I want to...

☑ Secure a job before I graduate
☑ Make a difference to our local businesses
☑ Explore a career that realises my potential

...CHOOSE ME

Start your career with a fast-growing SME

Do you know that 99% of companies in Singapore are Small and Medium Enterprises (SMEs)? SMEs offer fulfilling career opportunities. If you want to be part of their success stories, apply now for the SME Talent Programme. Choose a dynamic career today, choose SME!

For more information, visit www.spring.gov.sg/smp today!

LARGE AND IN CHARGE

Contributors
Anabelle Maria Jeffrey
Christina Png
Cheryl Tan Kay Yin
Grace Hong
Jawen Huan
Joel Thin
Lakehst Giamman
Lin Yu Nai
Mulpomene Noa
Nicole Hilary Sue

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

Assistant Editor
Samantha Pong
samantha@campus.com.sg

Creative Director
Eunice Coo

Designer
Yin Ng

Editorial Intern
Lakehst Giamman

Sales Enquiry:
ad_query@campus.com.sg

ASRM Pte Ltd
292A River Valley Road #05-02/09
Tel: 9825 0925

ISSUE 28 | FEB '14

CONTENTS

02: Odd Beauty Treatments

05: Weirdest Things Sold Online

06: Learning Out of the Box

09: Crazy Blue Bloods

10: Your Anxiety Has A Name

12: The Japan Jaunt

13: Crazier Festivals Around the World

14: Bizarre Lawsuits

16: Sketchfest!

18: Uncanny Fashion

19: Curious Culinary Concoctions

22: All in the Name of Love

WANT TO CONTRIBUTE?

Want to get your stuff published? If you've got a good grasp of English and you're resourceful, hard-working and passionate, we have 2 options for you:

Option 1: Campus Contributor

Perfect for those who have a few hours after school and love to write. You don't need to be base yourself at our office (you'll just need to show up for your initial interview!) and get to work from home. As long as you write within the deadlines and your story is decent, you may see your name in print! If you're lucky, you'll also get to cover events and concerts!

Option 2: Campus Intern

If you've lots of time to base yourself at our office, you'll get to do it all that, plus be hands-on with day-to-day tasks, special projects, outreach and marketing. We promise that it won't be a cease internship, as well put you through the paces, but if you do well, we'll even take you out for beer on Fridays!

Interested? Send us your CV & portfolio (if you have one) and tell us in 100 words why you want to be a contributor or intern. Don't be scared — we don't bite. Apply via email to: intern@campus.com.sg
BY CHERYL TAN KAY YIK

ODD BEAUTY TREATMENTS

UNITED STATES

SNAKE VENOM TREATMENT
Who would have thought slithering creatures would be an answer to the beauty sphere? Snake venom, which promises the offerings of a Botulism treatment, is extracted from the fangs of Simple Viper Snakes, and injected directly into the face. Since the venom of these snakes generally paralyses the victim, researchers felt that this could help lay off the effects of wrinkles by stimulating it. It injections seem to retain its smoothness, there’s also the option a cream called Syn Ake, which is a synthetic form of the snake venom. Would surprised to know that celebrities such as Gwyneth Paltrow, Madonna and Demi Moore use this cream.

KOREA

BEE VENOM MASK
The honey bee treatment, which originated from Korea, has popular celebrity fans like Victoria Beckham and Kate Middleton wearing it. This treatment works by extracting its venom from the bee’s stinger and processing it into a cream that should be applied to the face at least twice a week. The key ingredient, melamin, the same chemical that induces pain when you get stung by a bee. This chemical activates a series of mechanisms in your body to release collagen, hence the tightening and firming of the skin. However, there’s a downside to this treatment if the procedure is not carried out properly. It could result in patients suffering from anaphylactic shock.

CHINA

EARTHWORM POOP CREAM
Besides playing the role of "soil scientists", earthworms have been a significant factor in shaping the beauty world with their excrement. It has been established that earthworm poop contains compounds that slow down the decaying process of plants, which happen to work for our skin. Now available in a bottle mixed with shea and cocoa butter, the earthworm poop cream does more than defy the aging process; it also repairs hyperpigmentation. It contains a bunch of antioxidants that work on improving complexion and induces your skin to retain moisture so you don’t have to keep applying on other facial products to keep it supple and glowing.

JAPAN

SEISHA FACIAL
Cleansers are synonymous with flawless and translucent complexions, so what better way to achieve such a complexion than to turn them for advice. Well, the beauty secret is that the Japanese have been so secretive about it is simply the use of nighttime droppings. Fear not; the droppings are dried, sanitised and then made into powder form. It has also been incorporated as face mask paste for easy use before being applied on the face. Colloquially known as Uguisu No Fun in Japan, the powder promises glowing and more youthful looking skin. This treatment now has a growing fan base in the Western world.

COCKROACH FACIAL
It’s shocking but true. You can make your own facial paste using these creepy cockroaches that lurk around your kitchen if you’re afraid of them, fear not; they need not be alive for you to benefit from using them. Dried cockroaches, which are a good source of protein, contain an ingredient that is similar to cellulose. So, the mechanics of this facial involve mashing up dried cockroaches into a supplementary facial cream, and working it into a paste. There has been reports that this paste works great for hair as well (it cures bald spots). Correctly a growing trend, cockroach farming is expanding as a source of protein and the increased use of these critters in the cosmetic industry.

The pursuit of acne-free, radiant, smooth-looking skin is a trend that has never dissipated. Women (and some men) across the world have been pouncing on this uphill battle for decades, looking for a cream that will solve it all. While there’s no actual potion that will solve all beauty woes, there have been numerous odd methods that have promised eternally youthful-looking skin. Here’s a look at some of the weirdest beauty treatments around the world.

Come Join Us!
SCAN NOW TO REGISTER!

Raffles College of Higher Education Pte Ltd
ERF Registration No.: 201003988C
Validity: 13/06/2011 - 12/06/2015

www.raffles-college.edu.sg
enquiries@raffles-college.edu.sg
(+65) 6338 5288

Design
Business
Communication
Information
Education
Square
VICUNA SOCKS
were always chinking up on mods because there’s just always a pair that’s missing it. Other half, however, with the Vicuna socks lining one-half of the pair might just be a little heartstopping because it’s printed at a whopping $100 for a pair! Made out of ultra fine hair from the llama-looking Peruvian Vicuna, only 10 pairs of socks have been made.

RAPPER’S HEADPHONES
Foot rapper start up side businesses so that they can live out their dreams of having an empire under their name, which is exactly what he did. He derived into the headphone business by creating the Beats Electrocution. Though many audiophiles have slammed the brand for its poor quality and exorbitant prices, a high-end headset from Beats can range from $200 to $400.

GOLDEN TOPPINGS
If you’ve ever had a bite of a piece of cake or a piece of fruit, you know how sweet it can be. Now imagine the same thing, but with gold! For those who want to add a touch of luxury to their food, golden toppings are a great way to do so.

FLASHY STAPLES
For most students, getting the perfect outfit is a key part of their daily routine. But what if you could take it to the next level? With these flashy staples, you can make a statement and turn heads wherever you go.

LEATHER KEYBOARD
Trade in your wireless, plastic keyboards for this banana - a leather keyboard shaped like a banana. It’s made from genuine leather and available in a variety of styles, so you can find the perfect match for your needs.

SCALEY UMBRELLA
A genuine save in Singapore be it rain or shine. umbrellas are a staple in our lives. So if you’re looking to take it to another level, and stand out at the same time, this is the item to invest in. A crocodile-themed umbrella, with a price tag of $200, this umbrella will keep you dry and protected from the sun.

GOLD TOILET PAPER
Most of us tend to hoard our toilet paper because you never know when you might need it. But what if you could turn it into a work of art? Gold toilet paper is just that, and it’s perfect for those who want to add a touch of luxury to their bathroom.

