailer which lives by the fad mission. While keeping in mind that the regular T-shirts will persistently be in vogue, this up and coming blogshop for pets is distinguished by its penchant for carrying fashion items that scream flair and creativity, yet are not readily available within the local context.

"With dogs, one can afford to be even more daring, more outrageous when it comes to dressing", enthuses Jenna Lee, the founder of My Pet Amour. "Customers come to me for apparel choices that are sometimes unconventional as well as accessories that can be loud, such as tiaras and pearl necklaces."

Fashion disaster? No way! Because, like divas who endorse freedom of expression, dogs with versatile dress-grooves are found to be best at showing off character. With a streak of audacity, we humans are more than able to ostentatiously spice up our furry friend's image. Next up, bespoke doggie clothing!



GIGI, an elegant white Japanese Spitz, goes straight for the colour explosion contrast. As though the printed tee isn't enough, it's combined with a red Santarina hat plus a smiley-faced necktie to bring out her inherently exuberant personality.



GIGI switches to queen mode, as she happily allows a pretty pearl necklace around her neck. The heart-shaped pendant subtly complements the glossy texture of her white fur.



GIGI is in a striking bow-tie this time. Out of the three colours, she picks dark magenta. If your dog is tired of coming across as a cutesy all the time, this eye-catching accessory will add hints of masculinity to the appearance.



Here's **MAX**, who is my, ahem, German Shepherd soft toy. As you can see, the yellow and green football jersey suits him to a tee. Coupled with a pair of nifty purple sunglasses, wannabe Max looks all jazzed up to see a ball game!



ZAPPLE, an adorable eight year old Maltese, is sporting a, well...sporty look. See how the red and white cap, put together with a motorcyclist's jacket, gives him more than just a tinge of spunk.

Featured: Gigi (Owner: Cynthia), Zapple (Owner: William), Max (Owner: Mel).

OBEY

THE ART OF
SHEPARD
FAIREY

CONTRIBUTED BY
ARUNABH MISHRA



The official logo of OBEY

Those who have been following OBEY's works will recognise some of the pieces on the wall, including an image of a musician playing a guitar shaped like a rifle inspired by the By Any Means Necessary movement for equal rights, and the iconic Andre the Giant stencil.

WHAT IS OBEY GIANT?

What started as a simple sticker campaign dubbed 'Andre the Giant Has A Posse' in 1989 by Shepard Fairey, which were put in visible public places throughout the US. This street art movement later evolved into the 'OBEY Giant' campaign, which has since grown into a worldwide network of collaborators replicating Fairey's original designs.



The sticker that started it all

According to the OBEY website (<http://obeygiant.com>), the sticker campaign was an experiment in phenomenology, which intends to inspire curiosity via a process of letting things manifest themselves. "The sticker has no meaning," said Fairey, "but exists only to cause people to react and search for meaning in the sticker."



Fairey's trademark style

Fairey's random designs soon evolved into a more message-driven artwork, ranging from his anti-Bush, anti-war campaign to various propaganda-style posters. While the look and feel of the art evokes the era of political propaganda posters of the early 20th century, Stephen Heller of the New York Times suggests that Fairey's political art compares in equal terms to those created by Andy Warhol. Whether or not any of the posters drive home any strong message, what cannot be denied is the aesthetic of the pieces, which are visually powerful.

FREE SPEECH VS CONSUMERISM

To date, Fairey has worked with clients like Pepsi, Hasbro and Netscape, and produced cover artwork for bands like The Black Eyed Peas (Monkey Business), The Smashing Pumpkins (Zeitgeist) and Led Zeppelin (Mothership). As Fairey started his 'career' as a street artist, many from the press have criticised him for being a street artist exploring themes of free speech while at the same time being an artist hired by corporations for consumer campaigns, to which Fairey retorts by citing that artists need to make money.



OBEY IN SG

If you're interested to see some of the work that OBEY Giant has done, you can head down to NUS's School of Design and Environment Block SDE 3 to check out the giant wheatpaste poster in OBEY's trademark red, black and yellow. Elements of OBEY's artwork can be seen around town, on skateboards, music CDs and DIY

He eventually turned to selling his work to the masses when he launched his fashion line, OBEY Clothing.

