

ISSUE 29

# CAMPUS

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campus.singapore

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## Want to contribute?

Want to get yourself 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 base yourself at our office (you'll just need to show up for your initial interview), and you get to work from home! As long as you stick to the deadline 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

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Pick me!







Create light graffiti in bulb mode or with long exposures

# Cheat Sheet

#28 How to be a Pro Photographer

## LIGHT GRAFFITI

**PHOTOGRAPHY TERMINOLOGY:**  
Bulb mode or Long exposure

A feature that allows you to create art by using light - from words to drawings - this photography trick will have you looking like you've manipulated light to your whim. This is definitely a two-man job.

**Step 1:** Find an extremely dark place: the darker, the better.

**Step 2:** Switch your DSLR to manual mode.

**Step 3:** Decrease your shutter speed to the lowest possible setting, which will automatically tune it to bulb mode.

**Step 4:** Get any type of portable light source, say glow sticks, torchlights, etc.

**Step 5:** Click, hold and keep the camera stable, while your friend starts using the light source to write or draw.

**Step 6:** Once it's done, let go and the camera will take a shot, which will comprise of the light graffiti you've just created.

← Creating illusions with high-speed photography

## OPTICAL ILLUSIONS

**PHOTOGRAPHY TERMINOLOGY:**  
High-speed photography

For this feature, you'll be able to capture actions that are impossible to catch with the human eye, like the bursting of a balloon filled with water, or the shattering of glass.

**Step 1:** Find a dark room.

**Step 2:** Switch on the flash, set your exposure timing to 5 - 10 seconds and keep the aperture open to 10 - 14.

**Step 3:** With those settings, snap a picture while performing the action chosen, and you'll have still images of movement.



Create dramatic photos using silhouettes



Consider yourself a shutterbug, but you just can't escape the luring nature of Instagram because nothing screams 'no sweat' more than a push of a button and readymade filters? Well, photography is not really as elaborate as its terminology (think aperture and shutter speeds), and it can definitely be learned with a few extra clicks. So, it's time to put down your smartphone and pick up a DSLR because we're skipping the basics to provide some easy-to-do photography tricks that will have you looking like a pro.

## BLURRED ART

**PHOTOGRAPHY TERMINOLOGY:**  
Bokeh

Photography that embraces blurredness rather than scorning it. Bokeh allows you to play around with various shapes to create art.



Create blurred art with bokeh

**Step 1:** Cut a black paperboard to fit the shape of your lens.

**Step 2:** Then cut any shape that is about half a \*smirk centimetre in width.

**Step 3:** Stick this paperboard on your lens.

**Step 4:** Set your aperture to the lowest value so that your shutters are completely open.

**Step 5:** Ensure there are bright lights in the distance.

**Step 6:** Start clicking.

## DRAMATIC PHOTOS

**PHOTOGRAPHY TERMINOLOGY:** Silhouette

For that mysterious, dramatic appeal to photographs, silhouettes are the best way to go.

**Step 1:** Choose a defined and strong subject.

**Step 2:** Switch off flash.

**Step 3:** Ensure that there is more light coming from behind the subject. Keep the lighting in front minimal.

**Step 4:** Keep it in auto mode, and aim your camera at the brightest point of your frame. Press the shutter halfway and don't let go, so it focuses accordingly.

**Step 5:** Then aim it back at your subject, and take the picture.

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# SHAPING TECHNOLOGY: THE DESIGN WAY

COMPILED BY  
NURSHURINA  
BINTE SARIFF

It's rare for people to look to technology as a source of great designs, however, over the years that has changed immensely. With design taking the lead role in ensuring that efficiency and aesthetics go hand-in-hand, not only is this year's technological debut of curved screens and palm-friendly gadgets hardwired by design, they're also exceptionally multi-functional.

## WEAREABLE TECH

SMART  
BRACELET



### SMART BRACELET

Expected to hit the market soon, is AIRO'S latest smart bracelet that enable users to keep track of their health without much of a hassle. Like any normal health tracker, it calculates how many calories you've burnt, but what sets it apart is that it counts the amount of calories you metabolise using LED displays that measure your metabolic rate while you're chomping down on food. Keeping up with the holistic health approach, the bracelet is also able to monitor your stress levels by detecting any sudden increase of your heart rate and analysing your sleep cycle to ensure that you have enough rest.

### RING OF SHORTCUTS

A project that started on Kickstarter, this device – shaped like a ring – serves as the middleman between you and every piece of technology in your home. From allowing users to send texts, controlling surrounding home appliances and even settling your bills, Logbar's Ring is the latest benchmark in wearable technology as well as a piece of jewellery that's more than just an accessory. Other functions of this sleek ring include vibration alerts when your cellphone receives a notification, and allowing you to write text messages using simple drawing gestures with your finger.

LOGBAR'S  
RING



GOOGLE  
GLASS



### ROBO GLASS

A much talked-about wearable device, the Google Glass does more than just serve as a gadget straight out of a Terminator franchise; it functions just like a computer does, so there's no need to lug around a laptop (or even a smartphone). Looking like a spectacle frame with a bluetooth-like device attached to it, this elegant device can obey commands like 'take a picture' or 'record a video', translate languages and trawl the web, all while reading and sending messages and emails. The Google Glass comes in 4 different colours (Charcoal, Tangerine, Shale, Cotton and Sky) but better still, you can customise it to your own existing spectacle frames. Google is also working with Ray-Ban and Oakley, so you can expect some slick designs soon.

WIRED  
SKULLCAP



### WIRED SKULLCAP

More suited for athletes or anyone looking for an extra set of eyes because they're prone to head bumps, the Reebok Checklight – which looks just like an ordinary skullcap – comes with a range of sensors that collect impact data so you can understand the severity of a hit. Its easy-to-read displays warn you when an impact could border a concussion – a red light indicates the need for medical attention, while a yellow means that the impact was moderate. A Red Dot award winner, this mechanised cap will soon save lots of lives.

## CARRIER TECH

SPIKE  
S-512  
SUPERSONIC  
JET



### INVISIBLE PLANE

Hitting the airspace recently is a windowless jet. Can't wrap your head around that idea? The Spike S-512 Supersonic Jet is outfitted with LCD screens on its walls from top to bottom. With each journey, it'll display a panoramic view of the outside to the passengers of the plane, so it will give off an invisible jet feeling. What's more, you can choose what you want to see – be it the scenery outside the plane or a movie, the LCD screens that plaster this plane are perfect for any type of viewing. The plane, which looks like it's modeled after a fighter jet, also cuts all travelling time by half.

TOYOTA  
ME.WE



### COMPACT MOBILE

The love child from a project initiated by Toyota and French designer, Jean-Marie Massaud, the Toyota ME.WE – a concept car – resembles the Mini Cooper. Structurally made of aluminium (compared to the other cars that are mostly made of steel), this eco-friendly vehicle, which has bamboo lining the floor, also has removable panels that allow for easy substitution. With its motors found in its wheels, and the battery pack sitting at the bottom of the car, this utilitarian vehicle is all about being compact and green.



A2B OBREE  
ELECTRIC  
BIKE

### SLEEK CYCLING

Looking like a designer bicycle, the ebony A2B Obree electric bike, is a motorised bicycle that has an engine on the front wheel. With speeds up to 24 km/h, the sleek German-made bike is coupled with state-of-the-art technology to ensure the rider is closer to the ground, therefore zipping through traffic or riding uphill is a lot easier.

## CONVENIENT TECH

### POWER MAT

Superseding the idea of charging your phone through bluetooth is the iNPOFi wireless charger, which powers up your smartphone by having it rest on a palm-sized mat. This wireless charger not only folds up once you're done juicing up, it charges faster than an ordinary adapter. Weighing less than 90 grams, it also works well for both Apple and Samsung users.



INPOFI  
WIRELESS  
CHARGER

MY  
ID  
KEY



### PASSWORD COMBOS

Slightly larger than a USB, the myIDkey – a CES Innovations and Design Engineering nominee – is a panacea for absent-mindedness. Storing important passwords, personal information, as well as photos and documents, it retrieves information either through a fingerprint scan or voice recognition. The myIDkey connects to a mobile app so you can back up all data online so if the key ever goes missing, you just need to restore all the lost information into a new key.

### CURVY PHONES

Probably the most widely used gadget, smartphones have been dominating the tech market for quite a while now. With most phones differentiating from the next through softwares i.e., Android OS, Apple OS and Symbian, the current trend that looks to revamp the world of smartphones are curved screens. Said to be more palm-friendly, curved screen phones tend to fit more snugly in our hands, and the distance between your mouth and the microphone will also be shortened due to its design. Plus, it won't stick awkwardly out of your back pocket.



CURVY  
PHONE



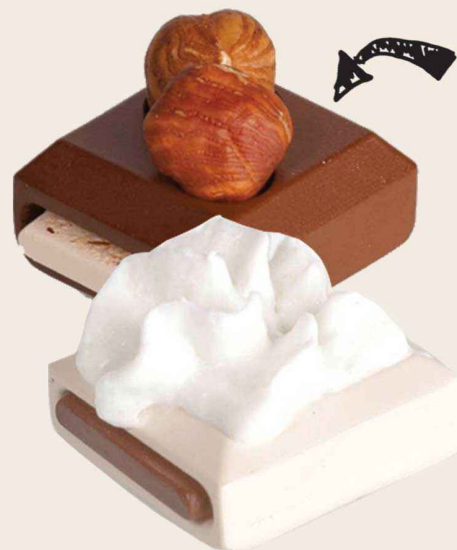
## STEM THE CITRUS SPRITZER

Probably an invention that would have juicers eating dust, Stem is actually designed to look like the top half of a dispenser. This light and handy device was invented by Tim Houlter because he had one too many duties that involved squeezing citrus fruits at a Mexican restaurant, which caused his eyes to act up a bit since the juice got into everywhere but the container. He invented this snazzy device to save people the trouble of getting squirted on by evil acidic fruits that could cause a burn.



## SWINGERS

Not the usual four- or three-legged chair, this one does more than just give you a place to sit, you can even substitute it as a rocking chair as long as you have someone on the other side, that is. Designed to foster or rescue human relationships and called Swingers this one-of-a-kind chair is structured similar to a seesaw. So if one person pins his/her weight down, the other person naturally gets lifted off the ground.



