

ISSUE 34

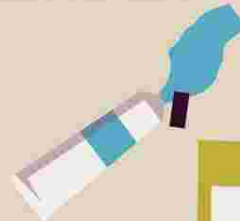


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DESIGN ISSUE



artwork by Princess Danielle C. So

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ISSUE 34 | FEB '15 CONTENTS

Check our website
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 campus.singapore

02: From Sketch to Screen

Biopics on Fashion Designers

03: Design Museums

Around the world

04: Hidden Rules of Advertising

The many forms of ads

05: Fashion's Femme Fatales

Notable female fashion designers

09: Made in Singapore

Old-school brands

19: Out with the Old & in with the New

Rebranding stories

20: Evolution of Products

How did they get to where they are?

21: Hidden Designs

Take a closer look

22: Art of Counterfeits

Getting from A to B

26: Celebrating the Creative

Awards for creativity

28: Rude Playthings

Badly-designed childrens toys



ALSO INCLUDES:

- Business Special

REGULAR STUFF:

- 10: Cheat Sheet:
Designer Chairs
- 24: Out & About
- 29: Stress Relief



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by LIM K.P.

from sketch to screen: BIOPICS ON DESIGNERS

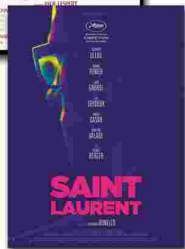
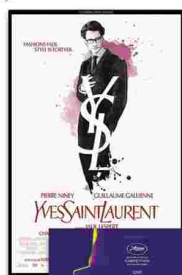
For the uninitiated, it's tough to come to grips with the landscape of designer fashion labels. Couture fashion design is an art, proven by the longevity of iconic designs like Coco Chanel's Little Black Dress and Yves Saint Laurent's Le Smoking. For a fashionista to become a brand savant requires years of dedicated window shopping and

covetous gossiping. So how do you establish your knowledge base on fashion, without having to sink in years of work? You cheat. The fastest way is to watch a few entertaining movies about its icons, retracing their tumultuous lives through various affairs, addictions, and tribulations en route to the top.

Yves Saint Laurent

Last year saw two very different, competing biopics of YSL. The first Yves Saint Laurent is classic biopic-style following YSL from childhood, through his drug-fueled creative heyday in the 60s and 70s and beyond, and was endorsed by YSL's family.

The later Saint Laurent is far more artsy, focusing on the fashion itself, giving a visual road map of why YSL was such a powerhouse.



YVES SAINT LAURENT - IN CASE YOU MISSED THE MOVIES

As a teen, he won his first fashion design contest with just 3 sketches (beating out a young Karl Lagerfeld in the same competition), and became the protégé of Christian Dior. By 21, he was House of Dior's head designer, following Dior's own death.

He then went on to get fired, controversially conscripted into the French Army, and turned into an emotional wreck by electroshock therapy, before recovering his senses, founding his eponymous fashion label and churning out design icons such as Le Smoking (aka the women's tuxedo), and popularising pret-a-porter ("ready-to-wear" designer gear). He retired in 2002 as an art collector; following his death in 2008, his art alone was valued at more than €300 million.



Yves Saint Laurent's Le Smoking Jacket

Coco Chanel

While her clothes liberated women's fashion, taking it out of Victorian corsets into sailor suits and sexy silhouettes, Coco before Chanel (2009) is about her life before fame, as she goes from an orphanage, to a dancing showgirl, to finding potential sugar daddies to fund her bigger ambitions.

Coco Chanel and Igor Stravinsky (2010) retells the story of Coco's affair with the down-and-out Russian composer, while he and his impoverished family lived under her roof. It's an entertaining story of a turbulent, artistic, doomed romance – but gives little insight into Coco herself.



Coco Chanel's Little Black Dress

COCO CHANEL - IN CASE YOU MISSED THE MOVIES

In real life, she was equal parts fierce and visionary – with a touch of ruthlessness, going from an orphanage, to a dancing girl, to a hat maker, to a fashion zillionaire, with both biopics only showing slices of her life.

She was the first full-blown female design mogul, and put her stamp on everything from the LBD to her famous fragrance Chanel No. 5; her namesake fragrance alone was making \$25 million per year in the 1940s and 50s, meaning she was possibly the highest-earning woman in the world in that era.

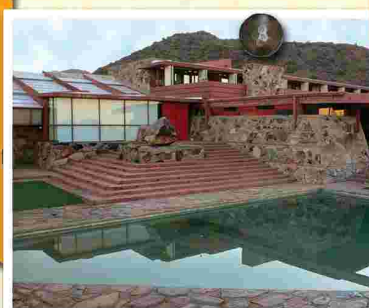
OTHER DESIGN BIOPICS

Honourable mention for other designer-based biopics include Studio Ghibli's Kaze Tachinu (The Wind Rises) – the story of famed WWII-era airplane designer Jiro Horikoshi. While much of Horikoshi's personal life in the story is fictitious (his wife never had TB, for instance), its dreamlike world of aviation beautifully captures the zeitgeist of a young Horikoshi's childhood love affair with aviation.

Rumours persist about a Frank Lloyd Wright biopic, Taliesin, which is named for the house the legendary architect built for his mistress, who was subsequently murdered there along with 6 others by a servant. Brad Pitt is tipped for the lead as Wright.

Taliesin, named for this house which Frank Lloyd Wright built

Studio Ghibli's Kaze Tachinu (The Wind Rises)



by Samantha Lee (SIM)

Notable Design Museums

Not everyone is a fan of museums and history. However, some of these design museums from around the world might just blow your mind with their awe-inspiring structures and revolutionary take on museum visits.

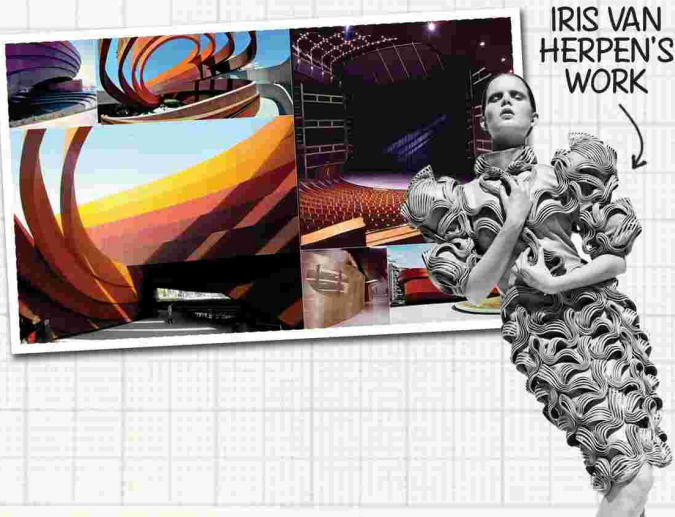
Moscow Design Museum, Russia

Situated right by the Kremlin, in a building that is two centuries old, lies the Moscow Design Museum. Only recently opened in March 2011, it is the brainchild of a group of young enthusiasts of similar backgrounds – art historians, curators, architects and designers. The museum is also the first of its kind that is dedicated to the discipline of design in Russia. You can find Russian innovations such as the rocket-shaped Chaika vacuum cleaner built by a tank factory during the Cold War era. Through these everyday objects one is able to understand and appreciate the 20th Century Soviet Russia on a more human level.



Design Museum Holon, Israel

Another young face of contemporary museums is Design Museum Holon, inaugurated in March 2010. Set out as a leading hub for design innovation in Israel, the mission is to explore the impact of design and the relationships of design with urban spaces and everyday life. Created by architect Ron Arad, this curvy futuristic structure is not the only design marvel to behold. The museum showcases collections ranging from historical designs to contemporary design in Israel, and is currently hosting the work of Iris van Herpen, one of the most striking young fashion designers at the moment who is known for her bold 3D designs.



Cooper Hewitt Smithsonian Design Museum, USA

After a three-year long renovation, costing US\$81 million, the museum is once again open to the public. The redesign has rendered the historic building one of the most technologically-advanced in the country. In an age of social media and selfies, they recognise that visitors are no longer content with being passive recipients of information. Visitors are handed an interactive pen for use during their museum visit – they simply have to draw a design on the interactive table and it will automatically be projected onto the wall as a wallpaper. Museum information can also be saved into a personal account which can be reviewed after the trip, so you can revisit the displays as many times as you want. What do you say? Welcome to the 21st century.



Design Museum, England

An old banana warehouse that has been redesigned into a modern white structure is home to the Design Museum in London. It is dedicated to contemporary design of every form, from furniture to graphics and architecture to industrial designs. Numerous acclaimed designers, such as Paul Smith, have had their work exhibited here. Every visit is an experience as there is always something new to see; the current exhibit is "Women Fashion Power", designed by renowned architect Zaha Hadid. The museum will be relocated to London's Kensington district in 2016.

By Chong Zhi Hao

The Unspoken Rules of ADVERTISING

From the giant billboards found at MRT stations to the short clips that play before videos on YouTube, advertisements are part and parcel of our way of life, promoting everything from the latest concert to the newest smartphone. However, if one observes carefully, while the ads may promote different products or services, there's some similar ways they're promoted and reasons they're promoted a specific way.



DBS ad featuring men with Duchenne smiles

SMILE FOR THE CAMERA!

Smiles sell products, but there's an art to smiling that maximises the impact. Ads with a Duchenne smile (showing teeth) were shown to sell better compared to others that lacked the natural effect, with natural smiles exuding positive vibes and encouraging positive emotions, making the product/service appear friendly and genuine.

Not surprisingly, ads with smiling people often work best with service-oriented entities like telcos, banks or insurance



Gucci Cruise ad line with stern-faced model

companies, where the service staff are often on the front line and the products are intangible. However, according to studies, it also works for a range of products from t-shirts to bicycles to laptops.

That said, the opposite could be true of fashion advertising, especially luxury fashion, when smiling models are rarer than the Dodo. Luxury products – unlike their consumer product counterparts like toilet paper or soap – need to project an air of fantasy and exclusivity to create that 'lust' and 'desire', hence models will need to project an air of unattainability that consumers aspire to get to.

EEK! GERMS!