BUBBLE WRAP SUIT
FIND AT: Thinkgeek.com
PRICE: $19
Fancy being the envy of all? Well, that’s just what you’ll be if you can pull off this textured trench and top off the wide-eyed gazes cast upon you. A package in itself, careful not to pop more than you should, since many jokes and pricks will be coming your way from others in the vicinity! Just imagine, when you order it, it’ll be bubble wrap, shipped in bubble wrap.

POPE CHIP HAT
FIND AT: Amazon.com
PRICE: $5,548
Not had your fix of finding famous people in food yet? Then it’s time to bid for this Doritos chip! Presently earning its fame over the internets, this Dorito nacho cheese-flavoured chip is shaped like the iconic Pope Hat. In the course of the sale, this little chip got over 40,000 page visits and even has a song dedicated to it, in addition to having its own website (www.popehatchip.com). So, will you get lucky with your next bag of chips?

ADVERTISEMENT SPACE ON WOMAN’S FOREHEAD
FIND AT: eBay.com
PRICE: $12,800
Looking for ad space? Kari Smith sold her forehead as advertising space to pay for her own education. Quite the statement and part of a “collection of firsts”, her act remains noteworthy. The winning bidder of this auction was actually Goldenplace.com, for whom tattooing web ads on human skin is not a first – they’ve done so before on another forehead, 100 over arms, chest, legs and back.

ACCOUTREMENTS EMERGENCY UNDERPANTS DISPENSER
FIND AT: Amazon.com
PRICE: $9.09 (currently)
Think of a tissue box filled with underpants — that’s precisely what this emergency underpants dispenser is. It’s great for parties, work mishaps and well, home use (if you’re low on underpants) as well as for travel.

CANNED UNICORN MEAT
FIND AT: Amazon.com
PRICE: $13
Store this in low temperatures, and raise your hopes high for this canned mythical meat. Initially intended to be an April Fool’s joke, it got so much media buzz that it had to be taken off Amazon because it wasn’t actually a real good that could be sold.

JAPANESE SHOUTING VASE
FIND AT: Amazon.com
PRICE: $86
"It holds your anger," according to the instruction tag on this purportedly uncontrollable vase. Designed to contain your screams within its contoured round bottom, this vase is a great way to soothe jittery nerves or frustrations, as with every scream, you just feel a whole lot lighter.

WEBIEST THINGS SOLD ONLINE

Ever since websites like eBay and Craigslist have been making their mark in the e-commerce world, the transaction of goods has been fairly smooth. However, on the other hand, the products sold have raised a few eyebrows - from virginitities to burn toast with stencils of well-known figures, we trawled the web for the weirdest stuff sold online, and these are some of the items that made the cut but barely the news.
ALL IN THE NAME OF LOVE

By Lakshmi Ganesan

LOOK-ALIKES

For love-4m couples, the probability of them finishing each other’s sentences or knowing each other inside out is likely, but for Neil Megson and Jacqueline Brewer, they did more than just share their thoughts. Taking couple intimacy to a whole new level, the duo chose to look like each other, as they really wanted to feel as if they were one person in two bodies. So, from similar breast implants to liposuction, they spent over a whopping $35,500 on plastic surgery. Though Jacqueline passed away in 2007, Neil Megson continued with the medical procedures to alter his body to look like hers.

BOMB THREAT

Desperate situations call for desperate measures: when Rodrigo Gomez announced to his girlfriend, Grace Guajardo, that he was migrating due to his new job, she didn’t take it well. So, when Rodrigo boarded the flight to Brazil, Grace called the airport in attempts to stall the flight. When no play worked, she informed authorities that a bomb was on the plane. The authorities took action, and the plane (which was ready for take-off) was struck on the runway with over 300 passengers stranded. When no weapon was found onboard, the police traced the call, which led to Grace’s arrest. It may be much ado about nothing, but Rodrigo did decide to stay in the end.

SELLING MOM ON EBAY

Romance isn’t the only kind of love that propels grand gestures. Love between a child and parent is just as strong, as proved by James Payne. He felt that his mother, Sandi Firth, wasn’t able to meet the right man after her divorce. To rectify the situation, he put her on eBay with a starting bid of $5,000 to try and catch the eye of Mr. Right. The ad which read, “My Yiddishke Momma For Sale: Beautiful Great Cook Educated Family Focused. Caring and Priceless” did receive a fair bit of attention. However, as it did not meet with eBay standards, it was taken down. While Sandi was shocked about her son’s actions, she eventually came around and thought it was pretty sweet.

AFFAIRS, FAKE MURDER AND TOMATO SAUCE

Love can sometimes be menacing, as in the case of Maria Nilaas. Upon realizing that her husband was having an affair with another woman, Maria hired an ex-convict to kill the other woman. However, as it is so happen, the ex-convict knew the other woman (they were childhood buddies), so instead of getting the job done, they staged her death with the aid of tomato sauce. A few days later, Maria spied the ex-convict and the other woman together; as hell hath no fury like a woman scorned, she reported the police that the ex-convict was a thief. Thinking all had been solved, Maria was unaware that investigations were being carried out, and soon all 3 individuals were slapped with various charges.
Cheat Sheet

#27 Pretending to Appreciate Art

APPRECIATING ART

At any art show, pretentious know-it-alls are armed and ready to sniff out the weak. Here are two steps you can master, so that the butter becomes the grated.

BODY LANGUAGE:

- In front of a painting of statue, stand tall and count to ten. Lean forward and count to ten. Step backwards and count to ten. Cross your arms and count to ten. Then, depending on the emotion you’re trying, execute the following actions:
  1. If you’re perplexed by what you see, rub your chin.
  2. If you’re content with what you see, smile.
  3. If you’re still clueless — pose a question before anyone else does.

APRECIATING A PERFORMANCE

- If it’s a play, wear an arched-back or performance, it’s context is very similar to appreciating art. The added advantage that comes with performances is that you don’t have to manage your emotions. Imitate the same rules of appreciating art with performances.

BODY LANGUAGE:

1. Take a conscious effort (read: be conscious) in enjoying the performance and refrain from making like a dead fish.
2. Never fall asleep, close your eyes for longer than 1 second — you might miss an indulgent dance, which is a big no-no.
3. Follow Step 1 and 2 under Appreciating Art. Stay clear from Step 3 because no one likes a taker during a performance.

USABLE PHRASES:

Art is subjective, so there are no right or wrong answers. Here are some angles to explore:

1. I feel happy/pleased/blunted. (This indicates you’ve made a connection)
2. I like or dislike the colours or materials used. (It allows you to express pre-existing thoughts you’ve had about colours or materials like plastic and paper)
3. What was the artist trying to say using these colours/materials? (Everyone loves a critique — feel free to go wild)
4. I think I see alien. (Even if you’ve not spotted anything, appearing to see stuff within art makes you an artist — because you’re interpreting delusions)

IF ALL ELSE FAILS:

1. Never long out with the person that brought you out for that performance again.

MARY POPPINS

1. Blame it on the lights in the auditorium as it’s paralyzing your judgment.
2. Answer every question with a question.
3. I love the reflectiveness of the wood


BLUE BLOODS

BY JAIVEE HUNDAI

Monarchy may have governed many countries in the early years, but even with the responsibility of overseeing the welfare of their people, there have been a few bad eggs. From tyranny and incest to plenty of bankruptcy, we’ve highlighted some of the many blue bloods that have taken power to a whole new level.

ROMAN EMPEROR CALIGULA

(A.D. 12 - 41)

The adopted son of King Tiberius, Roman Emperor Caligula ruled for only four years, but he quickly carved out his very own niche in history, which included a feast of bejeweled slaves. From courting dressing in public to impersonating his own sister, she’s done it all. One of his most bizarre moments include his act of declaration that he was a living god and thus, being able to converse with deities. Hence, he commanded that a bridge be built between his Kingdom and the Temple of Jupiter to facilitate this process.