THE CONTROVERSY

Fairey was catapulted to fame – and controversy – during the 2008 Obama campaign when he created and disseminated a series of iconic posters featuring a silkscreen image of Barack Obama with the word 'Hope' at the bottom. The image of Obama used was copyrighted by photographer Mannie Garcia, and after a series of legal battles, both parties settled in January this year. This was not the first – or last – time Fairey incorporated works from other artists into his own.



The poster that shot Fairey to fame

It was only a matter of time before people realised that some of the prints on OBEY Clothing line were also copied. For example, Fairey's 2006 T-shirt featured a skull-and-crossbones motif that was (ironically) copied by Wal-Mart and sold as the superstore's own line. A shopper recognised the motif, recognising it as a rip off – not of Fairey's, but of a logo belonging to none other than the Gestapo. In 2007, another T-shirt featured a silkscreen of guerilla fighters in Cuba from 1972 by Rene Mederos, with no mention of the artist. The label also copied an icon of a winged white panther from Gary Grimshaw's (a psychedelic artist of the 1960s) MC5 concert poster onto the their line of T-shirts, jeans, jackets and baseball caps.



Mederos's artwork on 'Cuban Rider'



The Gestapo logo on OBEY's tee

SUPPORT FOR ART

While Fairey has been criticised for plagiarism and blatant consumerism, he has many admirers of his work, including artists whose works he has plagiarised. These include Garcia, who has said that he was proud of what Fairey did with his photograph, and Michael Davis (bassist of MC5) who expressed interest in doing an official collaboration with Fairey. In 2008, Fairey also received a letter from Obama, which stated: "I am privileged to be part of your artwork..."

Whether or not being dubbed as a 'sellout' has affected Fairey, he has also turned some of his art into mediums of charity, and he's created art in support of music education America, the Japanese tsunami relief, Hope for Darfur and breast cancer awareness, among other things.

T-shirts. To take a piece of OBEY home, you can check out OBEY Clothing at Tangs Playlab (Orchard), Tangs (Vivocity) and Sup Clothing (Haji Lane), which has found a niche amongst the fashion cognoscenti in Singapore, thanks to the ubiquitous Obama campaign.

TECH AND ENTERTAINMENT

Visit us at
facebook.com/
campus.singapore

WB210 CAMERA

SAMSUNG REVIEWED BY CLARA LOCK

Samsung's latest foray into the compact camera market, the WB210 (RRP \$499), seems to be influenced by this generation's fixation on touch screen smart phones.



At 3.5", the touch screen almost entirely fills the back of the body, providing a desirable sized screen for the photo or video mode. Reminiscent of the Samsung GALAXY S II, navigation comes naturally for smart phone users, and is intuitive enough for most to adjust quickly.

Among its many features, the super wide-angle shot stands at a whopping 21mm. Another effect worth noting is the beauty mode, which has in-camera editing to smooth out blemishes.

Plus, artistic effects can distort a picture with the fish eye filter, darken the edges with a vignette, or mimic the effect of a tilt-shift lens with the miniature filter. The 12x optical zoom is also good for getting up close to your subject, but at maximum focal length, camera shake does become a problem, so use it sensibly.

A competent lifestyle camera, the WB210 will slip snugly into any handbag or back pocket, and will make a nifty inclusion to your stash of technology.

CONTROL ESKUCHÉ HEADPHONE

"Control" is an on-ear style headphone with over-the-ear functionality. The square ear cup and design direction reflects Hi-Fi studio monitor headphones from the 70's, and carefully combines it with modern audio specs. The Control covers your ears to minimise outside noise interferences while enhancing warm, subtle, tones of music that are present in some of the most classic albums ever made.

Soft and comfortable ear cup cushions enhance the experience of the speaker driver's crisp highs and deep lows, all while maintaining comfort.

In addition, eskuché provides a custom designed, single touch mic controller for seamless play/pause and answer/end, as well as a 6.3mm adaptor.



WHEN THE SUN GOES DOWN

SELENA GOMEZ & THE SCENE

Originally planned to be called, "Othertide," this album carries the same innocent feel as the first, but with a bit of spice. Both Britney Spears and Katy Perry contribute to the lyrics, offering Gomez, now 18, a little more edge to the album's sound.