Advertisements promoting hygiene-related products, such as toothpaste or floor cleaner, typically provide close-up images of germs or bacteria crawling all over, propagating a sense of fear that these invisible critters are invading our lives. Then comes said product, which will kill all the germs (or at least 99%) with one easy brush/swipe. Variations will include a fake competitor's brand (or 'Brand X'), or 'live surveys' which show 'random' users that have successfully eliminated the bacteria.

This is 'shockvertising', based on an idea that fear sells. Ad campaigns based on fear can steer the audience in emotional ways (which is why safety campaigns always employ them). In the case of toothpastes or floor cleaners, they seem to work – especially in this day and age, with SARS, MERS, H5N1, etc. – when they can tap into viewers' paranoia, or *kiasuism*, to make sales.



Dettol ad featuring a bacteria battle



Corsodyl ad taps on your fear



OSIM ad with Lee Minho

THE RIGHT FACE

Celebrities are a common staple of ad endorsements, where you see your favourite actor or sportsman promoting the newest line of products. Behind the scenes, the products they endorse are not a random choice, but one planned by the company, celeb, or even both, to ensure that it's mutually beneficial.

The idea is that the supporters of these celebrities will link their image to the product(s) they endorse. According to research, ads with celebrities tend to fare better than those without one. If the brand has a popular star, like Lee Minho or Hugh Jackman, people are more likely to look at the ad.

However, satisfied customers are also popular choices (think Aimin), since consumers can easily relate to them. These usually work best with health or beauty companies – like weight loss programs or hair restoration companies – and the endorsers are success stories. They give the audience a sense of security, which translates to sales.



Swatch watches with 10:10 display

WHAT'S THE TIME?

Have you ever noticed how ads from watch companies like Rolex or Swatch have timepieces that usually display the time 10:10? Ever wondered why?

There are 2 simple reasons. Firstly, the 'V' shape resembles a subtle smile, making the watch visually friendly. Secondly, most watch brands have their logos placed either on the 12, 3 or 9 mark, sometimes with an extra display for the date on the 3 mark. With the hands displaying 10:10, it means that no matter where the brand's logo is, it won't be obstructed.



The common face of timepieces

Fashion's by Nina Lan Femme Fatales

Have you ever wondered where classic pieces of today's wardrobe come from? From the staple plain white shirt to the figure-flattering wrap dress to the legendary LBD, meet the designers that created, and popularised, them. They also happen to be some of the most influential female fashion designers of all time.



Coco Chanel (1883 - 1971), France
Known for: *Chanel 2.55* (quilted chain-link purse), *Chanel No. 5* perfume, LBD (little black dress), cropped jacket
Chanel was known for her modernist thought and practical design. Her legendary Chanel suit (with a collarless jacket and well-fitted skirt) was the very first tailored look for professional women, while the famous 2.55, with its chain-link shoulder strap, was the first women's handbag that was hands-free.

A hugely influential figure in 20th century fashion, she was the only fashion designer on the "Time 100: The Most Important People of the Century" list.



Rose Repetto (1907 - 1984), France

Known for: *Ballet flats*

The humble footwear danced its way from stage to street in 1956, when shoemaker Rose created a pair of ballet slippers for sex siren Brigitte Bardot to wear in the movie 'When God Created Woman'. The red ballerinas - named Cendrillon, after Cinderella - were lightweight, comfortable and sexy. Today, the Repetto line of ballerinas are still in production (and very sought after), while countless versions - both designer and high street - can be seen at any shoe retailer.



Sonja de Lennart

(1920 -), Germany

Known for: *Capri pants*

(aka cropped pants, or clam diggers)

Designed by Sonja in 1948, the famous Capri pant (named after her favourite holiday location) was adored by celebrities like Audrey Hepburn, Elizabeth Taylor and Grace Kelly. Today, this tapered pant, which ends at various points along the calf, is an icon of casual wear, and features regularly on designer catwalks.



Carolina Herrera (1939 -), Venezuela/USA

Known for: *Tailored white shirt*

Carolina popularised the tailored white shirt, which has become a must-have wardrobe staple ever since she presented her first collection in 1981. The shirt's success lies in its versatility: it's simple and well-cut but features one major extravagance - it could be something with the sleeves or collar, but nothing too flashy or fussy. Her classic style is adored by everyone from Audrey Hepburn to Emma Watson.



Miuccia Prada (1949 -), Italy

Known for: *Classic Prada Handbag*, *Gaufre handbag* (gathered detail bag)
Miuccia (who also has a PhD in Political Science) is credited with creating the Pocone fabric, a silk-like nylon which became a Prada signature for years to come - it was used for the highly coveted 'classic Prada handbag' (1985) which she designed.

Diane Von Fürstenberg

(1946 -), Belgium/USA

Known for: *Wrap dress*

Formerly a princess, Diane created the iconic knit jersey wrap dress in 1974 which was designed to complement any body shape. Famous for its easy-on, easy-off design, the dress was featured in many Hollywood movies (and on celebrities), and became a symbol of female empowerment.



While her early fame didn't last, she came back to fashion after a 20 year hiatus, and re-launched her own label in her 50s. Last year, she was Forbes' 68th most powerful woman in the world.



Other notable designers:

Jeanne Lanvin (1867 - 1946)
designed the unfitted flapper dress that shaped fashion in the 1920s. Her House of Lanvin is the oldest of all Paris fashion houses.

Vivienne Westwood (1941 -)
is the driving force behind punk wear, and brought plaid pants, sky-high platform shoes and bondage-inspired fashion to the mainstream.

Rei Kawakubo (1942 -)
created *Comme des Garçons* in Tokyo in 1973, which today is famous for its iconic black t-shirt with a red heart.

Tory Burch (1966 -), of the ballet flats fame, is the fastest-rising superstar in the fashion world of all time, having become a billionaire just 10 years after her public debut.

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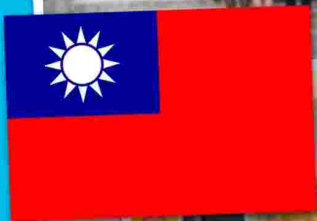
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2 STUDENTS SHARE THEIR EXPERIENCES

**LIM QI YUAN, 27, STUDENT,
BACHELOR OF SCIENCE (PSYCHOLOGY)
UNIVERSITY OF WOLLONGONG, AUSTRALIA**

Qi Yuan participated in the Global Institute programme to Taiwan in June 2014. The programme immerses students in a foreign cultural and educational experience via intense academic and social exchange. During the two weeks of seminar classes and industry visits, Qi Yuan learned about the emergence of the responsible businesses community.

"I got more than what I have expected out of the programme. Not only did I learn about social enterprises and entrepreneurship, the professors also shared their invaluable experiences and knowledge. Visits to companies also allowed us to have a better understanding of how concepts are implemented in real life."



Qi Yuan (left from the back row) at the 'Children are Us' foundation

**CINDY YEO, 24, STUDENT,
BACHELOR OF SCIENCE (HONOURS) IN BUSINESS
UNIVERSITY OF LONDON, UK**

SIM's popular Summer Abroad programme gives students exposure to cultural and academic experiences in a different education system. For Cindy, spending six weeks in Korea's Yonsei International Summer School last year was an unforgettable experience. The Summer School not only provided her with valuable lessons and insights on topics like international management and business ethics, but also a chance to learn Korean and make great memories with the friends she made in Yonsei.

"The programme gave me an opportunity to be independent and experience an overseas study trip. It pushed me to challenge myself, taking the maximum allowed number of classes, participating in activities and being actively involved in class discussions. The best part was gaining new perspectives and insights with people of varying background, language and culture."



BY CHERYL TAN KAY YIN

MADE IN SINGAPORE



To mark Singapore turning 50 this year, it would be fitting to give recognition to some of our best known homegrown brands and their icons. Singapore is a fertile ground for entrepreneurship, and while today we are familiar with homegrown brands that are famous for their designs – like TWG for their European decor – here are some brands and design icons that began during the early days of Singapore.

TIGER BALM

Probably the most iconic Singapore logo featuring a leaping tiger, Tiger Balm has a history dating back to Aw Chu Kin, a Chinese herbalist working in the Emperor's court. He left China and set up a small medicine shop called Eng An Tong in Rangoon in the late 1870s, where he made and sold his special ointment that was effective in relieving all kinds of aches and pains. When he passed on, his two sons took over the business and brought it to Singapore where it became a hit amongst neighbouring countries such as Malaysia, China and Hong Kong. This successful pain relief ointment was later renamed as Tiger Balm and its popularity continues till today.

AXE BRAND

Before there was the Axe Brand Inhaler (commonly found stuffed up someone's nose), there was the original Axe brand universal oil, produced by Mr Leung Yun Chee back in 1927 when he came to Singapore from Shunde, China to work for a German pharmaceutical company where he was given the formula for the medicated oil by a German physician. The recipe became a handy cure-all for many ailments, including headaches and stomachaches. The rest, as they say, is history. Today, the Axe brand continues to be run by his family, and the signature logo – an arm brandishing an axe – remains as familiar to us as its minty scent.

THREE LEGS COOLING WATER

It's not difficult to find this drink with its iconic circular logo containing three legs at most convenience stores these days. Developed in the late 1930s by the Wen Ken Group (formed by four Chinese immigrants in Singapore prior to WWII), this drink was originally designed for coolies who used to work long hours under the stifling heat and suffer from "heatiness" after. This tonic drink – developed based on TCM recipes – was supposed to be a cheaper alternative to visiting a Chinese physician. The cooling water is now available worldwide, with over 250 million bottles and cans sold to date.

KHONG GUAN

Remember the family-sized tin of Khong Guan biscuits with an assortment of lemon puff, sultana, chocolate cream and banana cream biscuits? The company was set up by two brothers from Fujian, Chew Choo Keng and Chew Choo Han, in 1947 after World War II using war-damaged biscuit-making machines. With a capital of \$250,000, Choo Keng set up his first biscuit production factory at Paya Lebar with 300 workers. Together with his brother, they pioneered an automated production system using bicycle chains. Today, Khong Guan products can be found on supermarket shelves worldwide, and you'll be hard pressed to find a Singaporean who hasn't munched on their biscuits.