KING CHARLES VI

OF FRANCE

(1168 - 1422)

He made this list for his own entertainment — masquerading as a soldier’s accidental death by an arrow in his back, he ordered an article on half of his own army. This was the first in a series of events that would transform, before the doctor diagnosed his illness.

By this time, however, King Charles had already fallen off the sanity wagon. He spent the rest of his days believing he was going to be killed by someone he knew, so he spent all his time sacking and moving around the countryside.

ROMAN EMPEROR CALIGULA

(A.D. 12 - 41)

The adopted son of King Tiberius, Roman Emperor Caligula ruled for only four years, but he quickly carved out his very own niche in history, which included a feast of bejeweled slaves. From courting dressing in public to impersonating his own sister, she’s done it all. One of his most bizarre moments include his act of declaration that he was a living god and thus, being able to converse with deities. Hence, he commanded that a bridge be built between his Kingdom and the Temple of Jupiter to facilitate this process.

KING CHARLES VI

OF FRANCE

(1168 - 1422)

He made this list for his own entertainment — masquerading as a soldier’s accidental death by an arrow in his back, he ordered an article on half of his own army. This was the first in a series of events that would transform, before the doctor diagnosed his illness.

By this time, however, King Charles had already fallen off the sanity wagon. He spent the rest of his days believing he was going to be killed by someone he knew, so he spent all his time sacking and moving around the countryside.

NOT THE TYPICAL

Not the usual heir, King Frederick collected men—tall, lean, or bearded. He would recruit men to join his army, usually known as the Grand Guarderes of Potamides. His other eccentricities included dressing up as soldiers who were facing execution in French clothes because he loaded the French and bathing about a dozen times a day because he was a cleanliness freak. He was also obsessed with oysters — guests at his private functions have been seen wolfing down a hundred oysters in one sitting.

FRIDRICH WILLIAM I

OF PRUSSIA

(1688 - 1740)

The typical heir, King Frederick collected men—tall, lean, or bearded. He would recruit men to join his army, usually known as the Grand Guarderes of Potamides. His other eccentricities included dressing up as soldiers who were facing execution in French clothes because he loaded the French and bathing about a dozen times a day because he was a cleanliness freak. He was also obsessed with oysters — guests at his private functions have been seen wolfing down a hundred oysters in one sitting.

KING FASOUK

OF EGYPT

(1936 - 1952)

While monarchical is mostly associated with royalty, King Farouk was famous for his sticky fingers. After taking lessons from a professional pistol-pick, he went on a luminous rampage, gaining items like an Israeli Church Hill pocket-watch and objects from the Shah of Piriwall’s estate, among random items include cases of scotch, champagne and even gold bars. He also took many more items. Shuffling his duty as a king, he was often seen patronizing night clubs and enjoying the high life with friends that included no one. He also owned over 100 cars that were painted red, and prohibited anyone else from having red vehicles. This snobs-handed king would also goad down at least 30 bottles a day.

COUNTESS ELIZABETH

BA Thory (1500 - 1614)

While many rulers of the past have been greedy, Elizabeth Bathory was one of the worst. She seduced her female servants for the purpose of vampires, punishing them with the most wretched manners. The crimson punishments she’d devised included searing with a servant’s mordant thus, for talking too much, pausing honey all over the servants and tying them up to trees to abduct them down, or making them stand naked outdoors in winter. In her later years, she also tried to basil on the blood of virgins, for she believed it would make her youthful.
YOUR ANXIETY HAS A NAME

From cockroaches to an empty bank account, there’s always something that will shake us up. It could be an irrational fear or it could be a fear stemmed from the misfortunes of our childhood – either way we’re all scared of something. So, we’re presenting a catalogue of fears that will probably have your heart racing with relief knowing that you’re not as looney as you think you are, or you could be discovering a phobia that you never knew had a name.

YOU’RE A QUACK!

Shaking is an act that has triggered frights, questions, and uneasiness in many, but what if the fear involves a harmless animal looking at you straight in the eye? Then you probably have Anithrophobia, which is a fear of having, specifically, a duck watching you. Adding to the irrationality is that you could be anywhere in the world but at the back of your mind, you’re positive that there is a duck watching you, even if you’re not remotely near any body of water or park.

FEARING FEAR ITSELF

Probably a fear that doubles in intensity, Photophobia – the fear of feeling strain is quite a conundrum to deal with. This fear is triggered whenever you see bright lights, so if you’re afraid of public speaking, that fear coupled with photophobia will have you experiencing symptoms that are extremely hard to mollify, as compared to the single irrational fear. Another symptom of this colossally unnerving fear is that if the mere thought of your other fears send shockwaves through your body, then you’re pretty much fearing your fears.

DON’T MUCK AROUND

If the mere sight of ‘lol’, ‘haha’, ‘lmao’ sends you in the opposite direction then there is a probability you’re trying to escape the sounds of laughter, which is a fear called Gelophobia. Stemmed from incidents that resulted in humiliation or embarrassment or even dental detours, Gelophobia is, definitely, no walk in the park since we’re always told to celebrate laughter. Moreover, imagine living in a world where a simple chuckle could have you getting all tensed up and breathless. Without a doubt, this fear is no laughing matter but then again being afraid of one’s own laugh can be perplexing.

HAHA LOL LMAO

WE DON’T NEED NO EDUCATION

If you’ve ever faced a stressful situation at school (and who hasn’t?), you might just be experiencing Scolipobia – a fear of school. From bullying to an overwhelming amount of homework, to monotonous teachers, the definition of stressful situations that trigger this phobia vary. Alternatively, you could simply fear learning due to being overloaded with tests and expectations. It’s easy to spot when this phobia rears its ugly head – it’s usually on first days of schools, especially at pre-schools where young children will throw fits because they fear the unfamiliar environment and the abandonment by their parents.

STICKY GOODNESS

After Nutella, the next possible contender in the sweet tooth department has to be peanut butter. Be it slathered on a piece of bread or baked into a dessert, this creamy spread is a favourite among many, so the worst fear to have would probably be Arachnotrophobia, which is a fear of having peanut butter stuck on the roof of your mouth. Stemmed from the fear of choking, the tasty offering of peanut butter does nothing for people who fear that peanut butter could have them suffocating.

FICKLE-MINDED

Do you hesitate about where to eat? Can’t decide where you should go right on left? Or, maybe you just hate options? Then you may be suffering from Decidophobia, which is the fear of making decisions. Originating from a bad decision made in the past, many who possess this phobia tend to wait out or leech on others when deciding their next move. Not to be confused with laziness, those with Decidophobia tend to procrastinate, feel nauseous or even become ill when positioned with choices to choose from.

SUPERCALIFRAGILISTICEXPIALIDOCIOUS

If you’re reaching roadblocks with the English vocabulary, you can blame it on loneliness or you could just blame it on this fear. Hyposexonomatous-gikkedophobia, which is the fear of long words. The direct translation of this word is a foot-and-a-half long monster, which funny enough is represented in length with the name of this phobia. Highly unlikely to be a favourite word among those who share this phobia, this fear has left many choosing dictionaries aside to be satisfied by the shorter words they presently know.

S.U.P.E.R....... AHH!!!

FEAR OF BEING OUT OF CONTACT

A fear probably most common to the Generation Y denizens, Nomophobia is a fear of not knowing what has happened to your telephone. From forgetting to charge it, to leaving it unintentionally at home, or even imagining it somewhere nomophobia probably plagues many of us. The aftermath of this phobia includes frustration, requiring another phone immediately and requiring the need to make contact with someone as soon as possible.

DITZY MOMENTS

Probably often confused with staring into space, Phasophobia is actually a fear of thinking. So being left alone to their own thoughts, or having ideas, is simply out of the question because the thought of thinking sends shockwaves through the body. This fear, which definitely seems to be quite anomalous, may be a deterrent during brainstorming sessions, decision making and pretty much every thought process.