HOLD ON 'TIL THE NIGHT

GREYSON CHANCE

A 13-year-old internet-sensation-turned-overnight-celebrity, this energetic kid can not only stretch his vocal chords, but also pound out a tune on the piano. His album is said to be a mix of Brit pop and pop-rock that's not set to a specific genre.



ALL OF YOU

COLBIE CAILLAT

From Malibu, California, Colbie brings us her third album, "All of You," filled with easy-going pop songs that have the same vibe as Sara Bareilles and Jack Johnson. It's something to sit back and listen to on a sunny California, or Singapore, afternoon.



Win
albums &
eskuche
head-
phones!

Stay tuned to our Facebook page through August & September to win one of 9 CDs, and one of 2 sets of Eskuche Control Headphones worth \$90 each!

WHAT'S HAPPENING:

19 - 21 August
DMarquee@Downtown East
Drawing:Show<HERO>

An internationally acclaimed performance from Korea, Drawing:Show<HERO> is a magic-like non verbal production that uses various painting techniques, music, dance and mime to dramatise a story about art heroes who turn a gray city into a city of colours and artistic inspiration! Tickets at www.sistic.com.sg.

3 September (2pm - 4pm) | FREE
*SCAPE Sky Terrace (Level 4)
The K Evasion

A K-Pop themed urban variety contest filmed and streamed LIVE! Watch contestants complete tasks or get punished hilariously!

5 - 20 August 2011 | Tix @ \$9
Sinema @ Old School
GREEN SCREEN 2011

A series of award-winning feature documentaries for a greener world, including Tapped (2009), Plastic Planet (2009), Bag It (2011), Carbon Nation (2011). Full film synopses and information can be accessed at <http://tix.sinema.sg>.

8 October (1pm - 4pm) | FREE
Pan Pacific Hotel (Pacific Ballroom).
Linden Tours
US Education Fair

Interested in studying in the US? Come to the Linden Fair and meet with admissions experts from US universities and arts schools. For more, see www.lindentours.com.

THESE FOUR LUCKY FINALISTS WILL RECEIVE a K-POP MAKEOVER WHICH INCLUDES:

- a K-inspired hair, makeup & wardrobe
- a K-pop dance workshop
- a photoshoot spread in Campus magazine
- a role in their very own K-pop music video

Throughout August and September, our four contestants will be taking K-pop dancing lessons and will go through a complete makeover.

Check back in the next issue of **CAMPUS MAGAZINE** to see the transformations!

ALTON



"He's totally adorable and has the qualities of a star!"

JUSTIN



"He is a K-freak as he learnt how to dance and speak Korean because of K-pop."

FIEYANA



"She introduced me to K-Pop music, [and] dedicated her life to K-Pop culture."

BEATRICE



"She is the most passionate person about K-Pop dancing I've ever known in my life."

UPDATE
YOUR MATE
korean version

HERE ARE 4 OUR
FOUR FINALISTS!



WB210



NX100



NX11

Stay tuned for photos and videos of behind the scenes action - all captured with the Samsung WB210 and NX Series cameras!

CHECK UPDATES HERE:
www.facebook.com/Campus.Singapore

We'll also be placing the before/after photos online for voting October 15. Vote for the best makeover by November 14, 11:59pm and the photo with the most "Likes" will be the **GRAND WINNER!**

OUR SPONSORS

Leading manufacturer of cameras and camcorders, so you can capture every moment in stunning image quality.
www.samsung.com/sg

This popular Korean cosmetic brand stays on top of the latest trends, and gives you glowing, healthy skin - effortlessly.
www.etudehouse.com

Specialising in both sneakers and sporting gear, K-swiss caters to the young and the outdoorsy. Check out their store in Marina Square.
www.k-swiss.com

Specialising in Korean-styled perms and rebonding, Jiwon hair salon gives their customers a whole new look to be confident about.