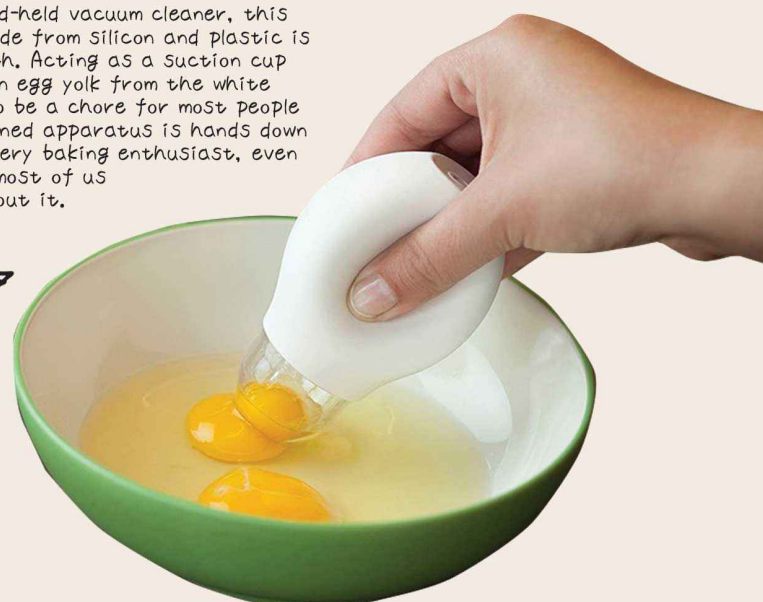
## SWEET PLAY

Instead of the usual fancy plating, French designer Elsa Lambinet has put a twist on food and design with this project called Sweet Play. Focusing on a modular design, foodies will be able to build their own personal chocolate based on 3 layers. The first layer would consist of milk, white or dark chocolate, the second would be a filling like caramel, wafers, etc., and the third would be a topping that could consist of nuts, fruits or even liquors. Probably a plan that could pave way for new chocolatiers all around the globe, the design might not be loud but it definitely allows for personal preference to take over.



## LEAF PERSONAL LIGHT

Looking like a grater sitting on your desk, this desk lamp is a lot more efficient and functional than the usual. With the bulb area resembling a blade, this oddball is designed to illuminate hard or soft lighting, and if you tilt the blade upwards you will have a light source that can light up the entire room. Equipped with a fan that reduces the heating usually brought on by LED lights, this lamp also radiates light about 8 times longer than a usual light source.



## SUNNY SIDE OUT

Resembling a hand-held vacuum cleaner, this device largely made from silicon and plastic is only 10cm in width. Acting as a suction cup that extracts an egg yolk from the white which happens to be a chore for most people the cleanly-designed apparatus is hands down a godsend for every baking enthusiast, even though we know most of us can still do without it.

# QUIRKY DESIGNED PRODUCTS SOLD ONLINE

Whoever said 'necessity is the mother of all inventions' clearly got it wrong because if you've seen some of the products gracing the internet, you'd definitely be mildly amused and surprised at the fact that it exists. Not faltering in the efficiency department at all, these products deserve a shout out:



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\*Times Higher Education World University Rankings 2013-2014

<sup>^</sup>Academic Ranking of World Universities 2013

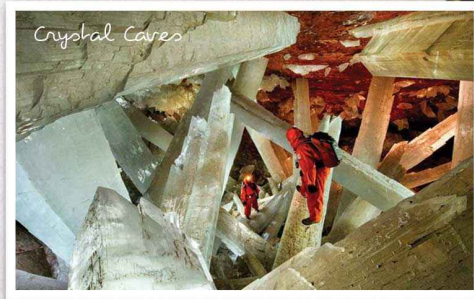
<sup>+</sup>QS World University Rankings by Subject 2014





# Brought to you by Nature

By Claudia Tan



Crystal Caves

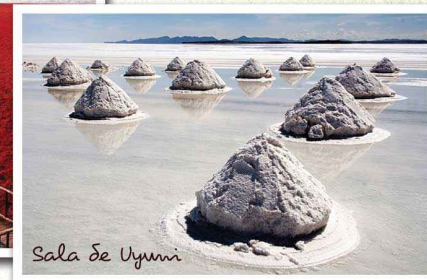
Design and creativity have always been known to go hand-in-hand, but then again every once in a while when chaos arises, beauty walks out. And no one in the world handles that with such grace other than Mother Nature, so here's a list of destinations that contain some of the most breathtakingly beautiful sceneries that are usually unheard of.

## Red Seabeach, China

Getting its name from the red seagrass brought on by the alkaline soil that blankets the area, the Red Seabeach, located south of the Panjin City, is also a paradise to over 300 birds and 400 wild animals. Generally warm, the area is best visited during spring (September) when the vivid red pigment of the seagrasses comes alive, which makes this flaming beauty one of nature's masterpieces.



Red Seabeach



Salar de Uyuni

## Salar de Uyuni, Bolivia

The world's largest salt flat - where it's hard to see where the sky ends and where the earth starts - the Salar de Uyuni (which spans across southwest Bolivia) was formed when a primordial lake dried up leaving a residue of pristine salt layers. This layer of salt now serves as a shiny mirror whenever it rains, which reflects the sky and gives off the illusion that the sky is beneath your feet.

## Moeraki Boulders, New Zealand

Sitting in the Koekohe Beach, these boulders are unusually large and spherical. Looking just like alien pods that chose to settle in a line along the shore, some of these boulders can stand as tall as 2m. Formed roughly 60 million years ago, these boulders can be spotted in several other areas as well, including on the shores of Hokianga Harbour, North Island and Ottawa County; however, more than just imposing monuments in New Zealand, these boulders often serve as frames for the Hector's dolphins that play in the background.



Moeraki Boulders

## Crystal Caves, Mexico

Situated in Chihuahua, Mexico's Crystal Caves sit in an underground magma chamber that heats the ground water causing it to become saturated with minerals. The hollow cave, filled with the mineral-rich water remained filled for about 500,000 years at a temperature of 50°C and a humidity of over 90%. As the magma eventually cooled, gigantic crystals spanning 12 meters long were able to form and with time, they could grow to larger proportions.

## Door to Hell, Turkmenistan

Technically, not a work of art brought on by nature itself (but still a work of chaos), the Door to Hell is a result of an oil rig swallowed by a crater. To keep the terrains surrounding the incident from wilting, scientists decided to set the natural gas circling the vicinity on fire; however, what resulted was the crater lighting up explosively, which it continues to do till this day. Probably nature's answer to the pits of hell, this fiery abyss sits smack in middle of the Karakum Desert, and it's best visited in the night.



Door to Hell

## Cano Cristales, Colombia

Also known as "The River of Five Colours", the river actually gets its multitude of colours from the plant (Macarenia clavigera) that sits at the bottom of the river. For a few weeks in September to November, the water level in the river drops just enough for the sun to reach the moss and algae on the river's bottom, leading to an explosion of colours from the brilliant red of the Macarenia clavigera plant, to the splashes of yellow and green sand in the blue waters of the river.



Cano Cristales



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## SINGAPORE'S ARCHITECTURE THROUGH THE AGES:

Contributed by  
Nurshurina Sariff

# Brick & Mortar

Singapore's skyline may be made up of elegant, towering buildings that seem to reach for the sky, but before being the poster child of postmodern architecture in Southeast Asia, the city was merely one large settlement speckled with shophouses and villages that housed large family units.

Before their numbers dwindle as the years pass, let's take a look at how the lion city's architecture has transcended over the last few decades.



Stilted kampung

Black-and-white bungalow

Shophouse

Old Supreme Court

### 1 BEFORE INDEPENDENCE

Prior to the British arrival, housing in Singapore consisted of Malay-style kampungs that were scattered throughout the island. Often stilted, they sat above the ground or the seashore, as can still be seen on Pulau Ubin. After 1819, major architectural changes came in the form of brick black-and-whites (designed with plenty of windows for circulation) and colonial civic architecture reminiscent of the styles in the UK, which include Victoria Concert Hall and the Old Supreme Court Building.

With their iconic five-foot ways, shophouses were the ubiquitous architecture that sprouted across Singapore from the late 19th century. Designed with internal courtyards (for circulation), they were narrow in the front but very deep inside because at the time, buildings were taxed according to the width of the facade. These buildings incorporated Malay, Chinese and European architectural influences (with ceramic tiles, geometric shapes or Chinese-inspired flower motifs). Today, many of these can still be spotted in areas like Emerald Hill, Katong and Ann Siang Hill.

In the 30s, public housing flats emerged to house the masses. Built by Singapore Improvement Trust (SIT), they popped up in Tiong Bahru and served as the country's first bunkers during WWII. Following the Streamline Moderne design, which followed the European Art Deco style, these low-rise flats sported iconic rounded corners.

After the inception of these flats, SIT looked to Queenstown to build these similar-styled flats to house the public; however with the British gradually moving out of Singapore, HDB soon took over the initiative.



Tiong Bahru flats



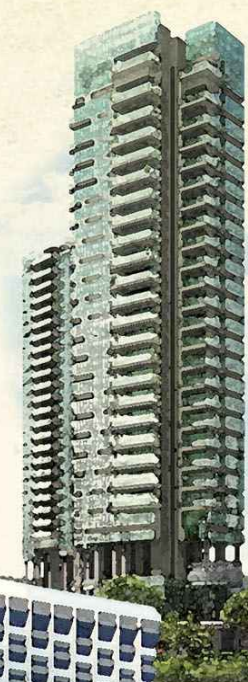
SIT Flats, Aljunied



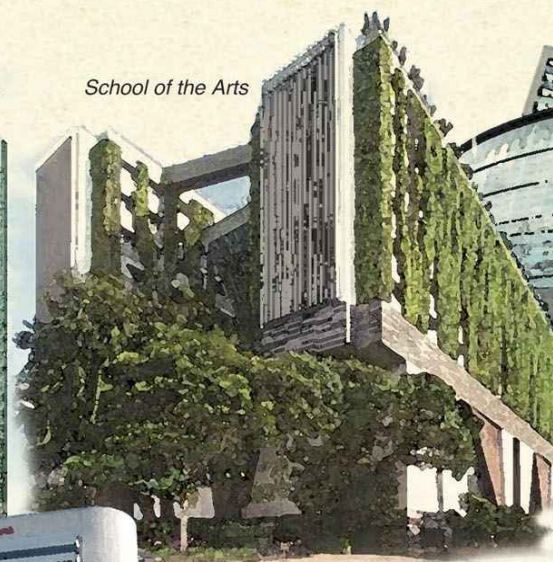
Changi Airport Air  
Traffic Control Tower



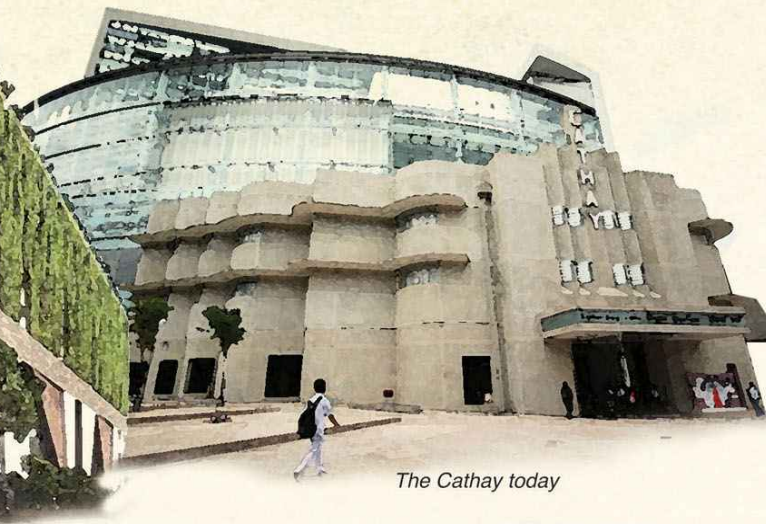
Toa Payoh HDB



Skyline  
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The Cathay today

### 2 FROM 60S TO 80S

After independence, a surge of HDB flats started popping up in numerous towns, like Toa Payoh and Ang Mo Kio. These satellite towns were juxtaposed with shophouses and kampungs, but over time people soon started leaving the old to embrace the new, and satellite towns proliferated all across Singapore, which include areas like Paya Lebar and Jurong.