NOT A FAN OF RED

If the thought of blood coiling out of a wound sends a shiver down your spine, or even the mere sight of someone else’s blood leaves you jittery, then you’re most likely to have Hemophobia, which is the fear of blood. Interestingly enough, this phobia has symptoms that completely contradict other phobia symptoms: when triggered, Hemophobia causes a drop in heart rate and blood pressure rather than getting all anxious, you end up turning pale and fainting instead.
THE JAPAN JAUNT

BY GRACE HONG

In our last issue, we gave away a winter getaway for 2 to Tokyo and Sapporo, courtesy of Follow Me Japan. While both the winners - Grace Hong and Eunice Yip - did try their hand at some of the winter activities Japan has to offer, here are snippets of the sights and sounds that can be revered all year long in Tokyo.

SHOPPING

HARASUKE OMOTESANDO

Omotesando, located around 34 Harasuke Station, is a haven for those who love to shop. Just in front of the station, shopping streets stretch into different directions like Hachi Lane. As a student, the highlight of Harasuke is undoubtedly Takeshita Dori, a 600m stretch of budget-friendly boutiques and restaurants. Though the prices are affordable, the Japanese don’t skimp on quality and design. While Japanese fashion is largely known for being kawaii, fans of street wear can find stand-alone boutiques offering edgier brands like Supreme, Dr Martens, and Bounty Hunter along the haphazard streets of Jingumae.

ENTERTAINMENT

TOKYO SKY TREE

The tallest tower in the world at 634m high, Tokyo Sky Tree provides a 360-degree view of the bustling city all year round. Other than being a functioning broadcasting tower, its architecture and lighting style reflects both the past (40s) which represents the Edo period and present (50s) which emulates its present aesthetics. You can head up the tower and marvel at Tokyo’s dazzling lights from 8am to 10am; tickets are priced according to the observatory deck chosen.

CRAZIEST FESTIVALS AROUND THE WORLD

BY JOHN THIO

Hidden in many corners of the world are festivals that are deeply embedded in tradition and culture. Some are extremely popular and well-received, while others just seem a little anachronistic. Here’s a look at some of the festivals that may be construed as...odd.

CHEUNG CHAIK BUN FESTIVAL
WHERE: Cheung Chau, Hong Kong
WHAT AND WHY: During the Cheung Chai Bun Festival, one of the most unusual activities is the ‘cheung-chai-kicking’ race. Participants have to jump a 60-ft long trampoline made of bamboo, which are chosen for good luck and as much as they can carry within a 3-minute time limit. Other highlights include the Pia Jia parade, where young children are carried on shoulders high vertical poles, so it appears like they’re floating in mid-air. This festival dates back to a time when Cheung Chau was decimated with a plague. Attributed to evil spirits, the villagers going into blind panic were appeased by the god Pak Tai, and the festival to honor the triumph is now reiterated by Cheung Chau every year.
WHERE: On the fifth to the sixth days of the fourth lunar month.

FESTIVAL OF THE IRON PHALLUS (KANAMARA MATSURI)
WHERE: Kawasaki, Japan
WHAT AND WHY: According to Eda folklore, one woman was favored for her sexual vigour. What we now know as STDs, which ravaged and marred the marriage of many, was also said to break a blacksmith to fashion a metal dildo to break the taboo ‘inside her. This created a private part that both her and her mate enjoyed. Followed by the report of this sexual revolution, the blacksmiths would gather at Kanamara shrine to pray for protection against STDs. Once celebrated by blacksmiths and saw workers, the festival now involves more people who gather from across the world to celebrate the festival and enjoy food and festivities.
WHERE: First Sunday of April

THE CRYING SUMO CONTEST (KONASKI SUMO)
WHERE: Tokyo, Japan
WHAT AND WHY: A traditional for over 400 years, the'estones behind this festival is the Japanese belief that crying babies grow fatter - physically and mentally. Hence, the Best Baby of Kanagawa, which honours kids that stubbornly continue to cry. Hosted at the shrine, the first baby cries out loud, the second baby is supposed to keep the spirit awake, and so on. It is usually held at this shrine on New Year’s Day.
WHERE: Usually held on Children’s Day in Japan, it is actually winter according to the tradition. It is usually within Japan’s Golden Week (April 29 - May 5)

THE FIREBALL FESTIVAL (LAS BOLAS DE FUEGO)
WHERE: Magdal, El Salvador
WHAT AND WHY: In the casual observation, this festival is all about fire balls being thrown around. While it seems like chaos, the festival - which has been celebrated for over 1000 years - comes with the season of colonial energies in the 900s. While most of the villagers opted to stay away, they believed that the event was a result of their oilstone cave, San Dimonido, putting up a fight against the Devil. To this day, the festival is celebrated as the triumph of San Dimonido.
Giant-sized eggs - full of wine and soaked in kerosene - are used to create fireballs, and participants usually wear clothes that lack to protect the scorching sun of the elements.
WHERE: 3rd August of every year

For more packages to Tokyo, visit www.Followmejapan.jp
The case of a man in China suing his wife for not being privy to the fact that she was hideous before plastic surgery - which led him to fathering ugly children - was all the rage in last year’s viral collection. Just when you thought the news couldn’t get any more hokey, here’s a list of bizarre lawsuits that really happened around the world.

DOPPELGANGER MYSTERY

The case that someone who looks just like you is chasing for years in some other part of the world can be surprising. The case of Michael Jordan, who claimed that his lookalike was a danger. His claim was that the man was trying to pass as him and gain money from him. The case was later proved to be false.

THE MAN WHO ATTEMPTED TO SUE GOD

More of the same lawsuits that are seen in court every day. Some Senator gave a man a box with God in it and the man claimed to be hurt by it. Another case saw a man sue for $5 million for not being given a free ticket to Disney World.

What does divorce mean?

For most, divorce would mean legal separation or marriage, but for one couple, it was a battle. They had no idea what to expect after their divorce proceedings, which resulted in her suing her ex-lover for not providing any explicit evidence of divorce. The case was later settled out of court.

DigiPen Institute of Technology Singapore offers bachelor’s degrees in computer science, game design, and digital art and animation.

Now accepting applications for Fall 2014 intake.

Learn more at: singapore.digipen.edu
24 HOUR COMICS DAY

This annual event is a challenging creative marathon that has taken place around the world since 2000.

The event spans 24 uninterrupted hours from 9 am Saturday to 12 noon Sunday.

"As long as you have a story to tell you can use comics to tell it with any approach that works best with you."

— IP KOK, EVENT ORGANISER

The challenge is to create a 24-page comic book...

"There is no room for procrastination, this is about demonstrating to themselves what they can achieve in a single weekend."

CHRIS CHOW, HEAD OF ANIMATION, LASALLE COLLEGE OF THE ARTS

Which requires story development...

The challenge is to complete all 24 pages within the 24 hours — so working smart is the fundamental requirement.

When it's finished, all the artwork is reviewed for judging.

Stay tuned for the next 24 Comics Day challenge!

Photo by Jason Leong

Photo by Ken Lon

Stay tuned for the next 24 Comics Day challenge!
Uncanny Fashion Trends

From men donning ripped jeans to women trying out side shaves, fashion is undoubtedly ephemeral, but even with the fleeting nature there have been a few notorious ones that have stayed, and left an odd impression. Below are a few trends that have left some scratching heads. Have you spotted any of these trends around Singapore?

Mexican Pointy Boots

You could call them elf shoes or Mexican pointy boots, but these shoes were all the rage for Mexican men in 2011. This style is nothing new; pointy shoes were once used by the French in the 15th century to show off their sexual virility - called the ‘Poulains’, these tips sometimes went so high that men had to tie them to their knees! The modern craze started when a mysterious Mexican man decided that shoes with over 76cm of curled up foam extensions were going to be part of his identity. It then became a trend that was worn only by young men to look cool and hip and of course, to attract the ladies.