BONCAFÉ

The only European coffee roaster in Southeast Asia, Boncafé was established in 1962 here in Singapore by a Swiss commodities trader named Werner Ernst Huber as a result of a chance encounter between him and the wife of an expatriate newspaperman. He opened Singapore's first coffee-roasting factory in Jurong to supply gourmet coffee that suited the tastes of the expatriate community. Today, the company also sells tea and cocoa, in addition to running barista training courses locally and in Thailand. Boncafé was run as a family business up until last year, when it was sold to an Italian company.



BONCAFÉ



You're probably aware that, as you hit trendy cafes and bars these days, furnishings have gone a tad bit retro - specifically, mid-century retro. These days, it seems like old school is the new school when it comes to chairs, so here are a few key pointers to know about these classics at your next jaunt.

Cheat Sheet

#34 Designer Chairs

Fit for a king



BARCELONA CHAIR (1929)

Designer: Mies van der Rohe

Originally designed for the German Pavilion at the Barcelona International Exposition (hence the name of the chair) in 1929, the chairs were intended for the king and queen of Spain, while the accompanying footrests were for

their attendants. While Mies was a Bauhaus designer (he believed in functional design for the masses), the irony is that the Barcelona chair was both expensive and difficult to mass produce.

STANDARD CHAIR (1934)

Designer: Jean Prouvé

One of the most influential designers of early modern design, Prouvé - who initially trained as a metalsmith - created the classic Standard Chair using an innovative method of folding sheet metal. With an aesthetic combination of steel and wood, the design was meant to take the most stress on its back legs, reflecting Prouvé's engineering pedigree.



Stackable



TOLIX MODEL A CHAIR (1934)

Designer: Xavier Pauchard

An icon of industrial aesthetics, the Model A chair was crafted of sheet metal by Pauchard who was a pioneer of galvanisation in France before WWI. Thanks to their easy maintenance and rust-proofness, the different models produced were

stackable, which made them useful in factories, offices, as well as cafes - where they're commonly seen today.

EMECO 1006 [WAVYCHAIR] (1944)

Designer: Witton Dinges/Emeco

There are many reasons this chair is so popular, but its durability is its most famous one (it lasts for 150 years). Commissioned by the US Navy in WWII for use on warships, the chair was able to withstand being thrown from a 6th story window undamaged. The manufacturing process - unchanged since 1944 - contributes to the strength of the chair, which has a lifetime warranty.



So durable!



EAMES LOUNGE CHAIR WOOD [LCW] (1946)

Designer: Charles and Ray Eames

The LCW is a classic that's valued for its comfort and continues to be an icon of modern design. The Eameses were pioneers in the technology for molding plywood, and

the lounge chair represented their first production chair using this method. They produced 1,000 pieces before furniture manufacturer Herman Miller bought over production rights in 1949.

EFFEL BASE SHELL CHAIR (1948)

Designer: Charles and Ray Eames

The fibreglass seat has been reproduced by furniture retailers everywhere, but this classic - with legs that resemble the Eiffel Tower, hence its name - was originally designed for the International Competition for Low-Cost Furniture Design as a mass-produced solution for low-cost housing and small homes. The Eameses also designed several variations, which included seats with or without arms, complemented with wooden dowel legs or a rocking base.



Trendy rocker



SAARINEN EXECUTIVE ARM CHAIR (1950)

Designer: Eero Saarinen

Often referred to as "that chair with the hole in the back," the Executive was originally made of fibreglass, but was later updated to polyurethane.

Developed after he created his iconic Womb chair, this was a continuation of Saarinen's love of fluid, sculptural shapes. The legs come in either moulded bent oak or tubular steel versions.

THE EGG CHAIR & SWAN CHAIR (1958)

Designer: Arne Jacobsen

Both the Egg Chair (a steel-framed chair which, incidentally, looks a lot like an egg on a stand) and the Swan Chair (a winged padded chair) were initially commissioned for the interior of the Radisson Blu Royal Hotel in Germany. While the Swan is still in official production, only a handful of original Eggs have ever been made.



The Swan Chair

The Egg Chair

Free copy!

CAMPUS

BUSINESS SPECIAL



Profit or Passion?

Ask yourself: are you starting your cafe simply because you love a good cuppa, or are you in it for profit? According to most insiders, those who are driven by passion do better than the profit-driven cafes. Unless you're very, very good at it, F&B in Singapore is a very fast way to turn a large fortune into a small fortune.

Reality Check.

Are you envisioning a cafe with quirky, mismatched designer chairs and wobbly, small tables? Will you serve food made with carefully curated, expensive ingredients? Is your coffee going to be made with local beans and brewed by "qualified baristas"? If you answered 'yes' to all, then what'll make you stand out?

Do you love coffee?

Good for you. A lot of people do, but if you don't, then starting a cafe is a bad idea. The first step to entrepreneurship is often knowing – and loving – your brand and products. If you're willing to put in the time and effort (and have a huge wad of expendable cash), then read on...

SO YOU WANT TO OPEN A CAFE?

In the world of business, consumer trends come and go, but our collective fascination with entrepreneurship never seems to wane. It seems that in recent years, cafes are the new business trend, and they're coming out of the woodwork.

Considering entrepreneurship is a brave goal, there are many steps involved in moving forward, especially when you want to start a physical cafe. Just ask the legions of failed cafe owners who sunk their life savings into an espresso-coloured abyss of high rentals and low returns.



Minimum amount of money to risk in the Singapore market:

\$100-\$150K

Cafes are costly enterprises. If you think now's the time to have a cafe, because every hipster and their auntie seems to own one, then you're in trouble. Successful F&B businesses ride trends, but don't live and die by them.

RENTAL

Any reasonable F&B location would start from minimum \$10K/month for a modest-size unit. Landlords also know F&B is volatile, so they require 3-6 months rental up front. That's at least \$40-50K of your capital tied up before you ever start.



FIXTURES

You'll need coffee machines, refrigerators, table, chairs. Starting from \$3,000 per coffee machine (at the cheapest), with all your equipment and fixtures (your kitchen needs to be fully functional) taken into account, you're conservatively looking at \$30-50K upfront.

MANPOWER

F&B insiders agree, it's very hard to hire workers - local or foreign - right now. Most of us shun F&B work, and if you've ever wondered why cafes charge \$10 for a simple slice of cake, this is it. Plus, the your cafe lies largely in the hands of people who may not care if you live or die.



MONTHLY EXPENDITURE

Whether or not you have any customers, you'll have to pay your bills, staff, and of course, your inventory every month. Costs vary depending on your consumption and operation size, of course.

SHOULD I...? YOU'LL NEED TO ASK YOURSELF:

- Are you willing to work 7 days a week, at least for the next few years (or more)?
- Are you also capable enough at managing people, supply chains and marketing/branding, to actually make the business run properly and bring in the customers, to earn the money to pay off your debts?
- Are you aware the average profit margins in F&B are around 10-15%? That means you'll have to create a business with the potential to make at least several hundred thousand per year, before you would start seeing any actual money in your pocket.

So you (still) want to open a cafe? If the above sound like a challenge that you're willing to undertake because you have a passion for the business, then you'll need to come up with a solid business plan. Ultimately, countless people pursue their dreams. Some do succeed. Good Luck!

SINGAPORE KICKSTARTER PROJECTS THAT REALLY WORKED

For some Singaporean startups like Pirate3D, Kickstarter has proven to be a huge success – generating up to USD \$1.4 Million in funding for the company's innovative 3D printer called The Buccaneer®.

Unfortunately for Pirate3D, it was so successful that the company was completely unprepared to handle the prospect of delivering 2,500+ 3D printers to backers around the globe – leading to plenty of refund requests. So before you set your crowdfunding goal – just make sure you're prepared for the decent odds that you'll be successful (according to Kickstarter, the odds are about 40%).

IS THERE A KICKSTARTER FORMULA FOR SUCCESS?

The truth is that there's no real formula for success. A food or design project can be just as successful as an electronic device – in fact, someone trying to crowdfund potato salad in 2014 made USD \$55K – for POTATO SALAD!

While there's no clear method for achieving Kickstarter success, there are a few factors that will improve your chances of reaching your crowdfunding goal:

Your Creative Idea Must Solve a Problem: Being “creative” isn't enough, you must create a project that alleviates or solves a problem that customers face.

You Must Prepare for Success: Prepare for the likelihood that your project will be successful by thinking about the supply chain and fulfilment issues you'll need to deal with to deliver your product to your backers.

Work on a Good Sales Pitch: Put plenty of work into your sales pitch to potential backers on Kickstarter, with a targeted and transparent sales message that focuses on the benefits of your product, not the features.

Don't Forget About Your Project Campaign: Create buzz about your Kickstarter project by using emails, social channels, and the media to reach out to potential backers to boost the chances of reaching your crowdfunding goal.

ALTERNATIVES TO KICKSTARTER?

Although Kickstarter is considered to be the Mercedes-Benz of online crowdfunding platforms, several more have popped up over the last few years.

If you're interested in what other platforms are available, here are several alternatives that are available to Singaporean entrepreneurs and startups:

Pozible - good for smaller, off-beat projects, including a lot of social causes

Indiegogo - doesn't prescreen projects, making it easy to enter, and has both all-or-nothing and partial-funding options, making it flexible

FundRazr - good platform for both charitable and for-profit projects, with low processing fees

FundAnything - Donald Trump is a prominent advocate, and personally funds some projects; good for media, movies, etc.

There have been plenty of Singapore Kickstarter campaigns that have reached their crowdfunding goals, but here are some of the most successful:

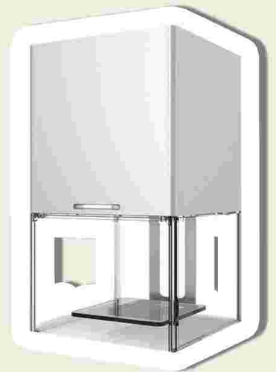
The Buccaneer® 3D Printer

Pirate3D, a Singapore-based startup, used Kickstarter to crowdfund The Buccaneer – a simple, user-friendly 3D printer that “everyone can use.” Pirate3D initially set a Kickstarter goal of USD \$100K, but the project was so successful that it ended up generating 1,439% that amount.