As life then was generally slower-paced, places like the Kallang Stadium were favourites among Singaporeans, since it was the only place to catch a game of football. Other areas like Golden Mile Complex and People's Park Complex, which happen to be Singapore's first integrated flats and shopping centres, soon became the benchmark for further architectural development.

The late 70s was an era dominated by high-rise buildings, exhibiting the growing economic changes in Singapore. While the country made indelible impressions on international markets, Singapore's buildings also took flight – this time in the form of Brutalist architecture.

Now commonly seen in areas like Raffles Place, Shenton Way and Robinson Road – the CBD area – this design concept symbolised one thing: strength. Renowned architect I.M. Pei designed one of the first few icons of this architecture movement: the 52-storey OCBC Centre at Boat Quay.

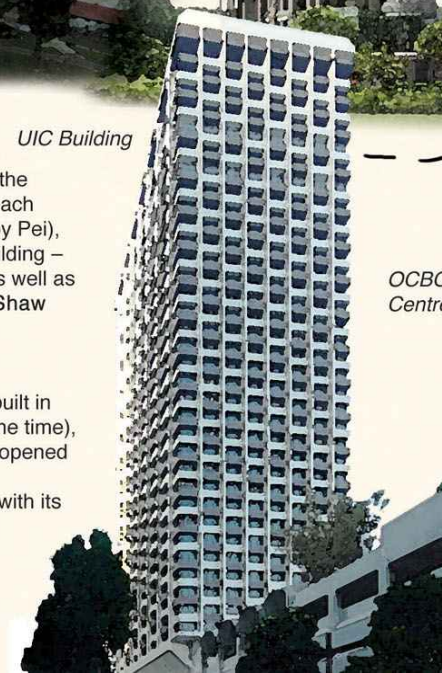
Other fine towering examples include the superbly angular The Gateway on Beach Road and Swissotel (both designed by Pei), along with Singapore's then-tallest building – the Republic Plaza with 66 floors – as well as UIC Building, Plaza Singapura and Shaw Tower.

This period was also a boom time for transportation – Changi Airport was built in 1981 (and was the world's largest at the time), while the North South MRT line was opened in 1987 (the MRT's only architectural showpiece back then was at Orchard with its domed glass roof).



Golden Mile Complex

UIC Building



OCBC  
Centre

### 3 FROM 90S TO PRESENT

In an era where the old is respected but will always have to make way for the new, Singapore has been going through a series of revamping sessions. One such example is a project by architecture studios FARM and KD Architects, which converted the shophouses that line the Geylang neighbourhood into state-of-the-art residences complete with inhouse pools. Another is The Cathay – the current building is a refurbishment of the former cinema and high-rise Cathay Hotel (which was Southeast Asia's first high-rise building at one point) constructed in 1939 in the Art Deco style. Today, only the facade of the cinema remains in its original form.

When it comes to residential architecture, a notable trend has been the inclusion of stilts to high-rises that top 40 storeys. Perhaps an ode to traditional kampungs, some of these towering condos-on-columns include the Skyline Residences (Telok Blangah) and The Cosmopolitan (River Valley), as well as the HDB blocks at Kim Tian Green.

Singapore's ever-evolving building trend has taken a detour in recent years, heading towards greater functionality. Architecture now focuses on green design, which involves plenty of plants, grass walls and sky gardens, giving the city a fresher look akin to the concept of 'hanging gardens'. Some of the buildings that are modeled after this idea include ION Orchard, School Of The Arts (SOTA) and Park Royal on Pickering.





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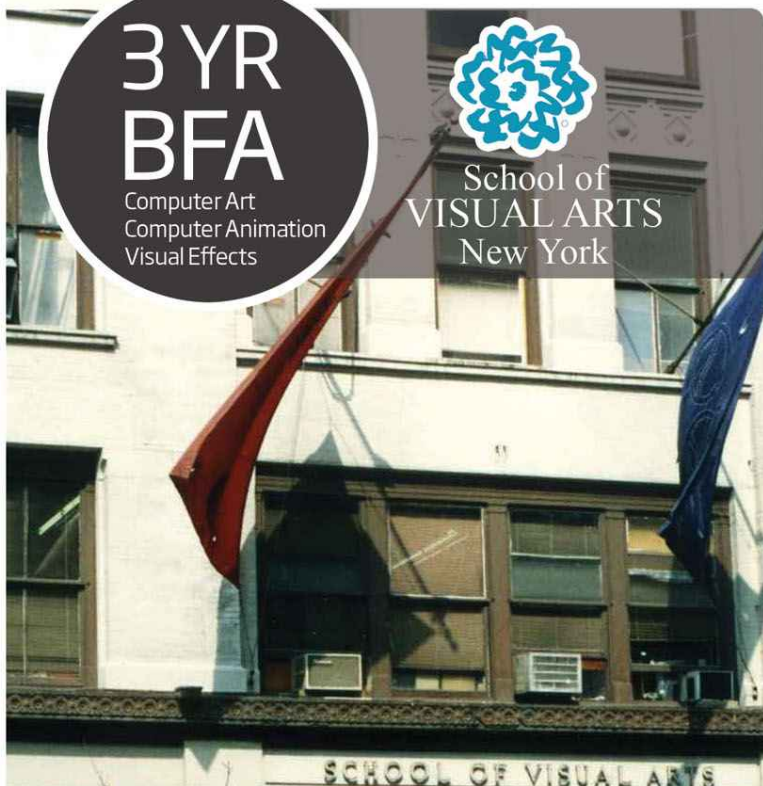
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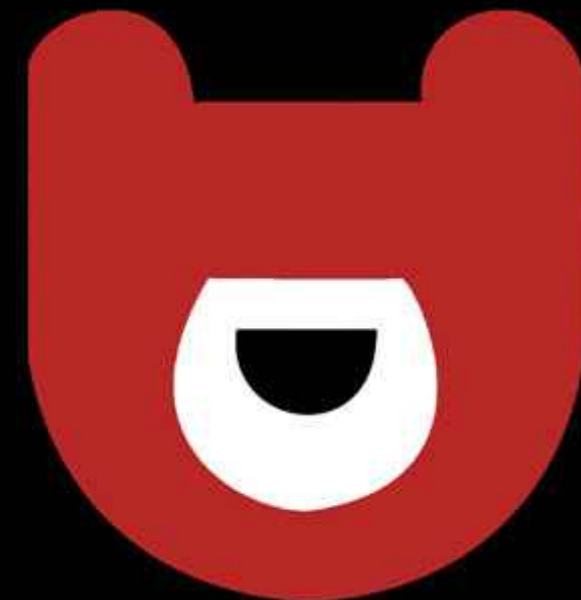
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**BUSINESS  
SPECIAL**





# SPOTLIGHTING:


## SMALL AND MEDIUM ENTERPRISES (SMEs)

With intellectual property - which is intangible property spurred on by creativity - now deemed as an asset in Singapore, this move not only opens the floor for budding entrepreneurs, this also gives them the chance to get financial aid in kickstarting their

business ideas. Through this, Singapore will continue to stand out on the world map as one of the easiest countries to do business in. Here's some encouraging numbers for anyone starting an SME in Singapore.

A whopping

**99%**  
of Singapore's enterprises are SMEs  
- SPRING Singapore

**7/10**   
employees work for an SME, their contributions also make up half of Singapore's growing GDP  
- SPRING Singapore


The current SME count in Singapore is

**183,400**  
- Singstat


The SME sector is dominated by

**IT consultancy & service providers**  
and **software developers**  
- EnterpriseOne

With the SME Talent Programme launched in June 2013, entrepreneurship can now start young, and with over

**300**   
student applications so far the SME pool is set to grow  
- SPRING Singapore

By the end of 2014, there will be 3 more more SME centres added to the present

**12**   
to help entrepreneurs with their businesses  
- Channel NewsAsia

The World Bank ranks Singapore as the

**#1**   
country to do business in  
- worldbank.org

Plus, it only costs S\$65 to register a business in Singapore and you can do it easily online with ACRA.

# GOOD FOR BUSINESS:

## the science of smart design

You see two products that do the same thing - let's say two wooden chopping blocks. Both have a straight-forward basic function; one looks really nice, and one looks very plain.

Would you pay more money for a better designed, more visually pleasing chopping block? Does it make us enjoy chopping our food more? Does a happy chopper cook better food?

These are all important questions. And good design could be the answer.

### GOOD DESIGN'S IN OUR DNA

Biologically speaking, when we experience something pleasing to any of our senses - be it a delicious taste, soft touch or nice smell - our brain is flooded with dopamine, a chemical that makes us feel happy.

Over time, we subconsciously associate certain things with the happy feeling they give us - we all have a favourite colour for instance. And successful designers put this science to good use. According to international design guru Don Norman, all good product designs fall into a few key types:



### VISCERAL DESIGN

Visceral design is subconscious. It's part of the genetic response that makes us enjoy bright colours, dislike overly loud noises, prefer a smiling face to a frowning one etc. For example, if you pick a bright-coloured phone cover because you like bright colours, that's visceral.



### BEHAVIOURAL DESIGN

Behavioural design is conscious. This is where we think about what a product should be and how we'll use it based on our expectations. For example, a running shoe that looks "sporty" makes us feel sportier, and more likely to buy it. Even if it was engineered to perform better, we'd have second thoughts on a clunky shoe because we don't think the form matches the function. That's behavioural design.



### REFLECTIVE DESIGN

Reflective design is a little like our shopping ego. You buy an expensive-looking watch because you feel you deserve it, and/or because you want people to see you own it. Even though you could tell time just as well on a \$10 watch, the expensive-looking design imbues you with status and esteem, which makes you feel good. That's reflective design.

Any successful product design tries to tap into at least one of these 3 types; of course there are exceptions to the rule, like technologically advanced products that sell based on their innovations.

### DESIGN IN BUSINESS

Let's say you want to buy a dark chocolate bar. Brand A's chocolate is simply packaged like the ones you see at 7-11. Brand B's chocolate is in an attractively designed box, using nice, appetising colours and looks expensive. Ignoring the price, which one would you want to buy more (even though they're both identical on the inside)? Or when it comes to laptops, would you be most likely to pick a MacBook, or a standard PC laptop?

That's the power of design - it propels us to 'want' it because it makes us feel good. Even if it's too

expensive for some, it becomes a desirable product.

Therefore, if you're planning on starting up a business, good design should be incorporated into your business plan - be it your logo, website or product. Even big companies - like Apple and Facebook - that started with just tech or business founders currently have excellent designers in their team because it's now a necessity they can't ignore.

Design is now a key differentiator for companies to acquire funding, and garner loyal followers. And that's why it makes good business sense to have good design.





## Pathway to your dream career

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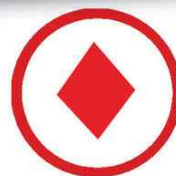


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- Advertising & Marketing
- eBusiness & Business Information Systems
- International Business
- Real Estate Development
- Sustainability

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- Solicitor and Barrister
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### Make an impact on the world with an Economics career



Economics is the science of decision-making facilitating your understanding of the 'how' and 'why' behind decisions. With a degree in Economics you can influence almost every facet of our lives. From formulating government policy to determining humanitarian aid, to solving environmental issues, an Economics degree from UQ will give you the analytical skills to solve complex issues within local, national or international communities.