Red Spade manages the staging of large scale entertainment events, like concerts and music festivals.
www.redspade.sg

A platform for anyone who aspires to groove, Recognize Studios will have you moving like a dance star in no time with its qualified trainers and comprehensive courses.
<http://recognizestudios.com>

Helmed by stylist Julia Blank, Dial for Style is a shopping and image consultancy that provides styling services for both men and women.
<http://dialforstyle.com>

Run by freelance photographer Eugene Soh, DUDE.sg offers a number of services including weddings, portraits and event photography.
<http://dude.sg>

A vintage store that keeps up to date with all K-pop related trends, Dream Vintage has 2 shops, located at Orchard Central and Victoria Street.

Videographer Ajir runs Nine Aperture Blades, which is dedicated to event coverage and weddings - so you never miss a moment.
<http://vimeo.com/nineapertureblades>



U.S. University Fair study in the USA

SINGAPORE - Saturday, October 8

Venue: Pan Pacific Hotel, 7 Raffles Boulevard, Singapore

Fair hours: 1:00 - 4:00 pm

Presentation: 12:30 - 1:00 pm - Getting a student visa

For details: www.lindentours.com

Participating Universities

California Baptist University
Columbia College Chicago
Embry-Riddle Aeronautical University
Fairleigh Dickinson University
Florida Institute of Technology
George Mason University
John Carroll University
La Salle University
Loyola Marymount University
Loyola University Chicago
New York Institute of Technology
North Central College
Old Dominion University
Portland State University
Saint Mary's College of California
San Diego State University
Savannah College of Art and Design

Seattle University
University of California, Santa Barbara
University of Central Florida
University of Denver
The University of Iowa
University of La Verne
University of Missouri - Kansas City
University of Portland
University of San Diego
University of San Francisco
University of South Florida, Tampa
University of St. Thomas
University of Washington
University of Wisconsin-Stevens Point
University of Wyoming
Westminster College

These fairs are free and open to the public.
For a complete list of the participating
universities go to: www.lindentours.com



The U.S. of A!

by Prabhu Silvam

A Quick Look at Studying in the USA.

When not serving as a Rorschach test of internationally acclaimed achievements, America is an inexhaustible muse. Constantly treading new grounds as the social and economic driving force of the world, America also pays homage to another acquirement it prides itself in: setting world standards for higher education.

Nowhere else will you find the artful blend of a thousand different cultures weaving itself onto the cosmopolitan vibe of a society at the forefront of cutting-edge technology and research. Combined with the status quo as a leading finance, business and research hub, an education in America offers you definitive means to kick-start your career anywhere in the world.



Flip to the next page
to find out more! →



U.S. Art and Design Education Around the World.

- Locations in Atlanta and Savannah, Georgia USA; Hong Kong; Lacoste, France; and online through SCAD eLearning
- Applications accepted for September, January, March or June enrollment
- Academic and artistic scholarships available
- More than 20,000 alumni working in creative professions worldwide

Visit Us Online

scad.edu/admission
scad.edu/international
scad.edu/experience/tours

Connect

Chat online with a representative
at scad.edu/livechat or email
admission@scad.edu

SCAD The University for Creative Careers®



TOP MAJORS IN AMERICAN SCHOOLS

From biology and IT to communications and education, here are some top majors in the USA as listed on Forbes.