Crowdfunding generated:

USD 1.4 Million

Number of backers: 3,520



Zelos Abyss 3000m Bronze Watch

Zelos Watches, a Singapore-based startup specialising in bronze timepieces, already had two other successful Kickstarter campaigns for its Helmsman and Chroma watches. However, it launched its most successful Kickstarter for the Abyss, a bronze dive watch that's water resistant down to a ridiculous 3,000m. Zelos initially set a Kickstarter goal of AUD \$30K, but the project ended up generating 649% that amount.

Crowdfunding generated: AUD 194K

Number of backers: 287



The Perfect Sketchbook for Travel Artists & Art Enthusiasts

Erwin Lian Chongzhi, a Singapore artist with a passion for sketching, used Kickstarter to crowdfund

The Perfect Sketchbook, a hardbound and compact sketchbook that enables artists to draw on artist grade paper without an easel. Erwin initially set a Kickstarter goal of USD \$50K, but the project was so popular, he ended up generating 107% that amount.

Crowdfunding generated: USD 53K

Number of backers: 881



The Keystone

Abel Ang, a Singaporean inventor with experience in metal crafting, used Kickstarter to crowdfund The Keystone, a minimalist keyholder that looks and operates like a Swiss Army Knife. Although a similar product – called the KeySmart – has been launched on Kickstarter in the US a year before (with great success), there was still space in the market, and Abel's project ended up generating 440% of his Kickstarter goal of USD \$3K.

Crowdfunding generated: USD 13K

Number of backers: 452



D.O.B.:

DEATH OF BRANDS

BY CHUA WEI LING

For some brands, their fates just aren't as good as others. While they may enjoy quick success in many countries, they sadly do not last long. Here are some brands, both local and international, that didn't quite survive through the years or markets.

FASHION

LOWRYS FARM

Lowrys Farm, a casual wear brand targeting young working adults, opened with much hype in Singapore back in March 2012 and in the course of close to 3 years, had up to 8 stores in Singapore. However, while it has more than 200 stores globally including its country of origin (Japan), the sales in Singapore just couldn't keep it afloat here. The reason for the lack of sales? The difference in the climate and fashion tastes, according to their spokesperson.

PROBABLE CAUSE: Lack of exposure and strong competition

LOWRYS
FARM

KATE SPADE SATURDAY

A lower-priced and casual offshoot of American fashion label Kate Spade, Kate Spade Saturday would be closing all of their 19 stores in the States - one of the stores lasted a grand total of 15 days. While the brand has stores overseas and was still opening them in the States as late as the fourth-quarter of last year, the weak sales and heavy promotions were evidently hurting the main company's earnings. The fate of the rest of their overseas stores remains unknown for now.

PROBABLE CAUSE: Luxury brand diluting its value



RETAIL

CANELE PATISSERIE

Set up in 2004, Canelé Patisserie was one of the first shops in Singapore to serve high-end French desserts such as macarons, pastries and cakes, and was doing considerably well in the eyes of the public. It therefore came as a surprise to many when news of its closing came out, as many consumers avidly supported the chain. Sadly, due to the lack of labour and the appearance of many more patisseries in Singapore, the company behind the brands decided that it was more feasible to have it closed instead of staying in competition.

PROBABLE CAUSE: The burgeoning of international patisserie brands



FIVE STARS TOURS

For over two decades, Five Stars Tours had a solid reputation which was mainly known for its Singapore-Genting routes, and had been expanding across Singapore (with 8 branches), Malaysia and other countries. Yet, this expansion may have proved too costly, as 3 weeks before the lunar new year holidays in 2014, it suddenly closed and applied for liquidation. Those who had existing tour packages booked with them were left furious as their travel plans were thwarted and complaints were lodged against the company.

PROBABLE CAUSE: Not moving with the times

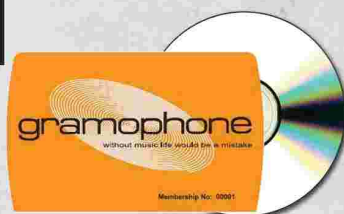


ENTERTAINMENT

GRAMOPHONE

Two years ago, popular CD retailer Gramophone closed up shop, proving that with the rise of the internet and the digitisation of music, it is tough to survive with high overheads. A company with as many as 9 outlets 4 years prior to its closure, followed the fate of fellow local CD retailer, Sembawang Music Centre, which had up to 26 outlets islandwide before its closure in 2009.

PROBABLE CAUSE: Video killed the radio star. Literally.



BUTTER FACTORY

From its early days at Robertson Quay to One Fullerton, Butter Factory had been attracting crowds for 9 years. Citing high rent as their reason for closure, the club partied until its final curtain call, and its Official Closing Party on 3 Jan this year encouraged clubbers to reminisce on their best moments via social media with hashtags like #goodbyeButter.

PROBABLE CAUSE: Singapore rental rates



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SWEET SUCCESS

Why are Singaporeans mad for these food brands?

We all know the global economy, is by its very nature, globalised and marketing pundits love to say vague things like 'think global, act local', which is merely their evasive explanation for what's really quite obvious: a product that sells well in one country won't necessarily sell well

in another (think about the unfortunate turn of events for Japanese giants Lowrys Farm and Fandl who closed down their stores recently in Singapore). Not unless of course you know what you're doing. Here's a look at 4 notable foreign food brand launches that did particularly well in Singapore.



Name: Krispy Kreme
Origin: USA
Launched in Singapore: October 2013

The 78-year-old brand already had an existing fan base for years in Singapore long before ever arriving here officially, mainly thanks to travellers bringing them back in soggy boxes from Hong Kong. This meant that when it did come here, it was more assured than most other new start-ups of guaranteed queues – remember the long lines at Tangs?

Costing more than other doughnuts, it was considered "premium", which made it a desirable lifestyle thing. This pricing caused some controversy initially (mainly among people who have no understanding of how market economies work, but are evidently experts when it comes to STOMPI). While KK's days of queuing seem to have passed, the brand's four stores are still serving its comfortably large community of doughnut-lovers.



Name: Llao Llao
Origin: Spain
Launched in Singapore: August 2012

At just 5 years old, they've not just made a big bang in Singapore, they've literally taken every country they're in by storm (a storm in a yoghurt cup, in this case). Llao Llao already has over 100 outlets in 13 countries around the world, including France, Morocco, Russia, Saudi Arabia, South America, and of course, Spain.

What's the lure? At least in Singapore, it isn't priced by weight like most yoghurt places, so people feel they get more value for money. There's also a constant queue, which reinforces everyone's assumption that it must be good, plus it's perceived to be healthier than ice cream, so you feel like you're queuing for something that's good for you. There's only one kind of yoghurt base, which makes things simple for all parties involved, and having a lot of staff means that the long lines don't drag.



Name: Duke Bakery
Origin: Taiwan
Launched in Singapore: October, 2013

Since opening just 15 months ago, Duke's largely been successful as it's perceived to be very generous – both with the large amounts of filling in its bread, and in giving out free samples*.

A lot of people feel it's "healthy", and the fact that the bread's sliced there in front of your eyes adds to the perception of "freshness". Also it purports to be "Japanese style" and the buns are fairly exotic compared to the average BreadTalk, for instance. The Taiwanese sure have a knack for trendy food concepts.

* They also offer a "lifetime membership" with discounts, but most devoted fans eat for free already, shamelessly helping themselves to large mouthfuls of bun bits, usually right after having used a public toilet and not bothering to wash their hands.



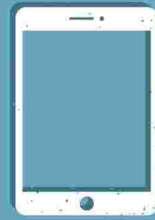
Name: Honey Creme
Origin: Taiwan
Launched in Singapore: October 2014

The queues at its Somerset 313 branch is an indication of how obsessed Singaporeans are with this latest craze for Korean-styled soft-serve, which is – ironically – from Taiwan. The chain has had similar success both in Taiwan and Hong Kong in the same year.

Part of the reason for its success may be due to the fact that people seem to love Instagramming photos of themselves – whether they're in the queue, or with their newly-procured signature soft-serve with cotton candy – that help make Honey Creme a sort of online superstar. Unlike Llao Llao's "healthy" image, Honey Creme is unabashed about its calorific toppings – like caramel popcorn and cotton candy – which suits their sugar-craving audience.

The trend that sets these brands apart seems to be that they're all marketed as 'premium' labels, indicating the spending power of Singaporeans. Perhaps the fact that they're all loaded with sugar – which makes anyone hyper – may contribute to their success. All we know for sure is that the marketeers at Health Promotion Board have a tough job ahead of them.

The Great Rebrand

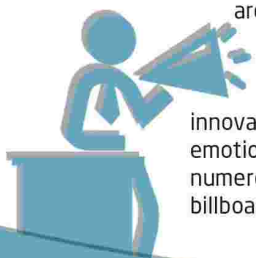


Corporate rebrandings are fairly common these days, and with the recent rebranding of two of Singapore's big names – Tigerair and Singtel – the question is: what precipitates a rebrand?

What's a Rebrand?

Rebranding aims to change the perception of a brand. For example, Samsung has led the way in totally changing old perceptions of Korean electronics being cheap/inferior/less cutting-edge. Successfully branded companies have to live up to their customers' expectations with solid products to back them up – if they don't, a new brand campaign or brand image can be easily undone overnight (as was the case with Singapore's Pirate 3D Printer which came under fire for under-delivering).

Branding (and rebranding) objectives vary among companies. For example, a tech rebrand often includes introducing of a new product range as part of their re-invention story. Some brands are more price-driven rather than emotionally-driven, and stronger emotions build affinity, loyalty and tend to increase brand value. Think of brands like Apple, which is innovative and high-quality, but also builds an emotional connection with consumers across numerous touch points (ie TV, social media, billboards, word of mouth, etc).



The Cost of Rebranding

It's very difficult to put a price on rebranding. While spending goes to recrafting anything from a new logo to taglines and uniform, the biggest costs generally tend to be advertising (print, TV, social media, etc.), where the cost can vary hugely from case to case.