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- Public Policy
- International Development or Foreign Affairs
- International Trade & Finance
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Combining business skills, tourism industry knowledge and practical experience, studying tourism at UQ is a unique experience that equips you with a broad range of skills highly relevant to the tourism, hospitality and events industries.

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- Managing safari lodges in Africa
- Roving the globe as travel bloggers
- Running your own event company on a global scale

Helping you  
on your way...

### Singapore Global Leaders Scholarship

This Scholarship includes:

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- Comprehensive Career package including a guaranteed internship, mentoring and exciting opportunities to engage with industry

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### DID YOU KNOW?

- The University of Queensland is ranked within the top 10 institutions in the Asia-Pacific by four key global university rankings
- Has been awarded the highest rating (5 stars) by the QS World University Rankings in numerous categories, including Employability
- Currently ranked #26 in the world for Accounting & Finance (QS World Rankings 2014)
- UQ is the only University in Australia with United Nations World Tourism Organization accreditation
- Currently ranked #42 in the world for Economics and Econometrics (QS World Ranking 2014)





# SUPPORTING THE UNDERDOGS: CROWDFUNDING

## WHAT IS IT?

A term initially fashioned by Kickstarter in 2009, crowdfunding is a concept that gives the average joe or jane carte blanche to fund projects that they reckon would be useful.

While pledging dollars or creating projects are the only ways you can jump on the crowdfunding bandwagon, there are several ways to which you – the contributor – can get your kicks: there's reward-based crowdfunding that gives you dibs on the finished product (discounts or a free first edition); there's equity-based crowdfunding, which allows you to become a shareholder of the project, and there's straight-arrow advocacy that allows you to donate money to projects that support causes you believe in.

## WHERE CAN YOU FIND IT?

Depending on where you reside, there are a bunch of websites that are dedicated in helping you fund your dream project. These include Crowdonomic, which is the go-to page only for Asian startups that are involved in business, tech or media; or Cluefund, a website centered around ideas that advocate social responsibility; as well as IndieGoGo and Kickstarter, which attract a range of projects from short films to design-centric magazines.

KICKSTARTER

indiegogo

CLIQUE  
FUND

crowdonomic

## HOW TO GET STARTED?

With every great idea comes painstakingly hard work, and the same goes for crowdfunding. It's definitely not a shortcut tool, or an easier take on entrepreneurship – pitching your campaign on crowdfunding websites require the same dose of enthusiasm as when you're pitching to investors or shareholders. This means hard facts need to be laid out – from the team members involved, to the shipping and handling costs – so that the kind souls donating to your project know that you have it all under control.

Once the nitty-gritty details have been ironed out, it's time to pitch your campaign on a website you are comfortable with.

Depending on the website you choose, these are some of the standard conditions that apply across the board

- Designate a bank account for this project.
- Decide on the timeline and budget. If your project manages to amass the budget needed on time, you will be able to see through your project; however depending on the package and website picked, if your project doesn't collect the funds needed, then the money is either returned to the contributors or you can keep the funds you've collected and still kickstart your project
- Tell your story by being imaginative and thorough in your pitch. Most of these websites don't run marketing campaigns for you, so for your pitch to get the viewership and traction it needs, it has to stand out from the rest. There's also the option of buying value-added packages that push your project to the front page.
- Once your campaign is completed, a fee will be deducted from the money amassed, and it could be anything between 2%-8% (depending on the website).

## SUCCESS STORIES

Singaporean-based companies managed to raise a record amount of money last year via crowdfunding on Crowdonomic, with the amount doubling on a monthly basis thanks to its growing population of Singapore-based supporters. Here are some success stories:

A Singapore-based company created The Buccaneer – a 3D printer – with the money crowd funded by Kickstarter. Setting their budget at USD100,000, this campaign garnered so much support that they managed to surpass their initial goal and raised USD1.438 million instead.



Hand-crafted bicycles with parts made from bamboo was an initiative raised by Singaporean Sunny Chuah. Hosting his campaign on Kickstarter as well, his project raised USD63,879 – an amount that eclipsed his goal of US40,000.

Pitching their campaign on Crowdonomic, three photo lovers were looking for funds to develop their photo-sharing app called PixBento in which they managed to stockpile \$3,220.

PixBento  
Photo Sharing for Groups & Communities

Singaporean film The Body managed to raise USD29,050 via IndieGoGo.

# Who wants free Money?

*If you instinctively yelled "ME!" and have a great business idea, read on. If you just like the sound of "free" + "money", then you might prefer playing 4D.*

*So you've got a business idea. Unfortunately, ideas are free – that's why almost everyone has them. It's all the other stuff you need to turn your good idea into a business that cost money.*

## Investing in your business

*When starting up a company, you'll typically need some sort of cash injection to get things – like accounting, software, rental, etc – going.*

*Investors are traditional sources of money; namely people crazy enough to bankroll your early days. They obviously want something bigger in return from you later on. There are also loans (from banks, friends, family, NOT Ah Longs), but you'll need to repay them.*

*The latest trend in funding businesses is crowdfunding – you can read more about it on the next page.*

*And then there's grants – if you meet the grant criteria and successfully*

*apply, it's essentially free money. Grants are given by the government to SMEs (Small and Medium Enterprises) that are usually earmarked for IT development, branding, training, franchising or other specific areas.*

*Don't get too excited – grants only cover a percentage of your costs, and you have to get it approved (meaning, you have to make proposals).*

## Do I qualify?

*Below are just some examples of grants available to young entrepreneurs. These are provided by a variety of governmental agencies. To qualify for most of these grants, your company will need to have a minimum of 30% local ownership (up to 51% in some cases), and employ less than 200 staff.*

*Grant-giving bodies obviously have their own motives, but they're motives that come with your best interest in mind too. The government gives grants so you can grow your company. Because bigger companies hire more employees, export more products and pay more taxes, all of which help our little world go round. Majulah everyone!*

*For a full(er) list of grants available to aspiring entrepreneurs, check out: [www.enterpriseone.gov.sg](http://www.enterpriseone.gov.sg)*

## Show me the money!

*Before you run off an idea for yet another blogshop, take a look and see what industries are actually being supported by the government.*

**ideas.inc Business Challenge:**  
*If you're 18-26 years old, you can get a grant of up to S\$65,000 if you're a first-time entrepreneur.*

**ACE Startups Grant:**  
*Get up to S\$50,000 – or S\$7 for every S\$3 you raise – if you're set up no longer than 6 months ago.*

**Development Assistance:**  
*If you've got a creative idea for media content (ie. animation, film, game, interactive, etc), you can get grants up to \$200,000.*

**ComCare Enterprise Fund (CEF):**  
*Get up to 80% of project costs (max S\$300,000) for social enterprises to help disadvantaged Singapore citizens become self-reliant.*

**Technology Enterprise Commercialisation Scheme (TECS):**  
*Your tech idea can get up to S\$250,000 for development, or up to S\$500,000 for further research and development.*



# BRAND STORIES

"98% of what the brain does is outside of conscious awareness."  
— Michael S. Gazzaniga

While we all like to think that we make our own decisions on what to buy, science has proven that most of these decisions are made unconsciously. A tiny part of our brain called the amygdala - our emotional centre - is responsible for our purchasing decisions, simply because it makes us 'feel' good buying it.

And it's this science - the emotional, subconscious decision-making process - that branding and marketing gurus tap into.

Any business or marketing student should know about the basics of branding and marketing, and while they sound like the same thing, they're really not. Marketing is the call-to-action which activates you to buy the product while branding creates loyalty to that product. All this is aided by good design - just think of the logos and products that immediately pop up in your head.

## BRANDING ITS ORIGIN

Branding is not as simple as coming up with a name you fancy, and slapping your logo to your products. There's a lot of thought that goes into major brands - like who your customers are, or what image you want it to have.

While many international brands from the USA or Japan make it big by virtue of their country of origin (ie. Japanese car & Swiss watch = efficient), some companies make it big by pretending to be from somewhere they're not.

Here's how branding (and marketing) has helped some of these brands with their internationalisation:

Superdry.

Origin: UK

Fans of the brand will note the apparel's styling incorporates plenty of Americana prints and Japanese text. The brand name - Superdry - conjures up images of one of Japan's most popular beer brands, so you'd be forgiven to think that the brand hails from the land of the rising sun. Or even the USA. Having burst into the UK fashion scene amongst uni students in 2003 - and becoming the most successful fashion story of 2010 - Superdry was actually inspired by the founders' trip to Tokyo.

REAL SuperDry  
目娱乐节今日  
TRADE MARK JPN.

REAL SuperDry  
目娱乐节今日  
TRADE MARK JPN.

Many brands do this to penetrate a certain market. Take tyre brand Bridgestone - it may sound American, but it's actually the English translation of the Japanese founder's name in order to penetrate the American market. Others simply do it to emphasise quality, as in the case of Korean brand Paris Baguette, which was so named to evoke an image of baking excellence.

As consumers often make unconscious buying decisions, perhaps it's brand perceptions like these that make the difference between a successful and an average brand.



Origin: Singapore

TWG Teas has firmly rooted itself as a premier tea brand in Singapore. To the average observer, the brand would seem to have originated from somewhere in Europe during the 19th century. However, not only was the brand incorporated right here in Singapore, it was only established in 2008. Rather than saying 'Est 1837', it simply put '1837' to commemorate the year that the tea trade became official in Singapore.



Bata

Origin: Czech Republic

Bata is an odd twist of branding. While most brands here try to evoke a feeling of being from anywhere but their country of origin, Bata has always been ingrained in our brains (from our primary school days) as a local brand. Truth is, the brand was established way back in 1894 in the Czech Republic. Bata came into Southeast Asia via their Canadian headquarters in the 60s. From there, Bata operated as autonomous units in each individual country, so that they could be marketed as 'local' brands.



# ALGORITHMIC BYTE CURRENCY: BITCOIN

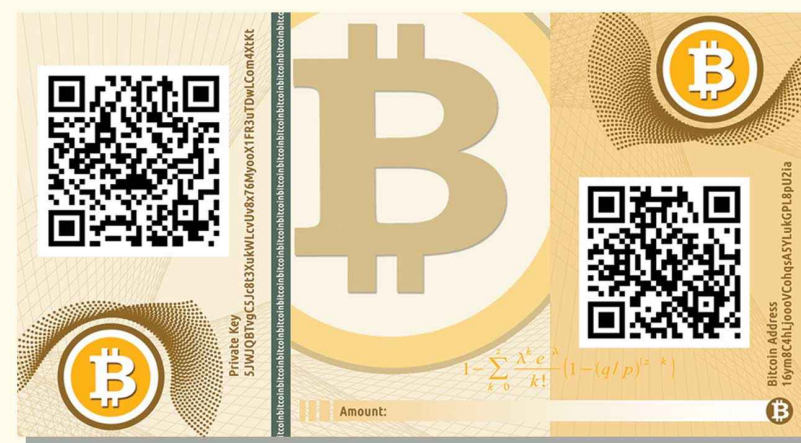


UNLESS YOU'RE REALLY, REALLY NOT PAYING ATTENTION, YOU'VE PROBABLY HEARD A BIT ABOUT BITCOINS. THEY'RE MYSTERIOUS, THEY'RE CONTROVERSIAL AND PEOPLE HAVE MADE (AND LOST) A LOT OF MONEY ON THEM, WHICH OF COURSE FASCINATES US ALL.