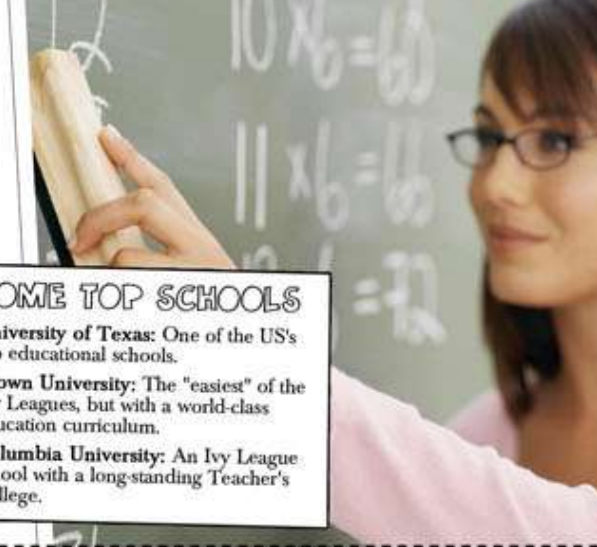


EDUCATION

With a Major in Education, you're on your way to sculpting great minds of tomorrow. In a knowledge-driven society, the role of an educator is multi-faceted and immeasurable – teasing a demand for elementary, middle and high school teachers around the globe. Widely sought after specialisations include Child Psychology and Development, Philosophy of Education and Curriculum Development. Here, prospective teachers are put through their paces during a 6-7 month probationary teaching phase where they are evaluated on a day-to-day basis which assists in a more constructive development. A BA in Education also lays the groundwork for students wishing to pursue a professorship in a designated field of study. The extensive coursework research paired with the ruggedness of hands-on practical work in a typical BA in Education empowers future educators with the ability to motivate and enliven the learning mind within the classroom walls and outside of it.

SOME TOP SCHOOLS

University of Texas: One of the US's top educational schools.
Brown University: The "easiest" of the Ivy Leagues, but with a world-class education curriculum.
Columbia University: An Ivy League school with a long-standing Teacher's College.



BIOLOGY + BIOLOGICAL SCIENCES

A Bachelor in Biology - Biological Sciences will help you command the attention of mega-corporations like Shell Industries, ExxonMobil and Texas Instruments, to name a few. The constant depletion of vital resources has placed a larger impetus over the areas of study with regards to renewable sources of energy – providing students with a kaleidoscope of opportunities in fields like Nanotechnology, Pharmaceutical Engineering and Human Genome Research upon graduation. A typical BA in Biology will see you through 2 years of General Education in areas like Embryonic Development, Biostatistics and Immunology, accompanied by 2 years of largely enriching lab work stints with top research labs in the country. 90% of students secure job places in top notch American Environmental and Healthcare industries even before graduation – an added benefit of pursuing a degree in America. A BA in Biology equips you with skill sets necessary in bringing about tectonic shifts in global behaviour, for a better tomorrow.



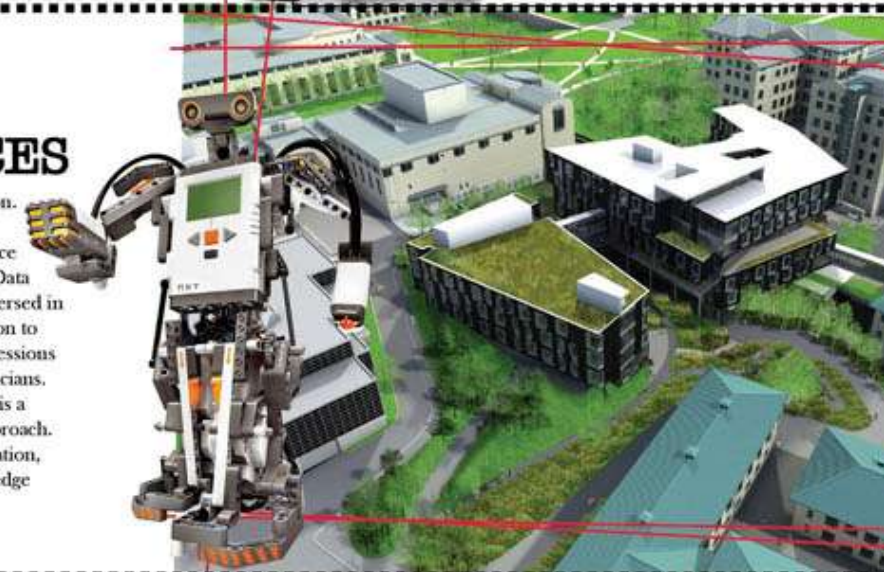
SOME TOP SCHOOLS

Johns Hopkins University: One of the best medical and research schools in the world.
Duke University: It offers huge endowments, world-class facilities and a very international student body.
Dickinson College: Small-town college that's equally strong in liberal arts and science programmes.