For many companies though, once they've nailed a successful look and image, they stick with it. Designed in 1971, Nike's famous swoosh cost just \$35, while Twitter's iconic little bird was just \$15. Even more impressive, Microsoft, Google and Coca-Cola's famous logos were all designed in-house for free, and are all instantly recognisable global brand assets today.

Rebranding Stories

Many struggling companies see a rebrand as a tempting prospect to push the reset button on their public image. And plenty of brands manage to pull off successful rebrands.

ANZ Bank, which rebranded in 2012 for \$15 million, was viewed as a success, as they're now the biggest bank in New Zealand and #3 in Australia.

In 2008, and the **Posten Norge (Norwegian Postal Service)** spent US\$55 million on rebranding. Their reason: falling sales for domestic mail service. Surprisingly, the campaign was a success, with the positive awareness generated.

But rebranding doesn't always pay off. If it fails, it'll cost money (often a lot), and leaves the company worse off, plus attract public scrutiny.

For instance, in 1997 the **BBC** – paid for by TV licenses – forked out US\$1.8 million to move their initials into 3 identical white boxes. While they argued a refresh was necessary, they came under fire from the public for their choice of logo.

In 2000, **BP** spent US\$211 million replacing their 70-year old logo with a green helix symbolising their "green" approach. Many asked what the logo has to do with a company that drills for oil;

critics piled scorn on their green credentials after the catastrophic Deep Water Horizon oil spill.

The biggest spender was **Symantec**, which "invested" nearly US\$1.3 billion on a rebrand amid strong competition. Unbelievably, they rebranded again last year amid further slumping fortunes – meaning their prorated Y2K rebrand costed nearly US\$100 million per year over its brief lifespan.

Rebranding is akin to coming out with a new product, and while it's clear that rebranding is a gamble, the ones who are in charge of creating the new image – the designers – are usually the ones better off.

Millionaire by 25

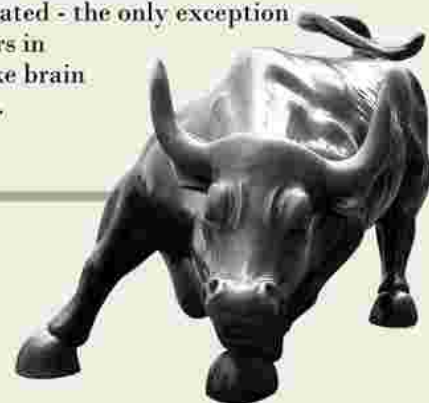


Many people dream about having it all. Nice house, hot car, lavish holidays. And while it's definitely possible to achieve those goals over a long career, the idea of only getting your first sports car at age 50 sounds more like a mid-life crisis than a plan.

Unless you're lucky enough to be born rich, you're going to have to work hard

to achieve those goals. And the most obvious way will be to get a well-paid job.

The 10 highest-earning careers in Singapore are either finance- or business-related - the only exception being careers in medicine like brain surgery, etc.



GET INTO FINANCE

We all know a career in finance can be lucrative. So it's no surprise that landing a finance job is very competitive. You're vying with highly motivated peers, so how do you get ahead?



GET A DEGREE

Ideally a degree in finance, business, accounting, etc., since without a degree, companies are unlikely to notice your lonely little CV among the pile of hopefuls anyway.

KNOW THE JARGON

Simply knowing you want to make a lot of money won't qualify you for finance. You'll need to know your EBITDs from your EBITAs. Reading sources like the FT, Economist or WSJ regularly will help you understand the jargon and trends.

HAVE SWAG

You're probably imagining a flashy suit or powerful hair, but in finance real swag comes from knowing your stuff and understanding the game. Over time, if you're successful this will come naturally, but for a newbie it can be tough. That's where a targeted MA or MBA in business or finance can help give you a heightened level of exposure and confidence.

GET INTO BUSINESS

The other route to early riches is business. Like finance, it's results-oriented meaning you can quickly advance, if you have the abilities and skills to make it happen.



ESTABLISHING A KNOWLEDGE BASE

To make the big money, business-people need to actually efficiently manage complicated areas like marketing, accounting, compliance, etc. It's possible to acquire these skills on the job, but it's hard without the basic foundation of a specialised degree in business administration or management.

NETWORK AND LEARN

Anyone currently schooling is in an ideal place to make contacts, as you're surrounded by highly motivated peers; you can feed off their ideas and energy, and school is often where

you form life-long bonds, both in business and otherwise.

You can also take advantage of having lecturers (aka: experts) whose job is to answer your questions - these people are often business practitioners and you're getting almost unlimited amounts of their consulting time while you're earning a degree. So take risks, ask questions, propose ideas and learn from their experiences.

START A COMPANY

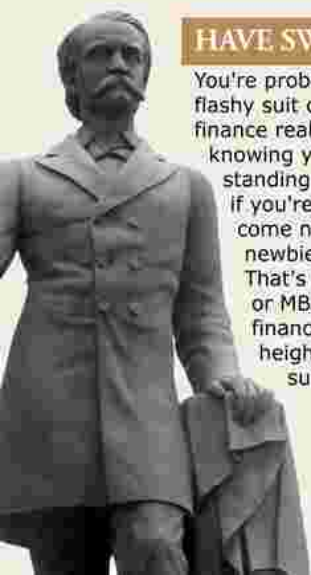
The benefits to being self-employed are many like your success will be measured by what you achieve. If you somehow pull off your crazy ideas, you'll get all the credit. There's no glass ceiling when you're the boss.

If you fancy entrepreneurship, the first step is opening a company. Luckily, Singapore's ranked the easiest place in the world to do business. It takes roughly 15 minutes, and costs from \$350; get started by visiting Accounting and Corporate Regulatory Authority (ACRA) online at www.acra.gov.sg.



**BILLION-
AIRE BY
35**

If you're thinking along these lines, you can start your search in making your plans to conquer the world with educational resources like www.kaplan.com.sg, and information on getting started in entrepreneurship at www.spring.gov.sg.



By Nicole Hilary Teo

OUT WITH THE OLD AND IN WITH THE NEW

Rebranding usually occurs when companies and organisations decide to take their business or cause in a new direction. Changes could be subtle, like a slight shift in messaging, or obvious, like a brand new logo. Regardless, rebranding can be risky because of public perception.

Here are some examples of rebranding successes (and flops)!

SINGTEL

As part of their rebranding campaign, Singtel released a new logo and slogan on January 21st. The new logo retains Singtel's signature colours of red and black, but the arc is now made of circles, which has been said to demonstrate their progress in improving their customer service. Several netizens have made fun of this in many ways by linking it to Singtel's reputation of bad service over recent years. One, in particular, said that the dots represent the blood he coughs up whenever he deals with them! It didn't help that their slogan, 'Let's make everyday better', has been heavily criticised to be grammatically incorrect as well. Yikes.



TIGERAIR

Airline rebrandings have been rife in the past few years, with major international airlines like Japan Airlines, United Airlines and American Airlines adopting brand corporate identities. When Tiger Airways rebranded in 2013, they didn't just change their logo – the words 'tigerairways.com' with a tiger leaping over the name – they shortened their name to simply 'Tigerair'. The only reminder of a 'tiger' is the tail-like application on the letter 'g' – a cleaner, modern version of the old logo. This hope was to create a 'friendlier' look that ties in with the launch of their new call centre, but many have criticised it for looking too bland and child-like.



STARBUCKS' COFFEE

In 2011, Starbucks commemorated their 40th anniversary by unveiling a new logo – the iconic green siren was free from the ring, and the words "Starbucks Coffee" were dropped. This logo change was parallel to their plan to expand their product line. Some consumers were baffled as to why Starbucks took their name off the logo, but the distinct green siren logo speaks for itself – Starbucks is now so well-known all around the world that it no longer needs to announce its brand name anymore.



APPLE

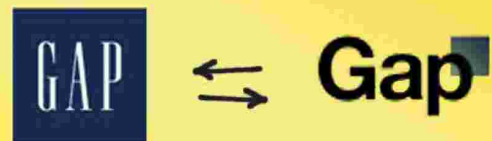
When Steve Jobs rejoined Apple's board in August 1997, Apple was a company that was operating at a loss, losing out to competitors such as Microsoft. In 1998, they introduced the iMac – a computer that was not only appealing to the eye, but also functional. They also introduced a new neutral-coloured logo, which is a colour that is said to be able to bring about balance and composure. Since Apple's rebranding and release of new products, they have been kept at the forefront of the industry, becoming the brand we know and love today.



GAP

In 2010, well-known clothing brand Gap replaced their classic logo (that had served them for 20 years) with a new one, which featured the word 'Gap' in a bold font and a square that faded diagonally from light blue to dark blue. It caused quite a stir in the design community and on the internet, with people making it clear that the new logo did not sit well with them.

Just a short six days after launching their new logo, Gap reverted to their original logo design. This move was one of the quickest branding turnarounds of all time.



MICROSOFT

To meet the growing competition in the industry, Microsoft started to rebrand its products throughout 2011 and 2012. They adopted the Metro design language, which gave their logos a clean-cut and classic look. These changes have met with mostly positive reviews from the public.

Microsoft

Microsoft Office 2010

Windows

XBOX

Windows Internet Explorer 9

Microsoft Outlook 2010

Microsoft

Office

Windows 8

XBOX

Internet Explorer

Outlook.com

EVOLUTION OF PRODUCTS

BY HONG ZIRU

As technology rapidly advances by mere minutes, we have borne witness to the evolution of many wonderful inventions which have impacted our daily lives. Smartphones, MP3 players, tablets and fibre optic enabled internet devices have come a long way from their rather crude predecessors.



THE TABLET

Information access took a somewhat big leap over the decades as they shifted from physical printed forms to virtual, as the PC enabled access to the "World Wide Web".

The first PC was the size of a room before it down-sized to an A4-sized piece of equipment. The early laptops were as thick as encyclopedias and as heavy as sacks of rice, as illustrated by the Whitebox. Since then, laptops grew slimmer, while their specs – like RAMs, network cards and performance – all improved.