## WHAT IS BITCOIN

Bitcoin is a crypto-currency, meaning it's not physical (like paper money), but encrypted like an internet password. It's a peer-to-peer exchange similar to a bank transfer without digital footprints.

This has advantages and disadvantages - like your Bitcoins are accessible on your smartphone in a "digital wallet". But it can also be easily stolen, and once it's gone, it's gone forever.



Bitcoin Banknote

You can also use Bitcoins to purchase products at venues that accept them, which locally include cafes like Cad Cafe and Artistry, as well as retailers like Iworld Concepts and Apple World.

## IS BITCOIN REAL MONEY?

Yes and no. You can buy and sell things with it, but there's no one (ie. a government) guaranteeing it, therefore not everyone accepts it.

Money works because we believe a \$1 coin is worth \$1 of Kopi-C or 1/950 of a 40" plasma screen. We trust in the value of printed money - that's because the government guarantees the value of a \$1 coin, but nobody's guaranteeing anything for Bitcoin.

## HOW DO YOU GET BITCOINS?

As it's digital, you'd think it'd be easy to 'manufacture' them, but there's only a limited supply of Bitcoins in circulation. That's because Bitcoins are 'mined' via software that spits out mathematically complex formulas, and the first computer that solves it gets the "coin". Only one coin per question is rewarded to prevent an oversupply (which would render it worthless), so becoming a Bitcoin miner doesn't necessarily mean printing your own money; all the computers currently mining only produce a few coins per hour worldwide.

If you're not mining, you can simply buy Bitcoins on an exchange site (like a forex but for Bitcoins - some based in Singapore) or even at dedicated Bitcoin ATMs (at Boat Quay and CityLink).



## USING BITCOINS

Acting like a commodity and a currency, Bitcoins can be traded (in XBT, currently worth S\$580) depending on supply and demand much like at a stock exchange. As communities of users emerge, so have companies to serve them in the form of virtual exchanges where XBT are traded. However, since there's no authority regulating XBT, prices can fluctuate wildly from country to country.

## WHY THE CONTROVERSY?

As money is changing hands virtually, it makes tax authorities suspicious since there's no paper trail. Bitcoin is the first time in history that making money has been taken out of governments' hands, and that worries people.

Besides its volatility and security issues as seen in the high-profile Mt. Gox bankruptcy, Bitcoin is also facing legal hurdles in many places. There are also security issues linked (indirectly) to criminal syndicates.

For India or China, who are limiting the amount of capital that leaves the country, Bitcoin has made an unwelcome loophole that governments are trying to close. In the US with its tight taxation rules, Bitcoin is regarded as a "property", meaning it can be heavily taxed, while in Vietnam, it has been outlawed outright.

In Singapore, traded Bitcoins are taxed GST - as a "service", since it's not exactly a tangible product.

## THE FUTURE OF BITCOIN

Right now, there seems to be a growing community of believers in its legitimacy as a global currency, but financial leaders are sceptical. But until more of us believe in its actual value, it probably won't replace real money in our daily lives. Honestly, no one knows, but at least now you know more about it.

Global currency?

bitcoin  
ACCEPTED HERE



# YOUNG ENTREPRENEURS

BY  
NURSHURINA  
SARIFF



Everyone dreams of being their own boss, but the sad truth is, not everyone is able to jump over the obstacles entrepreneurship brings. Being your own boss means tackling various aspects of a business, from hiring and firing to conceptualisation and budgeting. The lucky few that do succeed are usually padded by large amounts of determination and business acumen. To give you some of the inspiration that will impel you to be the best of the best, here are some young entrepreneurs that have made millions even before quarter-life crisis hit.

The fact that they're better-than-average in the looks department is all purely coincidental.



## PETE CASHMORE

At 19, Pete Cashmore became the CEO and founder of Mashable in 2005 – a blog that provides readers with news relating to burgeoning tech industry. Cashmore started his own blog because he wanted a space to share with the world about the importance of technology and the forceful nature it has on people's lives. Since he started out with nothing (not even contacts from anyone in the tech industry), he learned how to be resourceful and make opportunities happen instead of waiting around, and now he sits comfortably on the Forbes list.



## ASHISH J. THAKKAR

Awarded the world's best entrepreneur in 2013, Ashish J. Thakkar, established his first IT company – and dropped out of school – at the age of 15 to sell computers to his circle of friends. He took on a loan of \$5,000 to kickstart his company in 1996, called Mara Group, which in its current standings are worth millions. Currently running his business in over 40 countries worldwide, Thakkar has expanded his business to touch areas like infrastructure and agriculture.



## MICHELLE PHAN

Michelle – the princess of cosmetics – first started out as a Youtuber who uploaded all sorts of video tutorials ranging from DIYs, fashion tips, and even mastering the art of walking in heels. What inspired Phan to create them was the support she received from her large fanbase, which also motivated her to become a beauty entrepreneur. Since then, she's had a stint with L'oreal in 2013, created her own cosmetics line (Em) and currently curates her own bags.



## DAVID KARP

While most 17-year-olds were busy with school, David Karp was in Tokyo working for an online parenting advice site while simultaneously honing his computer skills. Soon after that, he started his own consultancy company named Davidville while keeping up with his blog, which paved the way for his idea of Tumblr. So in 2007, Karp launched Tumblr with a concept of wanting to help people express their thoughts and feelings in any way they want, be it pictures, text or even songs. Within two weeks of its launch, Tumblr gained over 75,000 users.



## EVAN SPIEGEL

Evan Spiegel – known to famously turn down Facebook's billion-dollar offer to acquire the ever-popular photo messaging app Snapchat – is another willful entrepreneur that started young. Initially called Picaboo, and thought to be a great fit for sexting, the app's direction has changed now but at the age of 23, Spiegel and his 2-frat-boy team had very limited plans for the app but they knew it would go far with its connectivity, ephemerality and easy picture-snapping tools.



### 1 You've found the right product to sell, and believe it'll be a hit with the public; what's the first thing that runs through your mind?

- A. I could utilise crowdfunding or just set up my own website, spiff it up and use bitcoin as a payment mode.
- B. If I do choose to import this product in large numbers, will I be undermining any Fair Trade act?
- C. I'm buying a 100-piece lot right now so that I can sell it off to my friends and relatives, and test it out on them first.
- D. Who should I team up to help me sell this?

### 2 If you've hit a wall with your business, how do you approach it?

- A. I think it's time to be tactical with social media.
- B. I need to find advocacy groups that would be interested in helping me out.
- C. It's time to move on to my next venture, there's no time to lose.
- D. Time to start socially rubbing elbows with some high-profile, useful people.

### 3 How do you foresee your future home?

- A. Decked out in the latest technology, with a giant flatscreen in every room.
- B. Plenty of solar panels, my own vegetable garden and an orphan chinchilla/dog/cat sanctuary.
- C. Why have one house when I can have three?
- D. Think Great Gatsby in Sentosa Cove.

### 4 What are most of your friendships like?

- A. I make friends with people that I can have intellectual conversations with, and if they own an Xbox or Playstation that's even better.
- B. I like other individuals who advocate for meaningful causes because if you don't stand up for something, no one will.
- C. We all party like there's no tomorrow.
- D. Each friend of mine has an important trait that I admire, and I turn to them when I need it the most.

### 5 Which statement are you comfortable with?

- A. I can code, and I can give you the low down on what's happening in the world. Ask me anything.
- B. Everyone deserves a voice, and they should really do something about low wages because no one deserves to be underpaid.
- C. Since I work hard, I deserve to play hard as well.
- D. What are we doing tomorrow? I need to get my social calendar sorted.

## IF YOU'VE ANSWERED...



MOSTLY As, you're...

### THE WUNDERKIND

Keeping abreast of the world's happenings is essential to you, you're also always seen behind a computer, and the internet is your best friend.

MOSTLY Bs, you're...

### THE GREEN ACTIVIST

If you could wear hemp all day, you'd probably do it. You also prefer to foster human relationships over anything else, and you're always finding for a new cause to talk about.



MOSTLY Cs, you're...

### THE GO-GETTER

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# Design in Transit

Contributed by Nurshurina Sariff

Graphic design is one of the many creative ways to get a message across by a combination of text, symbols and pictures on basically any platform. Graphic designs are ingrained in our everyday lives – take a look at your food packaging, road signs, and magazines; you will find that it's all around you.

However, as Steve Jobs elaborates, "design is not just what it looks like and feels like, design is how it works." Design has a purpose – be it influencing you into buying certain things or helping you find your place on an MRT map.

## Finding your place

While train layouts are conceived by engineers, it's up to visual designers to convey that map to the public. The key is to make it as simple to understand as possible – especially in a multi-lingual country like Singapore – because the faster someone processes the information, the easier their commute will be.

If you were the designer of a subway map, which would you create? An abstract schematic map that gets you from point A to point B but bears no relation to the actual geography of the city, or a more geographically accurate one that coincides with your sense of direction?

## The NYC Subway

In an experiment on a New York City subway in the 70s, the public rejected a simple clean-lined map (designed by Massimo Vignelli) because they wanted something more geographically accurate.



Is Vignelli's angular map (left) or the current more geographically-correct map easier to navigate?

However, vision scientists at MIT have recently discovered that by distorting both the current geographic map and Vignelli's version, it's Vignelli's that was still decipherable.

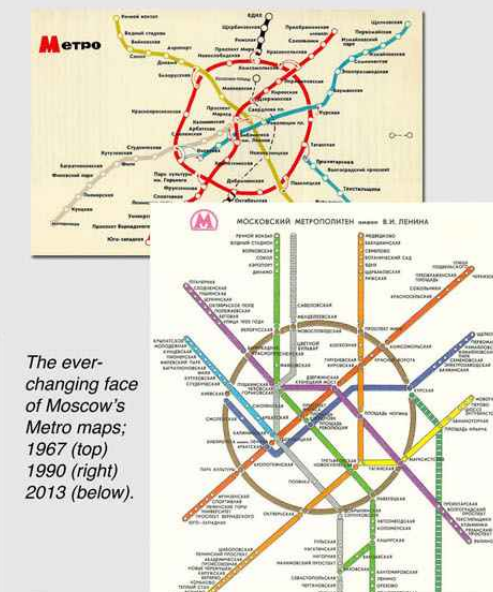
By distorting images, our minds play a role in filling in the blanks – but there is only so much someone's brain can 'fill in', and the less your brain has to work to do so, the easier (and faster) it is to comprehend.