COMPUTER + INFORMATION SCIENCES

Technology serves as the economic lifeblood of modern day civilisation. A BA in Computer Information Sciences will place you in the driver's seat behind the driving force of the world's economy. Computer Science Majors can choose to specialise in areas like Computer Architecture, Data Management and Artificial Intelligence where they are constantly immersed in the boiling pot of latest technological advancements. Graduates move on to join companies like Apple and Hewlett Packard in a multitude of professions as Programmers, Network Managers and Computer Hardware Technicians. A mandatory requirement in the 4 year BA in Computer Information is a minor in an Arts and Social Sciences field, providing a well-rounded approach. Thrust at the forefront of the world's most technologically advanced nation, Computer Science Majors in America stand to gain the technological edge over their regional and international counterparts.



SOME TOP SCHOOLS

Massachusetts Institute of Technology (MIT): A global leader in IT, it attracts some of the best minds (both students and lecturers) in the world.
University of Illinois: Known as a 'Public Ivy', and is one of the most prestigious public schools in the US.
Michigan State University: With a high ratio of PhD candidates and strong grad programmes, it's ideal for anyone planning further studies.



COMMUNICATION STUDIES

Intuitive individuals amassed with an alluring mix of socio-economical knowledge paired with an inquisitive nature to question, analyse and interpret is what Communication Studies Majors can hope to evolve into. Students have an option of a 2 or 4 year information rich curriculum that will see them journey through topics like Media Aesthetics, Media Law and Visual Literacy. After the first year of General Studies in Communication Methods, students then spearhead into specialised preferences in accord to their own interests. Here, students will be exposed to a caricature of media facets like Broadcast Journalism and Film Studies – providing an element of "real world" significance to the degree. Mandatory internships lasting between 6-12 months with media enterprises add a multi-pronged approach towards the major. With a constant advent of Media networks shaping the face of the world, Communication Studies Majors are well prepared for the next stage in media evolution.

SOME TOP SCHOOLS

The University of Chicago: One of the best journalism programmes in the US.
New York University: A strong communications programme at the heart of it all.
Georgetown University: A breeding ground for future WSJ editors and pundits.



Whether it is the journey or destination that intrigues you, an education in America is a multi-sensory platform of cultures, beliefs and an alternatively enriching way of life that goes beyond the trivialities of books and intricacies of campus life. Students not only have an advantage to be plugged into a well-established education system that promotes unrivalled excellence, but also the opportunity of a lofty job prospect with some of the largest and most influential corporations in the world.



LIVING THE AMERICAN DREAM



By Cindy Yong

A personal take on education abroad in America

In this day and age, the idea of going abroad to a foreign land to pursue our dreams and further our studies is no longer deemed outlandish and unrealistic. Increasingly, more peers have flown overseas for a span of 1-3 years, depending on the level of academia they choose. It's easy to see why: the attraction of studying abroad has an adventurous, romantic appeal to it. Away from your home country, life's opportunities appear more exciting and exotic.

If you suffer the same fate as I did, and are unable to enjoy the privilege of studying abroad long term, then no worries, there are several options available. For me, I chose to live the American dream at the University of California, Berkeley during their Summer Programme!



STUDENT LIFE

The dorm experience is one of the best reasons, in my opinion, to take up studies overseas. Cramped, claustrophobic rooms aside, living in the university halls is the quickest and easiest way to meet and interact with people from every nook and cranny of the world.

Wake up to bleary-eyed greetings from fellow international students as you quickly build rapport and friendships with those in your hall. Experience co-ed restrooms (!) and break down cultural barriers and assumptions as you realise how alike people are, despite their nationalities and roots.

Experience the quintessential American student life. Not only can you bring out your inner American Pie character at Frat parties, but also go and support the school football team (ya know, the one played with the brown, leather ball) in school games, and build camaraderie with fellow international students during outdoor BBQs. Xenophobes need not apply.



CULTURE

School culture aside, be prepared for a wholly different lifestyle in America. To be fair, no two states ever share the same vibe but suffice to say, the pace of life is relatively more relaxed and laid back compared to life in Singapore.

ME & MY POSSE!



The arts scene is booming, to say the least, with talented buskers and street performers at every turn. Expect a vastly different living environment, as America is steeped in history and has a very diverse population. Soak in your surroundings and take mental images of everything in sight - culture has never been this vibrant but in America!