Aesthetics also took an evolutionary leap: take the iconic Mac laptops. Early versions included curvy plastic models that came in various colours, which then evolved to plain white designs, and finally you have the Macbook Air, which is lightweight, sleek and thinner than an average thesis paper. These days, even a thin laptop isn't mobile enough – enter the mini PC, or the 'tablet', which functions like a PC but so thin, it can be slid into a jacket pocket.

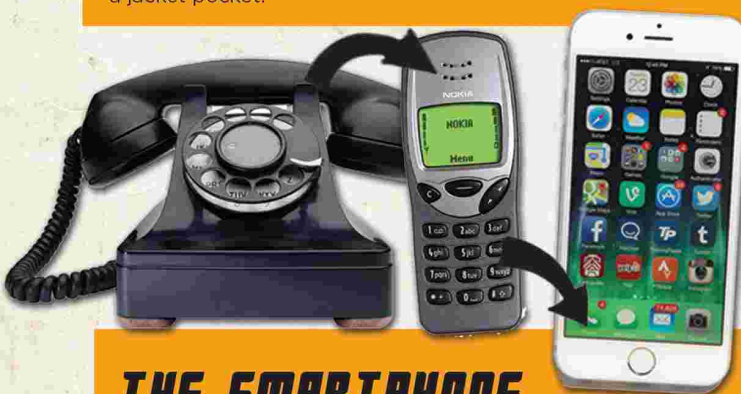


THE FIBRE BROADBAND

The monotonous dial tone was once common place when internet speeds were 28.8 and 56.6 kbps. Hooked up to the phone line, connection was somewhat unreliable as it would get interrupted whenever phone calls came in.

Gradually, when broadband and ADSL came into place, the modem itself was upgraded visually. Take the Singtel MiO modem for instance – its curved white upright unit was an improvement from the boxy modem.

The discovery of fibre optics gave birth to the fibre broadband that we use today. The ONTs and routers these days are not only functional, you don't feel like you have to hide it. The black Asus router, with its superbly bright blue LEDs, looks like a designer furniture with its beveled accents. Technology will just keep moving forward relentlessly, and as we are consistently blurring the line between fiction and reality, what shape will the future hold?



THE SMARTPHONE

Corded telephones began humbly as a practical must-have in every household during their early days as the main form of communication.

Fast forward a few decades, and cordless house phones came into being, with emphasis on style, colours and materials. This soon evolved into the handphone, which grew progressively smaller from the size of a water bottle to that which fits snugly into one's palm. Two such examples are the Nokia 3210, with its ergonomic ice-cream bar form, and the Sony Ericsson S500i. Since 2007 when the iPhone launched, it's hard to find someone these days with a simple 'mobile phone'. Now everything is touchscreen, equipped with unlimited functions and apps – Alexander Graham Bell would be proud.



THE MP3 PLAYER

Music for the masses used to come in the form of huge black LPs (or vinyls) which could only be played on a turntable. By the late 70s, music came in the form of cassette tapes, which you could play on home stereo systems as well as the portable Walkman (made popular by Sony).

By the 90s, cassette tapes then evolved into CDs, which allowed you to skip songs with the press of a button. Home CD players soon downsized into portable versions when Sony released the Discman. While they were about palm-sized, they weren't too portable because the music would skip if you jostled the player around. When music files became digital, Apple came up with their very first MP3 Player, the iPod, with its revolutionary circular thumb slide function. Sony followed suit with their stick-shaped MP3 player, which doubled as thumbdrives.

HIDDEN DESIGNS by Chua Wei Ling

Have you ever noticed how within a seemingly normal entity, either online or offline, there may be more than meets the eye? Commonly known as "easter eggs", these are trivia designs that are cleverly and intentionally "hidden" within existing designs to amuse those who manage to find them. Here are some examples of interesting "easter eggs" hidden right under your noses that you might not have realised.

GOOGLE, THE ONLINE MASTER OF DISGUISES:

GOOGLE CHROME - OFFLINE REX

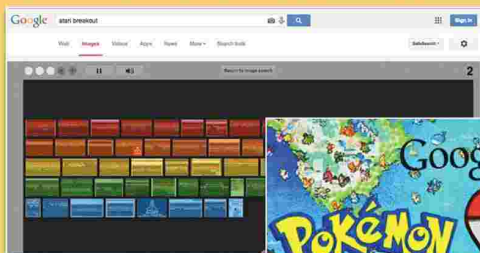
If you are using Google Chrome or have used it before, chances are you would have stumbled upon Rex when your internet connection is out and you are offline. But have you ever realised that Rex is more than just an image? If you press down your spacebar, Rex actually comes to life into a simple mini jumping game, and he'll probably be able to keep you entertained until your internet connection picks up again!



Unable to connect to the Internet

GOOGLE SEARCHES - ZERG RUSH/ATARI BREAKOUT

Search "Zerg Rush" or "Atari Breakout" on Google search / Google image search and your screen instantaneously starts loading the respectively games. It's similar to Rex, only you will need an internet connection just to play these 2 games.



GOOGLE X POKEMON SEARCH

Every year on 1 April, Google launches a one day campaign and on 1 April 2014, Google actually launched a Pokemon game where 151 different images of Pokemons were actually hidden all over the world on their Google Maps. For one day only, users who managed to collect every single one of the Pokemons were eventually presented with a limited edition card from Google stating that they have achieved the feat.

DISNEY, WHERE IMAGINATION IS HIDDEN IN EVERY CORNER:

DISNEYLAND - HIDDEN MICKEY MOTIFS

Throughout the entire theme park of Disneyland, the iconic mouse motifs are actually hidden quite subtly - from picture frames to hedges around the theme park, unless you were paying close attention, it is highly likely that you would have missed out the motifs without meaning to do so!



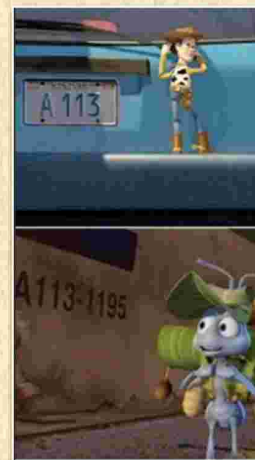
DISNEY MOVIES - CROSS-OVERS

Have you ever noticed how some of Disney's movie characters actually appear in Disney's other titles? Most of these are not that obvious, but Disney has been at it for years! Take for instance the scene in Tarzan where the gorillas make a lot of music at the humans' campsite and Mrs. Potts and Chip from Beauty and the Beast actually made a special appearance then. Or how about Aladdin's lamp appearing in The Princess and the Frog as a cameo? The next time you watch a Disney film, keep your eyes peeled!



DISNEY & PIXAR - A113

For over a decade now, in up to 45 movies, cartoons, and even video games produced by Pixar, "A113" has been appearing in various forms on screen. You can find it in animations such as Toy Story and even live-action movies such as Mission: Impossible - Ghost Protocol, and The Hunger Games: Catching Fire. People outside the animation world have been baffled by its significance for years, but as it turns out, "A113" is simply a homage to the number of a classroom of the famed California Institute of Arts where the first generation of animators studied graphic design and character animation.



The Art of COUNTERFEITS

The counterfeit industry is certainly one that isn't new to any of us - considering that it has been reported in the media over and over and we see it basically everywhere around us. From food to clothing, to electronics and bags, there simply doesn't seem to be anything that just isn't replicable. Even whole cities and towns have now been replicated, and there seemingly aren't any bounds that can constrain counterfeits, but what exactly about this industry makes it so lucrative?

The items that people want

For most people, the notion of wanting to own a piece of branded something comes about because of the thinking that their status can be elevated when they are spotted and associated with a certain brand. Thus, the desire to own a piece of any high-end product arises, but it's not necessarily within their means to afford for.

The concept that counterfeiters work on is therefore fairly simple and straight-forward - providing the service to people who have a demand for brands and items, but cannot afford an authentic piece. Simply put, these counterfeiters produce items which they call "replicas" to those who want a cheaper alternative that blurs the line between real and fake to the untrained eyes.



Fake bags sold in London

What gets targeted

As previously mentioned, almost nothing escapes the hands of counterfeiters these days.

From electronics to clothing and accessories, there simply isn't anything that cannot be counterfeited. Brands that are most targeted are generally those that have a huge following or are well-known as status symbols such as electronic brands Samsung and Apple, or bags and clothing lines from Louis Vuitton, Hermès and Gucci.

That said, while almost all brands have the equal chance to be counterfeited, certain branded products seem to fare better in terms having fewer counterfeits in the market. One such product would be travel essentials such as luggage, where brands such as Rimowa and Samsonite do not see as much competi-

tion from counterfeits, however, these are items which are used for functionality only when one is travelling, and thus less about making a status statement.

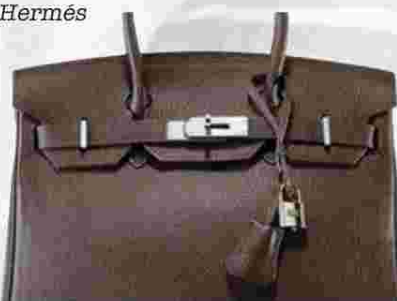
The process of counterfeiting

Counterfeiting begins with the purchase of the authentic products from the brand store itself - this is the only authentic part of the process - and is generally done by the counterfeiters personally, especially so if the items in question are bags. Once they have gotten their hands on the items, the dismantling takes place, and the parts are sorted into categories of what needs to be produced or what can be substituted.

For parts that need to be cast and moulded, the production takes an average of 20-45 days, while the other components needed are being produced concurrently.

All these materials and parts are then consolidated and sent to the production factory where they are assembled together to create the counterfeit products, which are then sold to unsuspecting or willing consumers. If the parts and materials are all readily available, the production time for a counterfeit could be as fast as one week, before hitting the market.

Genuine vs. Fake Hermès



The production and the market-place

Generally, most factories that produce counterfeits do only one or two designs at a time, thus they can produce up to 500 pieces per week of a single counterfeit and could even make more if the complexity was low.

Also, in order to keep the production cost low, these productions generally take place in major manufacturing countries with cheap labor and materials, such as China, but while the manufacturing takes place there, the sales of these counterfeits are not limited just to China's domestic market.