## The complexity of simplicity

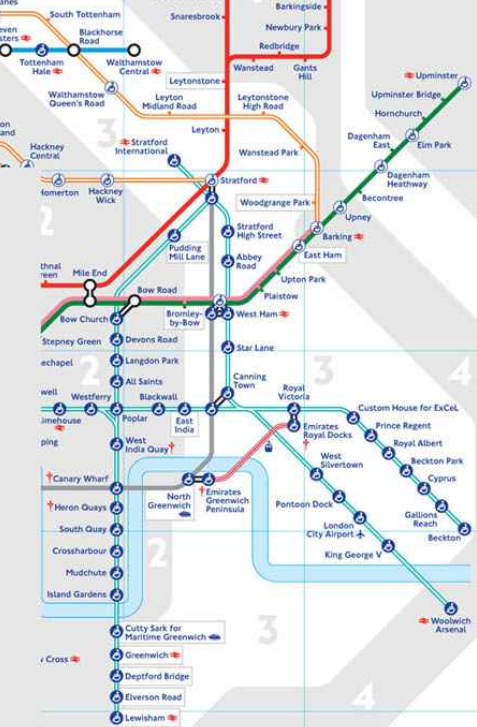
It seems that as a commuter, we can ignore geographical accuracy (drawing a curved or straight track makes no difference to a

commuter's perception) in favor of ease of use, which are aided by clean fonts (sans serif typefaces that can be read even from a distance) and straight lines.

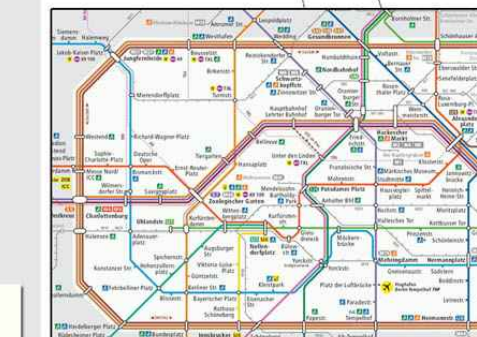
Check out the evolution of a subway map below, and you'll see how design plays an important role in helping us decipher the transport system over the ages.



The ever-changing face of Moscow's Metro maps; 1967 (top) 1990 (middle) 2013 (bottom).



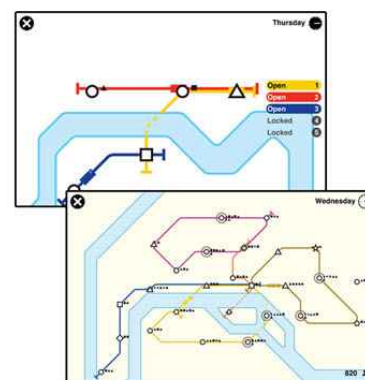
A designer's task is to decipher this jumble of lines into a legible map like the one below.



## Designing a map

It may seem easy to draw lines and indicate stations, but a lot more thinking has to go in it. You'd have to consider how to depict the train lines (what colours to use, and what grid to follow), and what fonts to use (easy to read).

Try creating your own subway map on a game called Minimetro ([dinopoloclub.com/minimetro](http://dinopoloclub.com/minimetro)). It's not exactly visual design, but you'll get to appreciate the sort of thinking that goes into organising a mass transport system.





# Trending Tattoos

by Sharmaine Chan

Done in various shapes and sizes, tattoos are a form of art and expression. Originating almost 5,000 years ago, the word 'tattoo' is derived from the Tahitian word *tatau*, which means to mark something. Now more often seen in pop culture to either symbolise a message or loved one, or just to serve as a decorative tool, tattoos are forever, so unless you're planning on forking out thousands on laser treatments much later, we're taking a look at some of the styles that are undoubtedly timeless.



## Watercolour Tattoos

Mimicking the style of paintbrushes on a canvas, watercolour tattoos are more of a recent trend; however, it is not a skill many tattoo artists can boast about. Using the same technique as any ordinary tattoo would require, it is actually the workmanship that goes into creating watercolour tattoos that sets it apart from the rest. So, be sure to do research on your

tattoo artist before getting inked because you might just end up with splotches instead of the exquisite fluid movement. Colours also play an important role in watercolour tattoos, so bone up on the type of tattoo you want before diving straight to a parlour.

## Morse Code Tattoos

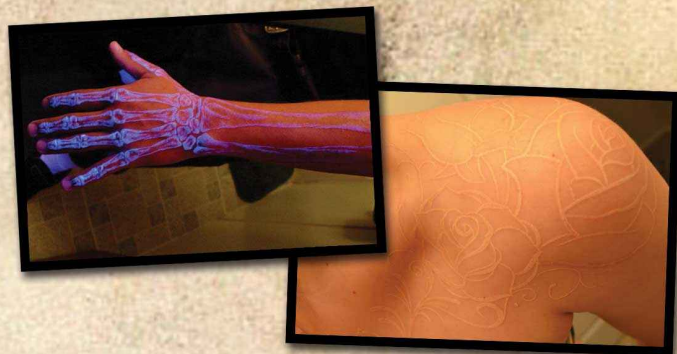
Not the first type of style that many look to, morse code tattoos may seem odd to the observer because it's a bunch of dots and line grouped together. However, within these elegant shapes lie a story (or secret) for you to talk about, when someone goes 'What does your tattoo mean?' There are plenty of morse code generators online that can help



you with picking a tattoo, but be warned - some of them can be quite dodgy so you might want to get your facts right before dashing off to the tattoo parlour, because you don't want the words 'spicy tuna fish' marked on your body, yes?

## Typography Tattoos

Bored of the trite script font that can be seen in most tattoos? Or maybe the stenciled lettering just seems too rigid? Then take on a style of tattoo that has actually been around for quite some time but heavily utilised: typography. Giving new takes on the simplest text, with typography you'll be able to incorporate unique fonts with symbols and designs. Like watercolour tattoos, your creativity could spin a whole new tattoo that can't be found on anyone else.



## White Ink Tattoos

A variation from the traditional dark inks used, the white ink tattoo either comes with glow-in-the-dark properties, or UV components which has it gleaming in sunlight (but white tattoos are generally not sun-friendly). Definitely a great way to shy away from the taboo that comes with tattoos, the white ink tattoo's visibility depends largely on skin tone, and it is a lot more high maintenance compared to traditional tattoos. When done properly and depending on the design, the tattoo can come off looking like modern batik, which is a whole lot of unique.

## 3D Tattoos

Just as the name says, 3D tattoos are done with plenty of shading which creates depth thus giving it a life-like look. Enough to con anyone from afar, 3D tattoos have taken it up a notch with a new trend that involves being injected with hyaluronic acid under areas that require a lift (since shading can't create the depth that's needed). However, the acid injected will only last up to a year (depending on how fast your body metabolises it) so to keep up with the illusion, you'd have to go for routine injections.



Back to the Future Around the World

# SPRING IT UP

The fashion world changes up its offerings so fast sometimes, it can be quite hard to keep track of what's hot and what's not. But instead of following trends blindly, why not dress according to your body

type, so you can always look your best. For that, we've compiled fashion pieces that trending now, and are definitely designed to change up or even conceal the bits you're uncomfortable with.



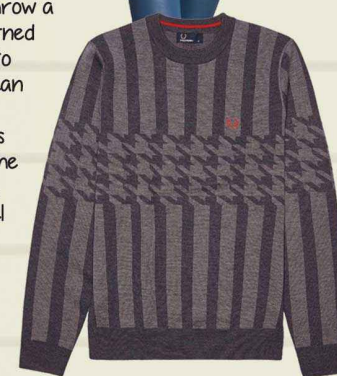
## TEA-LENGTH SKIRT

Hailing from the times where anything above the knee screamed salacious, the tea-length skirt was the 19th century version of long pants since women weren't allowed to don one. Our current take on the tea-length skirt can vary from hugging the ankles to the shin. One of the most versatile pieces of clothing that appears to add inches to your height (even if you're vertically-challenged), there are variations to this skirt which fit different body types, from pleated to bodycon skirts - so you can have your pick. Pairing this skirt is also a cinch.



## VOLUMINOUS SWEATERS

We're not exactly blessed with the weather to embrace sweaters, but the good thing is whenever a rainy day comes along, the sweaters you've stashed at the back of your cupboard make for the perfect top. Comfy and perfect for both sexes, the sweater is your go-to piece to hide the flab or bloatedness. For ladies, you can throw a basic knit sweater over your patterned dress if you don't want your outfit to be too overwhelming. For guys, you can pull a bold patterned sweater over your shirt, put on your pair of chinos and you're good to go. There's also the option of picking a cropped sweater, which means there's no need to feel stifled by the heat.



## WIDE-LEGGED PANTS

A pair of pants that fits any body type from straight hips to curves, the wide-legged pant not only adds length to your body, it evens out most insecurities like narrow shoulders or wide hips. Cutting a fine figure for any lady, a printed wide-legged pants is best suited for anyone looking to add volume to their frame, while a basic coloured pant is best for those with more than the average curves, as it tones down and adds definition to the lower half.



## COLOURS

Think black is the only colour you can live in? Think again, pastel and metallic, which happen to be the colours trending for the current season are perfect for trimming down and jazzing up. Pastel colours, which are often labeled as 'demure', are actually slimming colours but that largely depends on your skin tone, so for those with fairer tones - explore green and minty colours, while those with olive skin tones should try pastel purple, while darker tones would be great with softer yellows. Metallic colours are generally

good with all skin tones, but do not pair metallic pieces with your body hang ups because that just amplifies it instead of toning it down.

## ATHLETIC WEAR

When we say sporty, we don't mean oversized basketball and football jerseys that you wear to sleep. Think mesh topped jerseys, hooded pullovers and patterned trainers. Just by pairing any of these pieces with your daily wear, you already add a little bit of edge. Athletic attire are also perfect for those lazy days where you know you're not going to put effort into dressing up, but still want to look good. And in time, you just might be comfortable enough to step into a gym because you've already laid out the groundwork for looking good anywhere you go.





# Judging a book by its cover: **TYPOGRAPHY**

BY NICOLE HILARY TEO

Literature may be a text-based world, but design is often the book industry's secret weapon. As more often than not, it's the way a book cover is designed that captures the interest of a reader. With most books shifting away from strong imagery, focusing instead on typography to encapsulate rich storylines, we've collected a list of well-known books displaying some of the most fascinating fonts that tell a story.

## **THE GREAT GATSBY** by F. SCOTT FITZGERALD

Set in the roaring 20s in America – a period of economic and cultural prosperity – the book illustrated that when the affluent came out to play, they played in extravagance. As it was also the Prohibition era (when alcohol was illegal), the cover depicted an act of rebellion – most of the book's characters loved to party and drink – through the tipping of the letter 'Y'. The 1920s were also all about earthy tones, polished looks and straight lines, and the book cover portrayed just that.

## **EAT, PRAY, LOVE** by ELIZABETH GILBERT

This book is about the experiences of a divorced woman who travelled to three different destinations in a year. The title is spelt with objects associated with these places, giving readers an idea of where she went to and what she did at each location. 'Eat' is spelt with pasta, representing her months in Italy where she overcame depression through food. 'Pray' is spelt with prayer beads, representing the months she spent in India meditating in hopes of finding spirituality. Finally, 'Love' is spelt with flowers, representing tropical Indonesia where she found love again.