Eye Jewellery

Looking to add a little glamour by dressing up your eyes, but kind of bored with the usual eyelash extension and mascara combo? There’s the option of implanting jewellery under the skin, which is reportedly safe. Predominantly popular in the West, the jewellery inserted is usually made of platinum and is placed into the outer white layer of the eye along with a drop of water. So now, there’s a way to bring up your eyes even without lash extensions.

Facekinis

The entire population on the internet had a collective facepalm when the newest fad in Qingdao, China ‘facekinis’, which is pretty much donning a lycra ski mask that covers your entire face (excluding your eyes and mouth!) while sunbaked skin is very much sought after in the West, fair skin is a sign of beauty in Asia. It’s an idea that’s so ingrained in the Chinese psyche that the facekini was created to prevent women from tanning while being able to enjoy the beach – even in the middle of the day.

Yaeba Teeth

While the misguided pursuit of eternal youth is no new theme in trends of fashion and beauty, the Japanese have brought it to a new level. Cosmetic procedures to create fang-like teeth are a trend that still persists among some young Japanese girls. The objective of this procedure is to highlight the imperfection among young girls, which is said to be extremely attractive and cute to Japanese men.

Frontless Shoes

Adapting the philosophy of “less is more”, frontless shoes enable one to bare the front half of his/her feet. While this thought might sound horrifying to some because the probability of pebbles and glass shards getting wedged in is high, it’s actually pretty ingenious for those of us who prefer going barefoot, or want to show off their pedicures. Furthermore, it’s the perfect way to make a statement on the streets - just make sure you know what you’re stepping on.
**MOVIES**

**THE WIND RISES**

*March 20, 2014*

**Cast:** Hideaki Amno, Mitsu Takimoto, Hideaki Nishijima, Masahiro Nishimura

The final animated film helmed by legendary director Hayao Miyazaki before his retirement. The Wind Rises revolves around the life of Tetsuro Hasegawa, who dreams of two things: flying and designing airplanes. While he can't fulfill his dream of flying due to short-sightedness, the film follows his journey of achieving the latter, while making friends, falling in love, and experiencing numerous events such as the Great Kanto Earthquake which propelled him to becoming a notable airplane designer.

**PROJECT HASHIMA**

*March 27, 2014*

**Cast:** Alexander Reed, Mike Nippitud, Apinya Sakuljeboonsun

Recent graduates from film school were afforded a job which entailed filming at one of the spookiest places on earth - Hashima island. If they can pull off this, they'll be set for lucrative careers in the industry. Upon their arrival on the island, however, the graduates soon encounter a series of unexplained ominous incidents brought on by a curse they did not heed, leaving them terrified and petrified for their lives.

**PRODUCTIONS**

**ROCKFEST 2014: The Uprising**

*When:* 81 May, 7pm
*Ticket:** VIP: $50

Location: 386B Old Airport Rd

Showcasing hard-core rock bands fromenie's O-halls, Rockfest 2014 features talents like Tower; band, Emperor Mosh; and Thrillbound. This year, there's also a free beer for the first 100 participants.

**Euphoria Music Festival**

*When:* 8th May, 7pm
*Ticket:** VIP: $50

Location: The Overseas Club in Marina World Hotel

This year, NHB Festivals brought to you a host of performances by local homegrown talents within the campus, expect everything from Madmen, numbers to scapelli, and dance performances by Threshold, Reeds and Trehal.

**THE HOUSE OF BERNARDA ALBA**

Written by a Spanish playwright shortly before he was murdered, this production explores the life of a mistress who rebels against her husband and bastardizes her family. After the death of her husband, she becomes a model of morality and serves as a symbol of suffering and the Alba household, what will happen?

**SINGAPORE ROCK FESTIVAL**

5th - 6th Mar, 6:30pm - 11:30pm
Fort Canning Park
Tickets: $12 - $216

**Singapore Rock Festival**

A two-day music festival showcasing a whole host of popular rock bands such as Bob Sinclar, Metallica, Green Day, and more. This was the first ever Singapore Rock Festival at a music festival for rock music.
of spunk and self love
strange facts about sex

Sex. The mere word sends a chill up everyone's spine - be it the tingle of anticipation or a sense of doing something you shouldn't have. And for those in their formative years (which would be you), it's a word that triggers a manic Google search frenzy (we know what you're searching for). Bow-chika-wow-wow...

While the word 'sex' was believed to be coined in 1382, it still holds bizarre surprises for us in this day and age.

creative juice

You may have heard rumours that semen is 'good' for the skin and mental wellbeing, and to whatnot. While the science of using spunk as facial is still up in the air, man juice has been used in some other weird ways.

Take WWII, for instance, when invisible ink was all the rage. Semen apparently worked well, and was readily available to agents, according to chief Mansfield Cumming (you read right). The 'ink' was actually used for a while, until everyone noticed that it started to smell after a few days.

When it comes to using semen for intelligence services, how about using it to store data? Scientists have devised a technique for archiving information in DNA strands - if a single sperm contains 37.8MB of DNA information, then one ejaculation represents a data transfer of over 15,000GB (a capacity of 62 MacBook Pros). It sure gives a new meaning to the word "hard drive".

If you're interested in a more household application of spunk, then check out the cookbook Natural History by Fote Photenhauser. You'll find recipes for everyday foods using... semen, which according to the author has 'wonderful texture and cooking properties'. It's sure makes you think twice about 'food porn'. If food is too much, his next book, 'Semenology - The Semen Bartender's Handbook' is a funky take on cocktails. With his Macho Mojito for instance, the 'fresh' ingredient, as the author argues, is 'readily available behind the bar'. Seriously?

Not suitable for children

Taking masturbation to a new level is the annual Masturbate-a-thon (yes, it's real), put together by the happy folks at the Center for Sex and Culture in a 'Masturbatorium' in San Francisco. The winner is one who can last the longest pleasuring himself/herself - and the current title holder is one Masanobu Sato from Japan, who did his thing non-stop for a hand-numbering 90 hours and 57 minutes. He sees this as an endurance sport, and actually trains for it (by swimming and running, of course. What were you thinking?).

When it comes to self love, you can't forget the iconic vibrator which comes in various shapes and sizes these days. However, its origins date back to Victorian England when women were thought to be 'cured' of hysteria with a little bout of paroxysm (no wonder they lined up at the doctor's for a treatment). It wasn't until doctors were tired of using their hands that they invented the 'Manipulator' - the world's first steam-powered vibrator! Laziness is, after all, the mother of all inventions.

More powerful vibrations were invented after, which were used from facial to muscle areas.

The easiest way to visit Europe... by train!

With EURAIL Global & Select Pass

Benefits
- Global Pass is ideal for travellers planning to visit more than 5 European countries. Select Pass is ideal for travellers planning to focus on a specific area of Europe.
- Global Pass is valid for unlimited rail travel in 24 European countries, and Select Pass is valid unlimited travel on the national rail networks of any 3 to 5 bordering countries that are connected by train or ship
- Both offer access to Passholder fares on trains requiring compulsory reservation
- Both offer more than 50 bonuses including free ferry crossings and hotel discounts

To book your pass
1. Choose your destinations
   - Austria
   - Belgium
   - Bulgaria
   - Croatia
   - Czech Rep.
   - Denmark
   - Finland
   - France
   - Germany
   - Greece
   - Hungary
   - Italy
   - Luxembourg
   - Netherlands
   - Norway
   - Portugal
   - Romania
   - Rep. of Ireland
   - Serbia
   - Slovenia
   - Spain
   - Sweden
   - Switzerland
   - Turkey

2. Choose your validity
   - Global Pass
     - Consecutive: from 5 to 10 days of travel
     - Flexi: 10 or 15 travel days within 2 months
   - Select Pass
     - From 5 to 15 days of travel within 2 months

3. Choose your fare
   - 1st or 2nd class
   - Children, Youth and Saver discounts

EURAIL Global Pass
15 days from $858 (1st class, Saver fare) and from $607 (2nd class, Youth fare)

EURAIL Select Pass
5 days from $352 (1st class, Saver fare) and from $424 (2nd class, Youth fare)

Available Discounts
- 10% Discount for Youth (up to 25 years of age)
- Saver: from 2-5 Pass holders traveling together at all times

Book online to receive additional savings!
Spend $900, get $30 off!
Spend $1,500, get $60 off!