STUDYING IN AMERICA

If you've always felt that the local education style is too rigid for your liking, be prepared for a whole new experience as a student in America. Lessons are hardly ever carried out in a boring fashion (I had beers with my professor before class) and textbooks are not treated like a student's personal Bible.

A more dynamic and interactive environment aside, students are encouraged to debate and engage in (sometimes heated) retorts with their lecturers. Students and teachers interact in a friendly, casual first-name basis - a stark contrast to stiff and formalistic Singapore.

Human Sexuality, Sociology of religion, Astronomy - these are just a few of the courses offered, indicative of how American institutes are more diverse in content and accepting of different interests. Aside from the extensive syllabus choices (I took German 101 - ja gut!).

American schools typically have a strong school spirit. This is reflected in their fierce support of school merchandise. From sweaters to pen holders, all are emblazoned with the school logo and mascots to represent one's allegiance and loyalty to their respective schools. This fosters a sense of belonging with the school and in turn enriches your stay in the States.

PS - Did I mention the picturesque school environment and awe-inspiring architecture? Check out photographs!



HOLLYWOOD

DAY 2

SANTA MONICA

Take a ride on the ferris wheel and enjoy the sun at Santa Monica Pier before heading to the infamous Venice beach to go (weird) people-watching. Nearby is a street filled with unique indie boutiques and cute cafes.

HOLLYWOOD

Movie buffs should check out the 2km-long Walk of Fame, Grauman's Chinese Theatre and Kodak Theatre (home of the Academy Awards) before heading to Madame Tussauds Hollywood to see the wax likeness of your favourite Hollywood stars. Brangelina, anyone? Shopaholics, check out Hollywood Boulevard for all that bling and fabulousity.



DAY 1

SAN FRANCISCO

Visit Ghirardelli Square to tackle monstrous sundaes at the legendary Ghirardelli Ice Cream and Chocolate Shop. Stop over at Six Flags Discovery Kingdom and try to keep your sundae after a crazy loop-de-loop roller coaster ride. Or walk/cycle across the iconic Golden Gate Bridge for a view of the infamous Alcatraz prison.

SANTA CRUZ

Check out the Surfing Museum (with classic surfboards on display) at the waterfront lighthouse before jumping on the Giant Dipper wooden coaster at the Beach Boardwalk.

CALIFORNIA IN 5 DAYS

TAKE IN SOME OF THE BEST ATTRACTIONS THE BAY AREA HAS TO OFFER FROM THEME PARKS TO BEACH TOWNS AND SHOPPING - IN JUST 5 DAYS.

DAY 3

UNIVERSAL CITY

This is your chance to visit the home ground of Universal Studios, where you can check out the working movie studio and maybe spot a celebrity!

LOS ANGELES

Stop at the Grammy Museum where you can mix your own groove or watch MJ's dance moves. Visit the uber cool Museum of Contemporary Art for a bit of culture before watching Major League Baseball at the classic Dodger Stadium (have the famous Dodger dog), or catching some NBA action at the Staples Center.



DAY 4

DISNEYLAND

Don't ignore the kid in you, but you gotta wake up early to beat the crowds at Disneyland (get a Fastpass to jump the queue).

SANTA CATALINA ISLAND

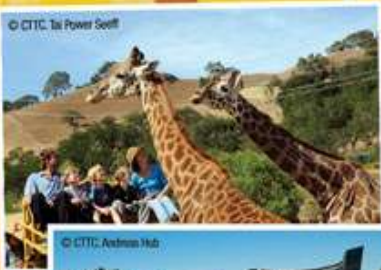
Hop on a boat to this island, and jump on a jeep tour to see some bison, or try shuba (diving that doesn't require you to have a dive certificate!).



DAY 5

SAN DIEGO

Get wild here - visit the San Diego Zoo Safari Park on beefed-up Segways to see lions, giraffes and the like. Or meet a penguin in person at SeaWorld San Diego after watching resident killer whales perform nifty tricks. End your day at the world-famous San Diego Zoo.