## **FAHRENHEIT 451** by RAY BRADBURY

On this book cover, a matchstick is used to represent the digit '1' in the book's title, which is complemented with the design of a matchbox's striking surface on the book's spine. This gives some insight into the book's setting, which is a dystopian society where books were illegal and burnt by "firemen" if any were found.

## **MESS** by KERI SMITH

With instructions like rubbing dirt on your elbows to create art, this book reminds readers that with creativity, there are no hard and fast rules. Coaxing us to get comfortable with mess rather than just stifling it, this book naturally chose to apply a raw typography in the form of handwriting written over with erased-out clean fonts to show that being messy is not only acceptable, it's how great art is formed.

## **PARIS, PISA AND LONDON** by PENGUIN BOOKS

These book covers may only bear the names of these places, but the letters are played up to represent the star tourist attractions of each country. For instance, the slanted 'l' represents the iconic Leaning Tower of Pisa, the tall 'A' depicts the magnificent Eiffel Tower, and the 'O's at the bottom portray the renowned London buses.



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# OUT AND ABOUT



## THE WEB ART SHOW ONLINE VIRTUAL GALLERY LAUNCH

19 April, 2014 marks the launch of Gallery.sg - a virtual gallery built akin to a multi-player gaming platform that allows visitors across the globe to view a series of art works. Coined The Web Art Show, Eugene Soh - the founder of this - has pooled in the 15 artists who had previously adopted one of the many 56 one-worded .sg domains that he used to acquire in his initial entrepreneurship days.

Mixing virtual reality and art - which is not a staple in the art sphere - Eugene built this virtual gallery under a span of 3 weeks through the numerous video tutorials he put himself through. And through the launch of this virtual gallery, art enthusiasts will be able live the experience of visiting a museum through an avatar. Designed like a 'museum RPG', there's even a virtual wine glass you can hold on to while traipsing across the simulated environment.

Launch details  
Date: 19 April, 2014  
Time: 7pm to 12am  
Where: gallery.sg  
FREE ENTRY

## RP's Momentum Dance Festival

When: 26 - 31 May, 8pm | Tickets: \$10  
Location: Republic Polytechnic

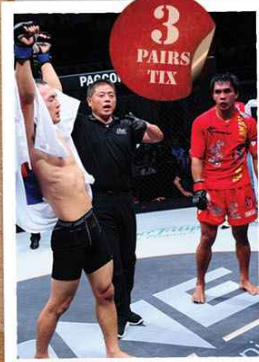
Republic Polytechnic's annual Dance Festival returns with the theme 'Footprints', showcasing disciplines from Ballet to Breakdance. A Dance Forum is where student dancers and distinguished choreographers get together to discuss photography, movement therapy and dance marketing.



## ONE FC: Honor & Glory

When: 30 May, 6pm | Tickets: \$38-\$48  
Location: Singapore Indoor Stadium

ONE Fighting Championship is presenting a one-night only event of top-notch mixed martial arts action that will be battled out by international and local mixed martial arts stars. Fans of MMA can also get access to the red carpet and cageside.



## BLACK BUTLER (April 17, 2014) Cast: Hiro Mizushima, Ayame Gouriki

Based on the manga Black Butler by Yana Toboso, in which the young protagonist Ciel Phantomhive sells his soul to the demon butler Sebastian Michaelis (Hiro Mizushima) in exchange for vengeance, the movie is set 130 years later in 2020. This new adventure sees the return of Sebastian who once again assists a descendent of the Phantomhive family, this time the young Kiyoharu Genpo (Ayame Gouriki) who runs the large corporation Funtom. Like her predecessor, she solves difficult cases ordered by the queen, and when she receives a 'black invitation', Shiori winds up in desperate need of Sebastian's assistance.

2  
PAIRS  
TIX

## MALEFICENT (May 29, 2014) Cast: Angelina Jolie, Elle Fanning, Sam Riley

Shedding light on Maleficent (Angelina Jolie) - the wicked fairy that wasn't invited to Sleeping Beauty's christening - this Disney flick first tracks the fairy's beginnings from her days of kindness to the moment her pure heart turned cold. Bent on revenge after a ruthless betrayal, Maleficent places a curse on the cheerful Aurora (Sleeping Beauty) to dispel the friendly status quo that existed between the kingdoms. Aurora's peacemaker legacy soon starts being questioned, and havoc is wreaked between the forest kingdom and the human kingdom.

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## 18 Apr | 7.30pm Esplanade Concert Hall Tickets: \$15 - \$98 Spring Symphony

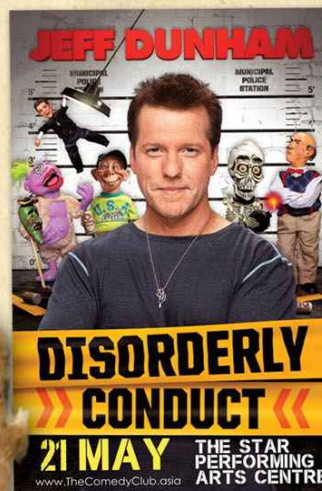
Ng Pei-Sian, the talented young principal cellist with SSO, will be performing Elgar's elegiac Cello Concerto and Fantasy for Cello and Orchestra, as well as Schumann's First Symphony.

## 24 Apr | 7.30pm Esplanade Concert Hall Tickets: \$15 - \$90 Azrael Symphony

With its Bohemian folk influence and extraordinary emotional span, Azrael Symphony was written by Czech composer Josef Suk as a memorial to his teacher, Antonin Dvořák. In addition, classical pianist Nikolai Demidenko will perform Liszt's breathtaking 'First Piano Concerto'.



3  
PAIRS  
TIX



## 21 May | 8.30pm Star Performance Arts Centre Tickets: \$88 - \$165 Jeff Dunham "Disorderly Conduct" Tour

Making his way to Singapore in May for his first Asia tour, Jeff Dunham is America's renowned comedian and ventriloquist who's appeared on 'Late Show with David Letterman' and on Comedy Central. His signature performance involves giving (hilarious) life to his motley crew of handmade puppets.

1  
PAIR  
TIX

## 31 May | 7pm The Star Theatre Tickets: \$178 - \$248 B.A.P. Live on Earth Singapore 2014

The six dashing dudes from K-Pop idols B.A.P. are back this year to perform the latest hits from their recent album First Sensibility.



## 16 May | 7pm Kallang Theatre Tickets: \$98 - \$198 Emergency Couple: Fan Meet Singapore

Both Song Ji-hyo and Choi Jin-hyuk will be in Singapore to meet fans of this romantic comedy which is about a divorced couple's second spark of love.



1  
PAIR  
TIX



23-26 Apr  
DBS Arts Centre  
Tickets: \$20 - \$55

## Inaugural Singapore Comedy Fringe

The Comedy Club Asia presents a four-day festival that will feature a line-up of comedians from all around the globe, such as Paul Ogata (USA), Hung Le (AUS) and Harith Iskander (IND). Look out for Hollywood legend Michael Winslow, who'll be performing his talent of imitating voices.

4  
PAIRS  
TIX

## 17 May | 8pm Wave House, Sentosa Tickets: \$120 Pete Murray Live in Singapore

Pete Murray is Australia's most successful singer-songwriter whose first 3 albums reached #1 on the Australian music charts. His first Singapore gig is hot off the back of playing sold-out venues across Australia, and he'll be supported by Singapore's The Sam Willows.

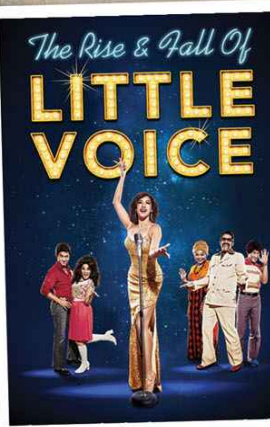
1  
PAIR  
TIX



## 22 May | 8pm The Star Theatre Tickets: \$88 - \$148 2CELLOS

Fresh off their sold-out Japan 2014 tour, the cello duo of Luka Sulic and Stjepan Hauser are most known for their quirky cover of Michael Jackson's 'Smooth Criminal'. 2CELLOS has joined Sir Elton John in his worldwide tour and the duo have also appeared on 'Glee'.

## PRODUCTIONS

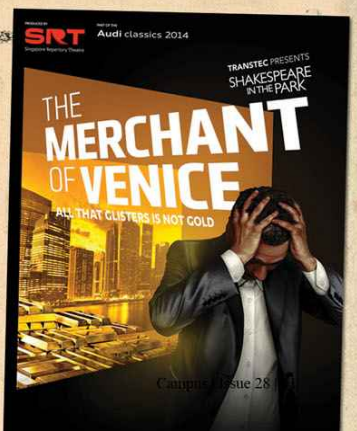


## 2-18 May | 8pm Drama Centre Theatre Tickets: \$30 - \$88 The Rise & Fall of Little Voice

The Rise & Fall of Little Voice tells a journey the shy LV (Little Voice), who spends most of her time imitating some of her favourite actresses. When her mother meets a small-time "talent scout" Ray Say, he gives LV a chance for a big stage debut. While preparing for her performance, LV soon finds love in Billy, who happens to be just like her.

## 2-25 May | 7.30pm Fort Canning Park Tickets: \$45 (concessions) The Merchant of Venice

SRT's 7th Shakespeare in the Park will showcase multi-award winning director Scott Graham who will be directing The Merchant of Venice for a night filled with laughter, drama and heart-warming scenes under the stars at Fort Canning Park.





# Wackiest Designs in the Animal Kingdom

by Reuben Dhanaraj

With evolution as the animal kingdom's sparkplug, the types of animals that can be found burrowing in all corners of the earth to the deep sea may surprise you, mainly because they can be a little more than peculiar looking. Here's a look at some of the odd creatures that rarely come out of the woodwork, but they're definitely keeping the status quo.

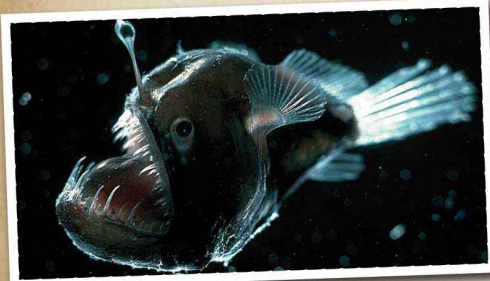
## Blue-Ringed Octopus

With a whopping three hearts, eight legs and enough venom to kill 26 scuba divers, the Blue-Ringed Octopus is the perfect example of a 'lethal beauty'. Affectionately known as the 'B.R.O.', intricate rings around its body emit a dazzling blue radiance whenever the octopus is threatened. This creature is also able to alter its body colour (somewhat akin to a chameleon) in a bid to camouflage, before ambushing its prey. Extraordinary pigment sacs on the skin called chromatophores are swiftly contracted or expanded to efficiently transmute the octopus's skin colour.



## Anglerfish

Next up is the 'Lophiiformes' species, also known as the Anglerfish. A hideous creature of the deep, it is renowned for the 'light bulb' atop its head. Growing to a sizable length of 3 feet, the female Anglerfish develops a rod-like structure (referred to as the Illicium), which extends just over its eyes. At the tip of this Illicium is a fleshy growth known as the Esca organ. Engulfed by bioluminescent bacteria, the Esca is constantly wriggling, luring not just tasty prey, but a string of compatible mates, asserting a continued lineage for these exciting underwater phenomena.