Legend:
- EURAIL Global Pass
- EURAIL Select Pass

RAILEUROPE
www.raileurope.com.sg
Whether we eat to live or live to eat, food is a big part of our lives. With every connoisseur looking for the next best thing to eat, here's a list of food trends that have popped up in various corners of the world; some of them might not have taken the world by storm as yet, but you just never know...

3D FOOD PRINTERS
A recent addition to the food science department, 3D food printing is the next trend to hit the professional industry. Not an item that can be bought over the counter just as yet, 3D food printers are set to change the way food is being cooked. A recent addition includes the Chefjet a 3D sugar printer, that can produce macarons, or full colour edible works of art out of chocolate and sugar. With the printer is the Foodini, currently in beta stage. The machine is said to be able to print items such as truffles, quiches and pies in any shape or size. So now, making food could be just like in the movies — with a push of a button.

DEVOURING INSECTS
Some of us might find it a squash as the thought of chomping down on insects, but in various parts of the world insects are just another item on the menu. Jumping on the bandwagon, and taking the bug factor out of insect eating was a festival run by London last year called “Who’s the Fett?” which had culinary chefs from Nordic Food Lab—a Scandinavian team that serve up a plate of ants —笼some of the most interesting insects, bugs, and edible caterpillars. So if you’re a true blue foodie, maybe venturing into the insect world isn’t really such a bad idea.

EDIBLE FOOD PACKAGING
Created to abolish the need for packaging food in plastic, WabiPears — an idea stemmed from WabiDais — focuses on protecting food with edible wrapping, turning those tiny balls of creamy goodness into a whole new league of eco-friendly gourmet. Although the currently limited to ice cream (yes, with chocolate ice cream with the range will soon expand).

SELFIE IN COFFEE
Why is taking selfies fun? Instead of only getting them in digital form, why not try your hand at getting them printed on a latte? In 2015, Let's Caffe — a Taiwanese coffee chain, created a new form of service offered by their coffee machines: the ability to print someone’s face on a thick layer of foam. All customers have to do is, while waiting in queue, snap a selfie and upload it to the coffee machine. It’s even possible to add text to the picture.

INSTRUCTIONS
1. Cut along the dotted line
2. Roll this piece of paper into a tube shape.
3. Tape it securely shut. Voila! You’ve just made a paper telescope with a 1:1 magnification!
I sprint towards a brighter future. It's my choice.

www.kaplan.com.sg

See inside Campus Magazine on how Kaplan can give you a head start towards achieving academic and career success.
STUDY PSYCHOLOGY WITH AN AMERICAN QUALIFICATION

Awarded by
Oklahoma City University, USA

- Ranked 26th in the regional University Rankings by the US News and World Report: Best Colleges Rankings 2013
- Ranked 11th in Great Schools, Great Prices
- Named by The National Review College Guide as one of the top 58 liberal arts schools in the US
- Three weeks on-campus residency
- Fully-subsidized by Oklahoma City University faculty
- Accredited by the North Central Association of Colleges and Schools (NCA)

BACHELOR OF SCIENCE (Behavioral Studies with concentration in Psychology)

ADVANCED DIPLOMA IN PSYCHOLOGY (Awarded by MDIS)

DIPLOMA IN PSYCHOLOGY (Awarded by MDIS)

DIPLOMA IN COUNSELLING (Awarded by MDIS)

DIPLOMA IN SOCIAL WORK (Awarded by MDIS)

PROFESSIONAL CERTIFICATE IN PSYCHOLOGY (Awarded by MDIS)

TECH INDUSTRY BY THE NUMBERS

THE DOWN LOW IN THE TECH INDUSTRY

30% of IBM employees worldwide are women. IBM website

Software analysts have been listed as one of Singapore’s top 10 highly paid jobs, earning between $4000 - $7000/month. Yahoo Finance Singapore

Jobs that are in demand in the tech sphere include:
- Analyst Programmers
- Software Engineers
- Database/Network & Computer Systems Administrator

- Ministry of Manpower, Nov 2012

A pay hike will happen across the board for most industries in 2014 because of the economic growth, specifically those in banking, oil and gas, and technology sectors which will see the highest increase in salaries.
- Ray Group Singapore

Singapore has been ranked 2nd in the world in terms of adopting and utilizing technology the fastest.
- World Economic Forum, 2013

Singapore’s three favourite companies to work for in 2013 were all technology companies:
- IBM, Microsoft and Accenture.
- LinkedIn

The starting monthly salary for most IT Fresh grads is $2,718.
- JobStreet Singapore

The overall employment rate for graduates of Bachelor of Computer Engineering from NUS and NTU are both above 90%.
- Graduate Employment Survey 2012, Ministry of Education Singapore

Non-tech careers in the tech industry earn equally well too. For example, Google’s financial analyst earns $133,046 compared to their network engineers who earn $110,707.
- Business Insider
You don’t have to love algorithms to make it in the IT industry, as many of the flourishing tech companies we see today were actually established by legions of untrained tech amateurs that simply had innovative ideas. For your inspiration, here’s a list of non-technical founders who have made quantum leaps in the wired industry.

**DAN PORTER**
With a Master’s degree in Latin studies and previously a public school teacher, Dan Porter is far from the average tech entrepreneur. Porter not only created Zynga in social game on Facebook like Farmville or Bubble Safari, he’s also played a role in formulating Draw Something, which is a mobile game that went viral and continues to be addictive for many. With three #1 apps under his belt, Porter’s large chunk of success comes from the sale of companies he’s founded to bigger tech companies—he ran TicketWeb for a while before selling it to TicketMaster.

**ANDREW MASON**
After graduating with a music degree, Andrew Mason – the man behind the deals and savings we all relish – created Groupon in 2005. A multi-instrumentalist with a rock band, Andrew has a passion for building things from scratch, which propelled him to whip up this coupon-loving website. Though fired from the startup he created because of his sophomoric gaffes, Mason is currently working on another project called PlayTank, which is a social network focused on connecting individuals who have creative projects in the works and are looking for collaborators.

**BEN SILBERMANN**
Voted an ‘Unlikely Tech Entrepreneur’ in his university’s alumni magazine, Ben Silbermann, a political science graduate, first found his footing in the tech industry through working in the sales department at Google. An ardent tech blog fan, Silbermann knew he had to get into the tech startup game, and he did so by creating Pinterest. Working together with a couple of friends – who also come from non-technical backgrounds – the trio managed to take a simple pinboard-style website and transform it into a tech star.

**RASHMI SINHA**
A PhD student in Cognitive Neuropsychology, Rashmi Sinha moved to San Francisco to complete postgraduate research. While living there, she caught the tech bug and secured her place in the tech sphere by creating Uztano – a user experience consulting company that limits their expertise to companies like eBay. After working in the field for a while, Sinha created her own tech product, MindCanvas, which aids in collecting research about online user preferences. She also co-founded SlideShare, which is a website every student has turned to at some point of their late-night studying.