Worldwide from Europe to the States, the market for counterfeits is simply so huge that despite laws and major fines against their sale or purchase, both buyers and sellers are undeterred in their quest for counterfeits.



Fake Apple store in China

The cost of counterfeits

So how much does a counterfeit cost exactly? Depending how well the product was replicated, the price of a counterfeit could be as low as one-fifth to half as much as an original would.

While this may mean savings for those who want a cheaper alternative to branded goods, it also translates to an alarmingly amount that brands worldwide lose to counterfeits every year.

Reports reveal that on average, since 2008 companies have collectively lost US\$650 billion dollars to counterfeits annually, and that figure is set to increase to US\$1.7 trillion in 2015 – or a staggering 2% of the entire global economy.

OECD Category

OECD Category	Estimate in \$ billions (2008)	Estimate in \$ billions (2015)
Internationally traded counterfeit and pirated products	\$285 - \$360	\$770 - \$960
Domestically produced and consumed counterfeit and pirated products	\$140 - \$215	\$370 - \$570
Digitally pirated products	\$30 - \$75	\$80 - \$240
sub total	\$455 - \$650	\$1,220 - \$1,770
Broader economy wide effects [†]	\$125	\$125 +
Employment losses*	2.5 million	2.5 million +

Source: Frontier Economics

[†] Effects on government tax revenues, welfare spending, costs of crime health services, FDI flows

* Estimate limited to G20 economies

The lowdown

While counterfeits may seem like a cheap alternative for the brand conscious on a budget, ultimately those consumers lose out in the long run. These counterfeit goods make up for their low prices by compromising on material and workmanship, which is what branded goods are valued for in the first place.

For an authentic branded product, the cost isn't solely the brand name

only, but the quality of the products as well and thus, while counterfeits give you a feel-good moment at the point of purchase, the regret that comes either when you get pointed out carrying a counterfeit, or worse still when you realize you're helping support criminals and putting legitimate craftsmen and artisans out of work should make a strong enough case already for simply saving up and getting the authentic product later on.

Below is an illustration of the process of counterfeiting a bag:



OUT AND ABOUT

FOR YOUR CHANCE
TO WIN TICKETS AND
PREMIUMS, CHECK OUR
FACEBOOK PAGE!

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CAMPUS.SINGAPORE

EDUCATION EVENTS

Swiss Education Fair Singapore

When: 7 - 8 Mar, 11am-5pm
Location: MBS Convention Centre, Level 4, Melati Junior Room

Discover various Swiss institutions of higher learning presenting their Bachelor and Master Programs. Meet and speak with exchange students and delegates and find out about the application process, future career opportunities or living in Switzerland.

Study in Australia, NZ & UK Open Day

When: 7 - 8 Mar, 11am-4.30pm
Location: Parkroyal on Beach Road

Hosted by IDP, this education fair is great for those looking to further their education overseas but aren't sure of the available options or have questions about it.

Lasalle Undergrad Open Day 2015

When: 14 Mar, 11am-3pm
Location: LASALLE College of the Arts

An award-winning faculty of illustrious academics, professors, and lecturers will be conducting a series of sharing sessions on trade 'tips and secrets' on how to create and present a great-looking portfolio at auditions and interviews.



Career & Education 2015

When: 12 - 14 Mar, 11am-8pm
Location: Suntec Singapore Convention and Exhibition Centre Halls 403 - 405

The Career & Education is where you can meet full/part time/vocational study providers or recruiters to explore career paths. You can also receive advice on your best job/study fit with your personal profile or even apply for immediate vacancies.

With Kaplan, there's
no limit to what you can be.



Open House
Date: 21 March 2015, Saturday
Venue: Kaplan City Campus @ Wilkie Edge
Time: 12pm - 5pm

Kaplan Open House

When: 21 Mar, 12-5pm
Location: Kaplan City Campus @ Wilkie Edge

Looking to further your education? Learn more about the diploma, degree and post-graduate options available to you, or pick up career tips and practical life skills from the free seminars at Kaplan's Open House!

MOVIES



Dragon Blade Movie (February 19)

Cast: Jackie Chan, Adrien Brody, John Cusack, Vanessa Wu, Choi Siwon

Set in China during the Han dynasty (206 - 220AD), Dragon Blade follows Huo An (Jackie Chan), the commander of the Protection Squad of the Western Regions of the Han Dynasty, who gets framed and enslaved for a crime he didn't commit. He soon meets Roman soldier Lucius (John Cusack) and the pair begin to form an unlikely alliance.

2
PAIRS
TIX



Cinderella Movie (March 12)

Cast: Cate Blanchett, Lily James, Richard Madden, Stellan Skarsgård, Helena Bonham-Carter

This live-action feature is inspired by the classic 1950s animated fairytale about young Ella (James) who finds herself at the mercy of her cruel step-mother (Blanchett) and stepsisters, who reduce her to scullery maid. Her salvation arrives not in the form of her fairy godmother (Bonham-Carter), but a kindly beggar woman who has a magic touch.

PRODUCTIONS

12 - 15 Mar
Esplanade Theatre
Tickets: \$30 - \$70

Sleeping Beauty

Set to a rich score by Tchaikovsky, this latest staging by artistic director Janek Schergen features choreography by Marius Petipa, and more than 150 stunning costumes designed by Tracy Grant Lord. In all its splendour and grandeur, this full-length classical ballet is a treat for everyone. This is the first performance of 2015 for the Singapore Dance Theatre.



21 Mar - 12 Apr
MasterCard Theatres, MBS
Tickets: \$65 - \$190

Beauty and The Beast

From the producers of The Lion King, the award-winning production of Disney's BEAUTY AND THE BEAST has been put together by the original creators of the Broadway production, including the Tony Award winning costumes from Ann Hould-Ward and will feature the animated film's Academy Award-winning score with music by Alan Menken and Lyrics by the late Howard Ashman, with additional songs with music by Alan Menken and Lyrics by Tim Rice.

2 - 4 Apr | 8pm
SOTA Drama Theatre
Tickets: \$20 - \$38

2
PAIRS
TIX

T.H.E. Dance Company Triple Bill

With subtle and beautiful choreography, T.H.E Dance Company will be presenting a triple bill of powerful works by acclaimed male Asian choreographers like Xing Liang, Jeffrey Tan and Germany-based Taiwanese Sun Shang-Chi. Artistic Director Kuik Swee Boon would also be reviving Silences We are Familiar With (with performances from 28-30 May), a special piece that contemplates life, death, love and everything in between.



FESTIVALS

27 Feb | 7.30pm
*SCAPE The Treetop, Level 5
FREE ENTRY

Juno

Every second and fourth Friday of each month, SCREENS by *SCAPEmedia will be hosting a free series of films curated for the youth. The next screening is JUNO, a coming-of-age comedy drama about a teenage girl who is faced with an unexpected pregnancy, and enlists the aid of her best friend in finding the unborn child a suitable home.



FREE

GIGS

22 Mar | 6.30pm
Gardens By the Bay
FREE ENTRY

SPH Gift of Music Series: SSO@Gardens by the Bay

The SSO will present a selection of music rooted in love and fantasy at Gardens by the Bay. From Tchaikovsky's Swan Lake to Prokofiev's Romeo & Juliet Suite and Stravinsky's The Firebird, pack a picnic at Gardens by the Bay and enjoy some of the best-known - and loved - classical pieces of all time.



FREE



5 - 8 Mar
Marina Bay Sands
Tickets: \$80 - \$720
Singapore Jazz
Festival 2015

With the iconic Singapore skyline as the backdrop, more than 250 artists - from Grammy Award winners to Singapore's very best - will be performing on multiple stages at MBS. They include 2015 Grammy nominee, Jessie J., as well as many others from Japan and the USA.

incubus



9 Mar | 8pm
The Coliseum, Hard Rock Hotel
Tickets: \$108

Incubus Live in Singapore

Returning to Singapore since their first show in 2008, Incubus - one of the most popular alt-metal bands of the new millennium - will be performing live for one gig only.

28 Mar | 6pm
The Star Theatre
Tickets: \$48 - \$188

Lantis Festival

For the first time, Lantis Records (the world's largest label for anime songs artists), will be bringing "ANISONG WORLD TOUR ~ LANTIS FESTIVAL" to Singapore. The concert will bring together 7 major artists for the first time on a world tour with stops including Las Vegas, Hong Kong and Seoul.



22 - 26 Apr | 8pm
Esplanade Theatre
Tickets: \$46 - \$116

Kumar Stands Up For Singapore

For seven shows only, celebrate Singapore's journey from a swampy island of a few orang lauts to today's bustling metropolis of millions. He'll make you roar with laughter as he tackles the red, the white, the stars and, of course, his Crescent Moon. Come laugh with KUMAR as you discover the true meaning of mari kita!



CELEBRATING THE *creative ones!*

BY DISHI GAUTAM

PRESIDENT'S DESIGN AWARD SINGAPORE

PRESIDENT'S DESIGN AWARD SINGAPORE

Registration Deadline: March

Awards ceremony: November - December

What does one get?

An award at the President's Design Award Ceremony and be featured in a President's Design Award publication and exhibition

Established in 2006, these are Singapore's very own design Oscars. These awards celebrate quality and excellence in all design disciplines. Their categories include furniture design, architecture and urban design, fashion, industrial design and advertising. The recipients not only receive an award, but their designs are also showcased at the President's Design Award exhibition.

THE ROSES CREATIVE AWARDS

Registration Deadline:

6 Feb 2015

What does one get?

Gold, Silver and Bronze prizes

These Melbourne based creative awards are presented to the very best of digital, design and advertising ideas. They celebrate boldness and confer the award to designs with a "fearless attitude" while at the same time, reward simplicity.



IF DESIGN AWARDS

Registration Deadline:

1 Mar 2015 (for 2016)

What does one get?

Product and Packaging: EUR 2,700 per entry
Communication, Interior Architecture and Professional Concept: EUR 1,600 per entry



Internationally known as the Academy Awards for designers, the iF award was established by Germany's iF Industrie Forum Design. They mainly recognise industrial design and call attention to practising good design. Recipients are allowed the use of the iF logo on their products for an unlimited period of time and the products are exhibited over several months.