## Aye Aye

Dwelling in the forested regions of the Madagascar, the Aye Aye is a distant relative of chimpanzees, apes and even humans. Equipped with a bony elongated middle digit (finger), the world's largest nocturnal primate undertakes a daily process known as 'Percussive Foraging'. Tapping up to 8 times per second on the trunks and branches of trees with its finger, the Aye Aye cusps its ears to the wood, listening for echoes which indicate a hollow chamber usually housing grubs. Upon discovery, sharp incisors rake up the bark and a pointy nail on the end of its finger impales the target, extracting a large and juicy meal for the Aye Aye.



## Star-Nosed Mole

With a nose that features 22 pink fleshy tentacles and over 100,000 sensory neurons, the Star-nosed mole has been recorded the fastest-eating mammal on this planet. The mole's 22 appendages contain approximately 25,000 Eimer organs (also known as 'minute touch receptors'), which are extremely sensitive to touch, efficiently making up for the mole's blindness. These appendages constantly probe around in the soil underground, racking up some pretty impressive speeds. Recorded at requiring only 120 milliseconds to identify and consume individual food items, its highly functioning brain decides in a mere span of 25 milliseconds whether its prey is edible.



## Sawfish

The sawfish, also known as the Carpenter Shark, is a critically endangered species, renowned for its saw-like nose. Covered with electro sensitive pores that allow for the shark to detect the movements of prey in the muddy sea floor, the rostrum (nose) can also be used to uncover buried crustaceans. Usually found lazing on the sandy seabed, this slothful creature occasionally springs up, viciously slashing its teeth-covered snout at prey swimming by. The eyes of the sawfish are also slightly underdeveloped due to its muddy habitats; hence the shark relies on its prominent snout as its main sensory device.



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| ◆ Croatia                                  | ◆ Italy             | ◆ Slovenia        |
| ◆ Czech Rep.                               | ◆ Luxembourg        | ◆ Spain           |
| ◆ Denmark                                  | ◆ Netherlands       | ◆ Sweden          |
| ◆ Finland                                  | ◆ Norway            | ◆ Switzerland     |
| ◆ France                                   | ◆ Portugal          | ◆ Turkey          |
| ◆ Belgium/Netherlands/Luxembourg (Benelux) |                     |                   |
| ◆ Croatia/Slovenia                         | ◆ Montenegro/Serbia |                   |

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# ani ma tion [an-uh-mey-shuhn]

## noun

1. to observe, to deconstruct and to frame the world through your unique perspective.
2. the courage to challenge assumptions and conceptualise a spectrum of narratives.
3. to discover and produce discussion anchored in truth, capable of establishing identity through your use of dialogue and performance.
4. your imagination to define universes and destroy worlds.
5. to demonstrate the technical skills necessary for you to craft and sculpt characters that define heroes and vindicate villains.

### The LASALLE Show 2014

Fri 23 May - Wed 4 Jun : 11am - 8pm

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# Designed for Love

Unless you've been under a rock all your life, you've probably seen some 'toys' made for the bedroom. While ones that you see these days in sex shops along Orchard Road can get very tacky and gross, you just have to look a little further to find well-designed works of art that would make any product designer proud.

Before you start giggling at the thought of 'adult toys', you just need to keep an open mind. Some of these award-winning products will leave you amazed at their ingenuity.

## Things that go buzz

When you think of a vibrator, images of gaudy casts of various phallic objects come to mind.

Then comes a new generation, which include Minna's Ola (which has an advanced mechanism that allows you to control vibration simply by how hard you squeeze it), JimmyJane's Form 4 (a cute flexible silicone in contemporary colours) and Lelo's Soraya which has 2 'business' ends with a variety of settings. Then there's Crave's Duet Lux, which looks more like a thumbdrive than a toy – it even stores data (up to 16GB) and charges via USB. All of them look more like designer wares for anywhere other than the bedroom – and they're all waterproof.



Then there are a variety of buzzers that look like cute desserts. Some notable ones include JimmyJane's flexible Form 2, and Tenga's Iroha collection.

For luxury, there's Lelo's Inez 24kt Gold Exclusive Vibrator, which is simple and elegant, but costs a whopping S\$21,000.

While plenty of buzzy things are mostly for women, there are some catered to both men and women. At the same time.

Take the Zini Deux, for instance. It's an egg-shaped device that splits into 2 buzzing parts – one for men, and one for women – that can be used simultaneously. The 2 parts lock back magnetically for easy charging. Then there are a variety of couple's rings, like Lelo's Insignia Oden 2, which features a high-tech remote control that allows you to change vibrations with the tilt of your hands.

Zini Deux

New toys are also redefining 'internet sex' – take Lovense's Max (for men) and Nora (for women). Both sleek devices are connected to each other via the internet (or smartphone), and when one partner shakes his/her device, the other's device reacts by vibrating (and sucking, in the case of the men's version). Bow-chika-wow-wow.

Lovense's Max (for men)



Tenga's Iroha

JimmyJane's Form 2

Tenga's Sculpted Ecstasy

For plain ol' vibes, there's JimmyJane's Hello Touch – tiny vibration pods attached to your fingertips – that look like something out of Fifth Element. Or Tenga's Vi-Bo collection consisting of vibrating balls that fit into a variety of hand-held silicone shapes.

Taking condoms into the sphere of 'pleasure toy' is the Electric Eel – a man-sleeve that creates electrical impulses along the shaft. Ouch. The creators are looking at \$10,000 in crowdsourcing to produce the next-gen open-source sex tech to create arousal through computing (ie. 'hacking sex toys').

## Static love

Not all well-designed toys are motorised.

Tenga is a brand most famous for its Eggs. They're basically shaped like hard-boiled eggs and come with a variety of... inner nodules. Made of super stretchy silicone, it has a hole at the bottom, and you can imagine what you stick in it. Too cold? Warm it up with the specially-designed Hole Warmer.

Tenga also has Flip Hole, which looks more like some sci-fi gizmo at a nerd convention, and the reversible Sculpted Ecstasy collection which look more like sculptures than sex toys. C'est discret.



Tenga's Egg

Tenga's Flip Hole

## Love collab

Even though most of these toys are discreet, they're not something you'd display as art. However, some innovative designers have come up with ingenious ways to combine form and function by fusing everyday items with pleasure toys.

At the Love Design exhibition in Milan in 2009, a number of interesting works of art emerged. These include Arik Levy's wood jar which comes with an extractable vibrator, and Matteo Cibic's bedside lamp, which lifts to reveal a pleasure device below, causing the lamp to change colour when it's removed.

San Francisco brand Crave has a range of foreplay jewellery including the Droplet, a 43" stainless steel silver chain necklace with 2 bullet-shaped pendants that deliver a subtle vibration.



Crave's Droplet



Matteo Cibic's table lamp

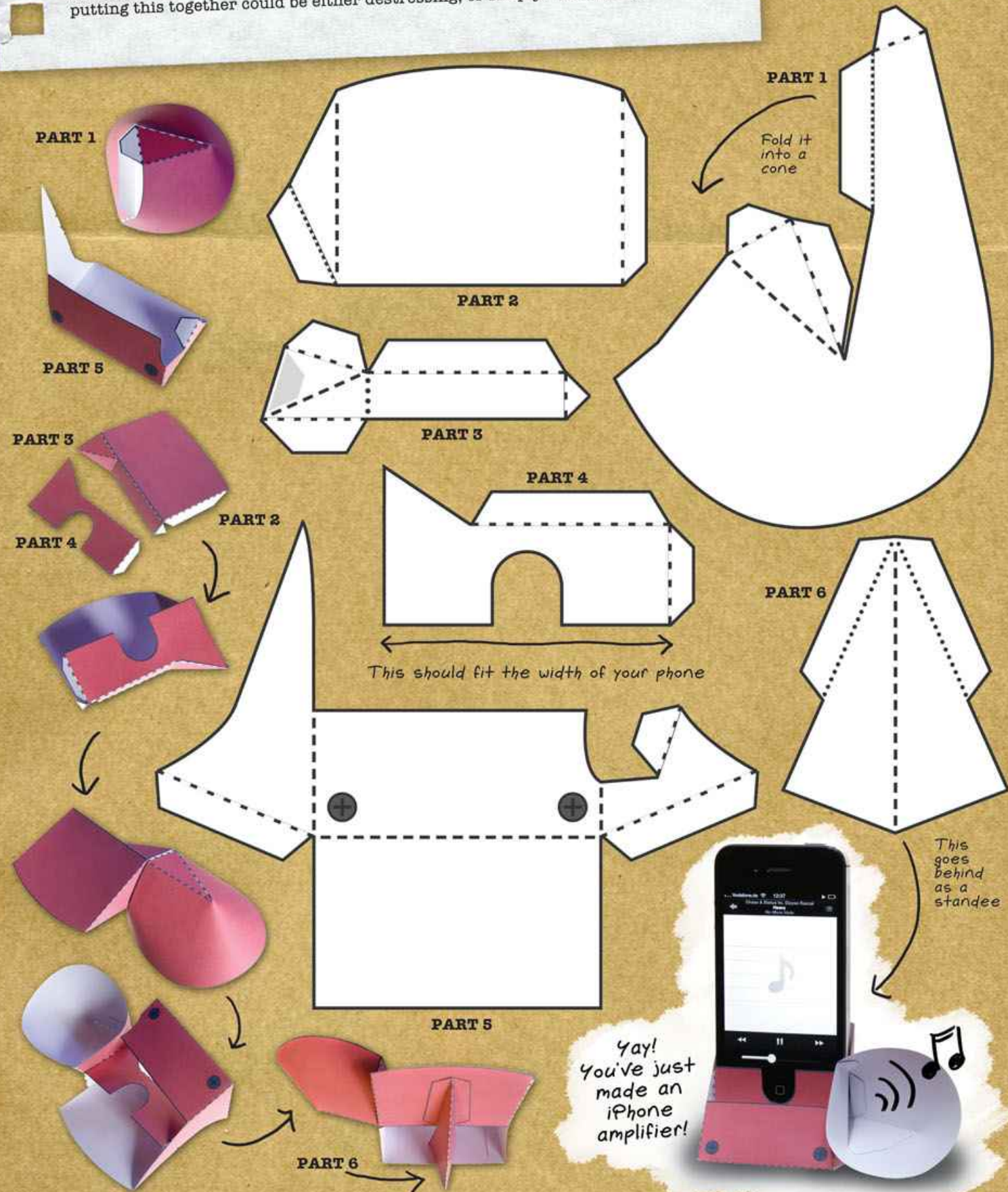
No longer objects of embarrassment, these examples illustrate how design has altered the face of adult toys.

# STRESS RELIEF

It wouldn't be a stretch to say that most of you love music – we're not questioning your genre, we're actually asking you to proudly blare it to your friends with this nifty paper speaker. The best part is that you don't even need any electricity or bluetooth or batteries. You just need your smartphone (an iPhone 4 or 5 would be preferable since this is designed to fit it) and your music to destress to. Note: putting this together could be either destressing, or simply distressing.

## FOLDING

----- Fold these away from you  
..... Fold these towards you



Yay! You've just made an iPhone amplifier!

This goes behind as a standee



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