**WHAT IS IN THE TECH INDUSTRY?**
Tech companies of today look very different from the old days. In the past, names like Hewlett-Packard or IBM were mainly known for making computing products and hardware like motherboards. But over the years, they have become part of an entire value chain of associated staff – with the actual hardware makers taking a back seat to brands like PayPal and Spotify, or anything else to do with the internet. To put it another way, today’s tech industry leverages on technology itself, rather than simply building hardware that runs software, meaning a career in the tech industry these days could be pretty much limitless.

**PRODUCT MANAGEMENT:**
Essentially a marketing role, product managers deal largely with marketing the goods as well as managing the personnel that will be involved in consumer outreach (depending on the size of the company). Think of a ‘sexy’ brand like Apple – it’s all in the marketing.

**SOCIAL MEDIA & ANALYTICS MANAGEMENT:**
Due to the evolving nature of technology, the analyst’s role often involves studying previous trends to predict future trends and habits of users by using tools like Google Analytics. The info is fed to the marketing team, who then predict the next big thing—since even trending needs help to happen.

**SEO MANAGEMENT:**
For those who enjoy wordplay, search engine optimisation is a marketing role that involves researching the latest topics and words that are trending online and using them to advertise or sell their company’s products. For example, Google wouldn’t be so successful if it wasn’t for SEOs.

**DESIGNERS**
From designing the interface of web pages and apps with the product, down to the packaging, designers are in demand in the tech field because dull, black boxes don’t fly off the shelves anymore. Your iPhone wasn’t designed by teeny-weeny number 2 on the blue Facebook logo that you’ve come to know so well. Good design sells itself.

**HUMAN RESOURCE:**
If you like organising and have an eye for putting the right people in the right place, then an HR job in a tech company would seem as easy as connecting the dots.
The shelf life of technology has always been known to be short, especially since corporations all over the world are looking to outsmart one another in coming up with the next big thing. So to keep you ahead in this fast-changing industry, we’ve picked a bevy of gizmos that will probably be relieving many of your everyday activities.

**PANOMO CAMERA BALL**

Panorama shots have been making their way into social media newsfeeds for quite a while, but the Panomo Camera Ball takes it to a whole new level with its 360-degree pictures. This ball is installed with 36 tiny cameras which can be activated in 3 different ways: by throwing the ball into the air, by holding the ball and pressing a button or by holding it up with a stick. Once the ball is thrown into the air, the cameras automatically click a shot at the highest point to minimize blurriness. The images from the Panomo camera ball can be viewed on a phone or tablet with an app.

**PEBBLE STEEL WATCH**

Smartwatches have always been seen as the epitome of futuristic technology, and now they’re penetrating the tech market at a rapid pace. The latest release in the smartwatch sphere, the Pebble Steel Watch allows users to download apps, play games, works as a GPS system, and to top it off, it’s waterproof. In terms of design, this gizmo is sleek, trendy and comes in a variety of colours, and syncs with both Apple and Android phones.

**HELLO, MINIONS**

Ever felt like having your own exclusive minions? The LG Home Chat has made that possible by your utilising home appliances. Gone are also the days where verbal command was all the rage; with LG Home Chat, all that’s needed is a text sent to the appliance with a command. So you can turn on your washing machine or air conditioner, or even check what’s in your fridge while you’re away, all with a simple text message. The only catch is that you’ll need to own these LG smart appliances.

**NO MORE SUNBAKING**

The urge to stock up on creams that promise to reverse sun damage can now take a back seat with the latest wearable tech: June, a bracelet which is able to measure and track the amount of UV rays your skin is absorbing. It’s also able to calculate the amount of exposure you’re able to withstand until the sun starts to damage your skin. Made by the guys from Louis Vuitton and Harry Winston (which explains its elegance), this bracelet sends its readings to a mobile app that alerts you of the sun exposure you’re receiving, and when you should start grabbing sunscreen and big hats.

**PAY THE BILLS WITH YOUR VEINS**

Currently you can pay with the touch of a card, but what if you could pay with the touch of your hand? With the PulseWallet, you have to do is swipe your hand over a reader, which will then scan your palm to read the configuration of your veins (it’s unique to each individual). Once the reading is approved, it will then be synced to your credit/debit card for transaction.

**SINGAPORE ON THE WORLD STAGE**

Unbeknownst to many, Singapore has been contributing to the technological advancements with a string of gadgets that has not only impacted the local tech scene but globally as well. Take the movies The Avengers for example – if you liked the special effects, you can thank the team of CG artists, many of whom were from Singapore’s Industrial Light & Magic studio.

Here are some of Singapore’s best tech discoveries.

**THUMB DRIVE**

Ubiquitously used, the thumb drive was the creation of Trek Technology, who joined forces with IBM in 2000 to sell them. Replacing the then-common floppy disk with IBM’s storage capacity, these nifty gizmos were soon replicated, as many tech companies saw its promising nature. To prevent the infringement of their patents, Trek Technology and IBM demanded royalties from several big companies; however, smaller tech companies managed to get cost-free, so the deluge of flash drives continued.

**RAZER MOUSE**

The world’s first-of-its-kind gaming mouse was created by two Singaporean gamers who saw the need for a gamer-friendly gaming mouse. The mouse allowed PC gamers to play more efficiently, and soon flew off the shelves for its intuitive design. Due to its success, CEO Min Liang shipped his business and moved to the US to work on calibrating the gadget to perfection, as well as to amp up its design.

**MATCH.COM**

A website synonymous with online dating, Match.com was actually created by a Singaporean. Conceived in 1995, Beng Tan Ong – along with Gary Kernon founded Match.com by architecting the system. After its instantaneous success, Ong then ventured into tech entrepreneurship by establishing Interwon, Inc. (a global leader with a presence on the NASDAQ stock market). He is currently aiding promising tech startups and oversees some of Singapore’s future economic plans.
**ZOOMING INTO THE WIRED FUTURE**

**BY LAKSHMI GANESAN**

With the advent of Google glasses, wearable tech is not just a thing of fiction anymore but a mere benchmark that will definitely be overtaken by future’s technology. As new gadgets continue to be faster and juggle more tasks, we look at some of the products that will be making big waves very soon in the tech world.

**MIND-CONTROLLED BIONIC LIMBS**

One of possibly the best applications of technology would be its ability to help the handicapped through the use of prosthetic limbs. Scientists are now taking it one step further by developing mind-controlled bionic limbs — all you have to do to work these prosthetics is by picturing it in your mind. Similar arm prototypes have already been made, and recently the first leg prototype was tested out by Zsc. Vawter. While this mind-controlled prosthetic leg hasn’t been released for the public just as yet, we’ll be seeing this hot hospital shelves real soon.

**CAR INDEPENDENCE**

You can see that money that you’re intending for your driver’s licence because in the near future, we’ll all be sitting in self-driving cars. Notable car manufacturers like BMW and Audi have unveiled some interesting prototypes in this year’s Consumer Electronics Show. While ideally self-driving cars should do all the driving, at beta stage they don’t, because these cars are not able to detect the changing traffic lights or movements outside the car. Hence, there will be moments where the driver will have to be steering the wheel. While the notion of self-driving cars is still in development, it’s estimated that they’ll be running on the roads in 7 to 10 years’ time.

**FLYING CARS**

Mary Potter’s world of flying cars could just be true over the next few years with The Terrafugia Transition, which underwent a test drive in 2013. Currently looking more like a mini-plane than a car, it also needs a runway space of at least 30m. It’s also said to be able to be up in air for up to 4 hours, which means travelling to Malaysia could be a breeze. The best part is, it uses conventional fuel, so refilling at a regular petrol station will be no hassle. The expected release of this car is in 2015 or 2016, so we might just be doing more than just plane spotting in the future.

**INTERACTIVE DESKS**

How will schools and workplaces be like in the future? With the invention of smartphones, smartphones and so on, it only makes sense to complete the series with smartdesks. The first prototype, known as BendDesk (created in 2010), involves a desk with a touch-screen computer built into it. The surface of this table is slightly more curvaceous than the run-of-the-mill table and besides the screen, everything thing on the desk is functional.