HOT DEALS WITH THIS CARD

statravel.com.sg/isic

CHEAP EATS

- Uno Chica Grill (LA) - 10% off
- Pier Market Seafood Restaurant (San Fran) - 20% off (excl. beverage)
- Chipotle Mexican Grill (San Diego) - FREE Chips and Guacamole

INTERNATIONAL STUDENT IDENTITY CARD

Studies at | Étudiant à | Est. de Enseñanza
University of Singapore
Name | Nom | Nombre
J. Su
Born | Né(e) le | Nacido/a el
01/02/1989
Validity | Validité | Validez
Sep 2010 to Dec 2011

FOR DISCOUNTS VISIT:
statravel.com.sg/isic-discounts

CHEAP SLEEPS CALIFORNIA

- ORBIT HOSTEL (LA) : US\$44/NIGHT IN MIXED DORM
- EUROPEAN HOSTEL (SAN FRAN) : US\$38/NIGHT IN MIXED DORM
- USA HOSTEL (SAN DIEGO) : US\$41/NIGHT IN MIXED DORM

Hollywood Walk of Fame (Los Angeles), US\$80 - Includes: Starline Tours of Hollywood, Madame Tussauds, Hollywood Behind the Scenes Tour and Kodak Theatre Guided Tour OR the Hollywood Museum

Golden Gate Bay Cruise (San Francisco), US\$27 - Fisherman's Wharf, Alcatraz, San Francisco Waterfront, Golden Gate Bridge, Fort Mason, Presidio, Marina

Go San Diego Card (San Diego), US\$87 - 50 passes & discounts (up to 30%) to city attractions

CHEAP TRIPS CALIFORNIA

If you're a student, get this for great discounts across California.

STRESS RELIEF

WHEN YOU'RE DAYDREAMING AT LECTURES, DO YOU IMAGINE THAT YOU HAVE SUPERHERO POWERS? BEING A PERVERT DOESN'T COUNT. IF WATCHING SUPERHERO MOVIES HAS TAUGHT YOU ANYTHING, IT'S THAT ALL HEROES NEED SUPERHERO COSTUMES. SURE, YOU CAN LOOK LIKE AN ORDINARY JOE BY DAY, BUT WHEN A PLEA FOR HELP COMES, YOU GOTTA DRESS THE PART. CUE SPANDEX, NEON COLOURS AND A SPIFFY HERO NAME. CAPTAIN UNDERPANTS TO THE RESCUE!



WHAT TO DO

1. Before you start donning your cape and wearing your underpants on the outside, you've gotta practice on making the costume work for you. Here's a template for you to practise with - let's pretend you're THAT buff.
2. Cut out the superhero and the bits of costume carefully. You can make many copies to try different combos out. Even superheroes need a bit of practice. Feel free to add your own embellishments. Add a cape at your own peril.
3. Once you've gotten your ideal look, you can try and make the costume life-sized. Recycle old clothing if possible - or borrow your little sister's tee. And leotards.
4. Slap on your logo, and makeup (if you're a woman, or playing as Batman's sidekick). Voila! You've just graduated from Level 1 at Superhero Academy.

Send in a shot of your superhero self to superheroine Mystique at 4hourbodysuitmakeupmakesmeblue@yahoo.com and see if she'll flatter you through mimicry or not bother at all, in which case you should not cosplay at AFA11 or STGCC.

PAINTING BY JOY WHAT'EN ('05)

PHOTO BY SARAH MCKEMIE ('07)

PHOTO BY CHARLIE DEETS

Study in the visual, performing, media and communication arts.

create...
change

Columbia College Chicago is the largest and most diverse private arts, media and communications school in the United States.

Columbia faculty are leading professionals and scholars in the fields that they teach. We offer outstanding contemporary facilities to support our unique curriculum, which emphasizes learning by doing. You will live and study in downtown Chicago, a vibrant, world-class city located on beautiful Lake Michigan—close to everything in the heart of the third largest city in the United States. *Columbia College Chicago is recognized as a leader in education innovation and is well respected throughout the global academic community.*

Columbia

COLLEGE CHICAGO

INNOVATION IN THE VISUAL, PERFORMING,
MEDIA, AND COMMUNICATION ARTS

Learn more about Columbia College Chicago
visit: www.colum.edu

SAHLEY HERNANDEZ ('07)

TERTTU UIBOPUU ('07)

GEORGE LE CLAIR