THE CHIP SHOP AWARDS

Registration Deadline:

Judges meet up in April, so before that.

Deadline for monthly awards:

12 noon, last Thursday of the month

What does one get?

Winning entry - A chip (yeah, you read that right). Commendable entry - The Vinegar trophy



"This is creativity with no limits..." warns the website. These annual (with a monthly edition) advertising awards happen to be the only creative awards that have no rules. The agencies participating need not even be working for the company they have created the ad for! The categories are bizarre, including 'best use of bad taste' and 'best use of plagiarism'.



The best in every craft deserve to be recognised. The Nobel Prize, for instance, recognises contributions to cultural and scientific advances. Then there's the Oscars for cinematic arts and the Man Booker for literature. But what about recognition of design creativity? The ones who spend hours on the advertising boards you see, the shampoo you use or the clothes you wear? Here are the awards that honour the out-of-the box thinkers, the rule breakers, the rule makers: the designers.

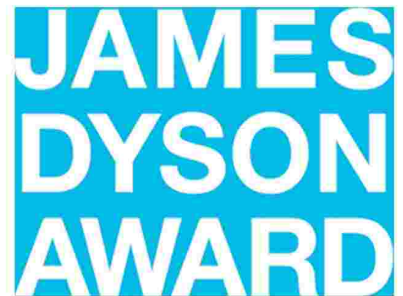
JAMES DYSON AWARD

Registration Deadline: 2 Jul 2015

What does one get?

International winner: \$45,000 to the winner + \$7,500 to the university department + James Dyson Award certificate
National winner: \$3,500 to the winner + James Dyson Award certificate

Supported by the James Dyson Foundation, these awards aim to inspire the next generation of design engineers. Held at both national and international level, this award is a recognition of ideas and products that are different, practical or solve a problem.



OTHER DESIGN AWARDS:

Awwwards

These internet based awards recognise creative websites.

Design Business Chamber Singapore

These honour design students from across the globe and is one of the most prestigious design awards in Southeast Asia.

Lexus Design Award

An honour for luxury car designers.



*Study
Overseas?*

*Who to
Talk to?*

*Where to
Apply?*

*Where Should
I Go?*

*What are
My Options?*

*Which
University?*

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to know more about studying in Australia, New Zealand & UK

Sat, 7 Mar & Sun, 8 Mar 2015

11.00 am to 4.30 pm

PARKROYAL on Beach Road, Grand Ballroom,
7500 Beach Road, Singapore 199591

Intending to further your studies in Australia, New Zealand & UK? University academics and admissions staff will be present to advise on your eligibility and waive application fees. Seminars on various topics will also run concurrently to provide further information and industry updates.

Admission is **FREE** and all are welcome.

Remember to bring your full and ORIGINAL academic certificates and transcripts, as well as photocopied sets for certification.

To register for the event and to find out on the participating universities, please log in to <http://www.idp.com/singapore>



Scan the QR code
for participating
universities listing



IDP Education Limited Singapore Branch

4th Level RELC Building 30 Orange Grove Road (S) 258352 Tel: (65) 6736 7025/40/41 Fax: (65) 6737 1736

Email: info.singapore@idp.com  www.facebook.com/IDPSingapore

Operating Hours: Weekdays 10:30am to 5:30pm except Thursday 10:30am to 6:30pm Saturday 10am to 2pm.



Rude Playthings

by Nina Gan

More like
"Randy"
Repeatin'
Tarzan

FAIL

When it comes to the world of children's toys, you'd expect to see the usual suspects like stuffed animals, plastic toy guns and figurines of all shapes and sizes. However, there are some toys that just seem to miss the boat on 'appropriate design for children'.

Take the **Harry Potter Nimbus 2000 Broomstick**, for example, which looks pretty much like the version in the movie franchise, but with one extra feature: the broom vibrates! What happens when parents find out about a phallic toy that vibrates when slid against a child's crotch? Product recall and hilarious online comments.



Cock-Up: Shape of things to come

Last year, Hasbro released **Play-Doh's "Sweet Shoppe Cake Mountain Playset"** which came with an (in)appropriately named "extruder" tool – a penis-shaped syringe to squeeze Play-Dohs from. Images of this 'Play-Doh dildo' went viral, to the chagrin of their overworked social media team.



Then you have the **Dora Aquapet**, which has been given a bunch of nicknames along the lines of 'Dora Dong'. Dora the Explorer was part of Aquapet's limited edition release – see Dora bob inside a phallus-shaped tube, propelled by a pair of suggestive domes.



Trust toy companies to make childhood characters creepy. ET's finger has been severed and sold as '**Finger Light**', which lights up when you press it. Apparently nobody told them that the flesh-coloured 'finger' with veins looked more like a man-member than ET's digit.

"Flesh"
Light



Not all rude toys were imported – Singapore created the **Fr-ooze Pop**, which is basically jelly that you squirt, suck and lick out of a suggestively-shaped container. Children were supposed to shove said candy stick into their mouths, and 'squeeze and lick again and again', according to TV ads that popped up in between cartoon shows. Anyone remember them?

Shoot Up: Packing heat

What's not to love about heroes and guns? And butts?

The **Punisher Shape Shifter** transforms from man to weapon! First, his giant shooter sproings from his nether region before he becomes a gun with a barrel sticking out his butt.

Then there's the **Batman water gun** which takes the shape of the caped crusader bent over, with the trigger positioned at his crotch. And you fill it up by unplugging the butt plug. Seriously.



Jack Up: Rub and repeat

Action toys may be fun for kids, but when they're inappropriately designed, hilarity – and parental complaints – ensue.

Disney released the "**Rad Repeatin' Tarzan**" action figure, which looks like the animated hero except his right hand looks like it's holding an invisible erm, flagpole. Perversion goes to another level when you activate the lever on its back: his arm moves up and down in a motion that's not child-appropriate, as he yells like a beast. No wonder there's a 'choking hazard' label on the box...



Then there's Disney's **Lion King** toy featuring **Rafiki and Simba**. The action was meant to recreate the inspiring moment from the movie when Rafiki raises Simba to show the kingdom their new prince. But Simba was placed so disturbingly far down Rafiki that when you press his tail, it reminds you of an animal kingdom version of child molestation. How appropriate for a McDonald's Happy Meal toy!



Blow Up: Inflating inappropriately

Inflatable toys are always fun, but when they can give the word 'blow' a totally wrong meaning.

The Avengers' inflatable **Wolverine** hammer looks innocent enough, until you have to inflate it – via its crotch. Production mistake or intentional design?



Taking inflatables to a whole new scale (literally) is the **Pikachu bouncy castle**, which makes you wonder why it looks so damn happy when kids are going in and out of its er, entrance. There are plenty of other inappropriately-designed bouncy castles around too, if you look hard enough.



The **Phallic Slide**, unfortunately, doesn't resemble anything child-appropriate. Kids actually have to slide through this inflatable phallus, before emerging out the other end like a pee dribble. Who thought of that idea? While it seems unique, it isn't the only (shock) phallic-shaped slide around.



Even if it's a children's toy, it doesn't mean that the designers can't have a bit of fun (if they can get away with it).

STRESS RELIEF

If you think you're stressed to the max, just think about this for a little moment:

Build-Your-Own Parent-Saddle®

Fun for the Whole Family!!

Your very own build-it-yourself Parent-Saddle set includes

- Foot-seat x 2A
- Set of wheels (4) x 2B
- Locking Belt x2C
- Adult tooth bit x2D
- Adjustable ReinsE

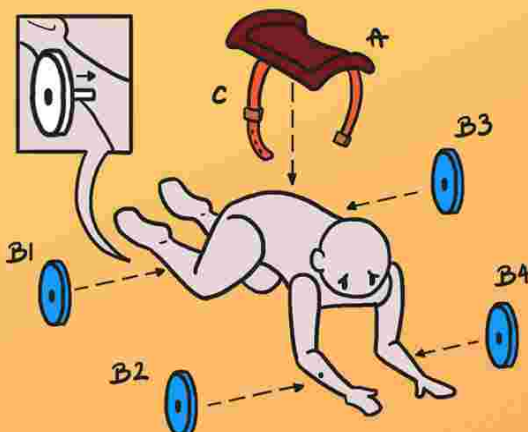
Required:

- Parent* x 2

*Parents sold separately

1 Wheel and Saddle Assembly

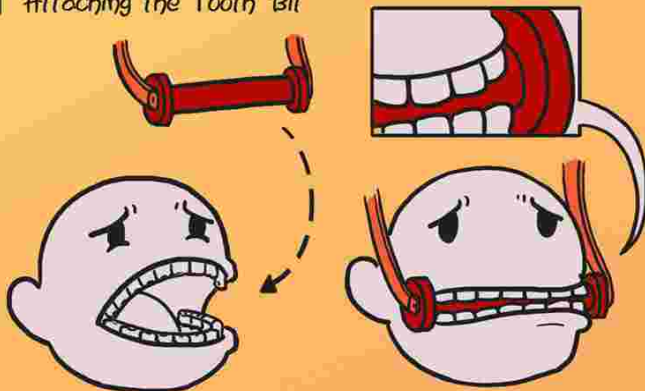
Insert saddle and wheels as shown in the illustration below



* Repeat for both parent

Artwork & concept by Prescilia Khoo, LASALLE

2 Attaching the Tooth Bit



3 Enjoy in various ways!

Normal Mode

Rolling Mode

Im-On-Fire Mode



* Limited to one use only

Also available in grandparent-saddle edition!

- Comes with additional slip of emergency contact numbers to anticipate accidents



Recommended for ages 6 and above. May cause bleeding. No choking hazard for the kid and since parental supervision is guaranteed, there should be no problems with regards to the use of this product. But just in case it wasn't obvious enough, using this product might incur the rage of your parents and you're going to be punished for being naughty (and horrible), unless your parents drop dead before they can do so. Lucky you then. But remember, no more presents from santa this year boo hoo. Also, this is a completely fictitious product and hence this instruction sheet serves no real purpose or whatsoever. Have a nice day.

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