**HOLeOGRAPIC VIDEO CALLS**

In a few year’s time, video conferencing will likely be revolutionised with the development of the TelhoHuman – a system that enables you to conduct holographic calls. The current TelhoHuman currently consists of a life-sized pod that resembles a tiny shower curtain. While the mechanics still fall short on certain areas — like callers would have to be 2m apart — the idea that a holographic image of us talking and acting out in real-time currently exists, and while this is still in beta stage, we will definitely be seeing more of holographic calling in a few years time.

**GOING GENERAL**

**VARIETY IS IN THE MIX**

For a general IT degree (alternatively known as computer science), the basics of the curriculum are learning about everything that makes a computer tick — from the hardware and software, to the internet. Starting with an IT degree allows you to gain a broader understanding and explore the different fields existing within the industry before embarking on a career.

**OFFERED EVERYWHERE**

One of the perks of taking on a general computer science degree is that you can take your pick when it comes to choosing a university. Offered at many institutions, an IT programme does vary from school to school, but the crux of the degree is that it’s based on computer theory, and its work.

**MAJOR OR MINOR**

Unlike specialised degrees, a general IT degree allows the option of majoring or minoring in other fields. So you could explore other academic programs that could help bolster your IT credentials like the courses offered by Kaplan, which pair information technology with a myriad of specializations, from cyber forensics to information security & management.

**CAREER OPTIONS**

Upon graduating with a general IT degree, students will possess a wide range of highly transferable skills — which gets you a good start for employability, as most companies would look for fresh graduates with a set of flexible skills, because they’re more open to trying out different roles within their job scope.

**ABUNDANCE OF TIME**

Most general IT degrees take 3 to 4 years to complete, which means that students will have plenty of time to hone their computer skills, while mastering computer theory. Along with that, they’ll also be able to take on summer internships and projects outside of university, which will only build their portfolio further.

**GOING SPECIALISED**

**PREPPING FOR THE FUTURE**

Taking a specialised degree is a game design from Eighten preps you precisely for the career that you’ve set your sights on. And by the time you complete your studies, you’ll be extremely well versed in all the key facets of your chosen field. With such specialised degrees, you’ll also be in tune with the current industry and technology trends, which will definitely ease your entry into the industry as well as speed up your career progression.

**APPLICATION-BASED**

While you will still get a strong theoretical foundation, specialised degrees tend to put their emphasis on more practical, application-based learning — compared to a general IT degree. Through projects and hands-on doing, specialised degrees let students build their actual portfolio while studying.

**BETTER PAY**

With specialisation offers comes better pay straight way, as you’ll be prepared to enter the industry as soon as you graduate. Companies that are looking to fill a specific job scope tend to look to those that are qualified with specialised degrees, as they’ll be schooled with the right skill set.

**IN DEMAND**

Especially in the tech field, specialised staff always tend to be in demand because of the intricacies involved. Roles like cloud architects (which deal with cloud computing), or mobile app developers are always available, especially because of the lack of such specialised staff, compounded by the fast-expanding nature of those fields.

**DOING WHAT YOU LOVE**

If you’re specialising in a particular area of tech, it’s more than likely you have a whole lot of interest and passion for that particular field, which matters because doing what you love for work means you’ll never ‘work’ a day in your life.
HOT JOBS IN THE TECH INDUSTRY

With the tech industry growing at such a rapid pace, jobs are constantly getting revamped to meet the new demands. Here are a few options (many of which don’t require IT degrees) if you want to break into the industry.

NON-TECH

SEO COPYWRITER
A search engine optimization (SEO) copywriter’s task is to create and populate a company’s website (and social media sources) with contents that will boost sales and increase web-search traffic. When you Google something for instance, SEO copywriters help ensure their website appears in the top results. Hence, their job includes having a worldwide as well as understanding patterns and trends with popular keywords — weaving them into their website in engaging ways that also help push up their site's ranking, not to mention generating likes and shares in social media.

EARNING POWER: $56,748

COMMUNITY MANAGER
The liaison between a company and the public, the Community Manager is the one who understands your target audience’s needs and wants and caters to them, educating the company’s image accordingly. They do this through monitoring what the current brand image is on the web (and especially social media), and developing strategies to harness what customers are saying (and thinking), through feedback — building brand’s image. If you’ve got good people skills and a knack for identifying good architecture on your part, you may have the makings of a great Community Manager.

EARNING POWER: $73,158

TECH

MOBILE APP DEVELOPER
Are you constantly thinking how to get more out of your mobile? Do you get into heated arguments about Apple vs Android? Do you naturally evaluate new devices based on their tech specs (“who needs a curved screen anyway?”)? Then diving into the mobile apps could just be your thing. Slightly more autonomous than the rest of the industry, mobile app developers could work for established companies or be their own boss. Involved with concept, design — basically the whole works, mobile app developers are especially sought after by many companies looking to converse their broader services into a compact, user-friendly tool.

EARNING POWER: $42,880

USER INTERFACE DESIGNER
These days design and tech merge in many ways, with interface designers playing a prime example of where the two distinct fields come together — whether it’s purely functional or behind the scenes making software more user-friendly. With design and tech being two sides of the same coin, it’s easy to see why these designers are in demand, from developing concepts for mobile, to Web or B2C software. Interface experts decide where buttons go, and how layouts look, making things easier to use and therefore more popular and profitable.

EARNING POWER: $117,075

CLOUD ARCHITECTS
The latest trend in the tech industry: cloud computing, which has paved the way for an all-new designation: cloud architect. This job varies depending on the company, from streamlining cloud computing services for clients to creating new interfaces, or even high-end tech support — there’s plenty of avenues to explore in this emerging field. If you’re a really meticulous person with a need for solving problems (something you’ll need to connect the dots in a rapidly new area of data management), this may just be for you.

EARNING POWER: $127,800

WEB ARCHITECT
In today’s internet age, having a website is the equivalent of having a name card, which is why most companies are constantly in need of a dedicated specialist to manage their precious web presence: enter the web architect. From fixing bugs on sites, to monitoring and analyzing website traffic, updating the site with the latest features or re-modifying it to meet a client’s evolving needs, the web architect covers many areas. So if you’re interested in the “how” behind great websites and love to keep up-to-date with the latest programming and software, this role is right up your alley.

EARNING POWER: $51,596

How Tech Are You?

The first thing you do when you wake up...

Check email

Mental recap of the day

Do you get nervous when things are out of order?

Yes

No

Do you feel guilty for wasting food?

Yes

No

Have you tried to fix a broken appliance?

Yes

No

Do you wish for a robot version of yourself?

Yes

No

Do you have a dream of solving life’s mysteries?

Yes

No

Check Facebook

When was the last time you checked?

Very recently

Last week, maybe?

Do you like organising parties?

Yes

No

Very recently

The first thing you do when you wake up...

Check email

Mental recap of the day

Do you get nervous when things are out of order?

Yes

No

Do you feel guilty for wasting food?

Yes

No

Have you tried to fix a broken appliance?

Yes

No

Do you wish for a robot version of yourself?

Yes

No

Do you have a dream of solving life’s mysteries?

Yes

No

Check Facebook

When was the last time you checked?

Very recently

Last week, maybe?

Do you like organising parties?

Yes

No

Very recently
Next Generation of Engineers & Technologists

Bachelor of Engineering in Mechanical Engineering
Bachelor of Engineering in Electrical Engineering

Accredited by Engineers Australia (EA)

Bachelor of Information Technology

Accredited by Singapore Computer Society (SCS)
Australian Computer Society (ACS)

The University of Newcastle, Australia

Ranked top 3% university in the world
Times Higher Education World University Rankings, 2013-2014

Find out more at psb-academy.edu.sg/uon

PSB Academy 50th Anniversary
Celebrating success in education