

ISSUE 35

CAMPUS

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#FIRSTWORLDPROBLEMS



Illustration by Alizé Martinez
(Animation Art, LASALLE College of the Arts)

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Contributors

Alizé Martinez (LASALLE)
Chong Yin Min (NTU)
Foo Rong En (NTU)
Kirstin Sow (NUS)
Naadiyah Badib
Nina Gan (NTU)
Tracey Toh (RI)
Zelene Lee (NP)

Editor-in-Chief

Aaron Stewart
aaron@campus.com.sg

Marketing/Events

Chua Wei Ling
weiling@campus.com.sg

Creative Director

Lynn Ooi

Designer

Yun Ng

Sales Enquiry:

ad_query@campus.com.sg

ASKM Pte Ltd

242A River Valley Road S238299
Tel (65) 6732 0325

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THE PARADOX OF ABUNDANCE

BY TRACEY TOH

In affluent, privileged Singapore, most of us do not want for much. And yet, we still want a lot. Despite the plethora of material possessions and lifestyle choices we have today, we're constantly surrounded by the rhetoric of desire. The Instagram photos flooding your feed, the success stories in the media – they keep reminding us that we don't have enough. It's hard to deny that having more makes us happier humans. But perhaps it's time to question if having so much isn't a problem as well.

Walk into your nearest Starbucks and you'll have over 80,000 drink combinations to choose from. You can customise your ideal beverage down to the size, syrup, and even temperature. It's all part of the ever-expanding scope of consumer choices that is available to us. In theory, it gives us greater autonomy over our decision, thereby making us more satisfied with our final selection. In reality, having to choose from such a wide range may take up more time and effort than it is worth. With a myriad of options, it's easy to become overwhelmed, giving rise to complaints like "Closet full of clothes and nothing to wear!" that exist only in wealthy, industrialised nations. It isn't simply the trivial woes of a generation of spoilt brats; over the past decade, psychologists like Barry Schwartz have devoted much of their expertise to the study of choice. And the findings are hardly surprising: too many options cause paralysis, crippling our decision-making ability.

When you've finally landed on something, there's no guarantee you'll be happy with it either, because

of all the possibilities. We have to contend with an inexhaustible list of what-ifs, and social media has made us more conscious than ever of what we have passed up on, whether it is the missed opportunities, potential partners or that cute dress from H&M we didn't buy. It follows that the potential for discontent increases as we subject ourselves to endless comparisons with others, fuelling an insatiable desire to catch up with them.

We believe that more is necessarily better because it is clearly preferable to have an excess of something rather than to have nothing. It may, however, prove that having a little of something is better than having a lot of it. It is often when we are confined by certain boundaries that we come up with our most innovative ideas. Take the example of interior design – as real estate prices skyrocket and the square footage of housing plunges, architects are forced to find smart storage solutions and ingenious multi-purpose furnishings to fit within the boundaries. Ironically, small physical spaces open up a huge mental space for our imagination.

As people begin to recognise that more is not always, well, more, there has been a popularisation of the minimalism movement. Essentially, minimalism is a lifestyle that aims to reduce the clutter in our lives and focus on the aspects that matter most to us. This search for a more meaningful existence might just be society embracing the idea that less may really be more.

THE LIST

TOP TRENDING STORIES IN SINGAPORE

Back in the day, news headlines came in the form of dailies or television. Now, with social media, news has a new way to get around. Here are some topics that 'broke the internet' in SG since 2014.

MH370

The mysterious disappearance of Malaysian Airlines Flight 370 - which has yet to be found to date - topped the list of trending stories in 2014 with searches as high as five times that of the next highest local story: PSI Singapore.

PSI SINGAPORE

The PSI in Singapore reached an all time high due to the illegal burning of forests in neighbouring Indonesia. The haze brought about low visibility and discomfort to the masses.

WORLD CUP 2014

The second top search in terms of local news, this quadrennial event saw many sports fans searching for news on a real-time basis during the season it was on.

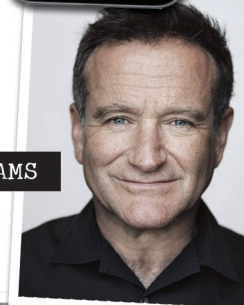
IPHONE 6

Released in September 2014, stores selling the iPhone 6 saw long lines forming in almost every part of the world that it was being released in.

DEATH OF COMEDIAN ROBIN WILLIAMS

The sudden death of comedian Robin Williams sparked a search to know more about his cause of death due to depression, particularly because his last movie "Night at the Museum 3" was also due out in cinemas just months later.

ROBIN WILLIAMS



FLIGHTS QZ8501 & GE235

The crash of AirAsia QZ8501 was one of the top trending stories as well, due to the fact that it was the second aviation disaster to hit the region. The third Asian aviation company making headlines was TransAsia, whose GE235 flight crashed into Taipei's Keelung River after narrowly missing an apartment block.

ALS ICE BUCKET CHALLENGE

The ALS ice bucket challenge saw celebrities around the world pouring a bucket of ice onto themselves and nominating other celebrities to raise awareness for ALS.

EBOLA

The rapid spread of the virulent virus sparked off plenty of heated debates and fears relating to travel to/from Africa, with Singaporeans fearing a (highly unlikely) local outbreak.

JENNIFER LAWRENCE

Lawrence topped the charts for being one of the most-searched celebrity after starring in two high profile movies and picking up a Golden Globe for Best Supporting Actress in American Hustle. She was also the centre of a celebrity iCloud hack in which dozens of famous women had their nude photos stolen and posted online.

DEATH OF LEE KUAN YEW

For over a week, the death of former Prime Minister of Singapore Mr Lee Kuan Yew saw tributes and obituaries written for him from all corners of the world. In Singapore, almost every single newsfeed was full of news of his death and of his life.

FLIGHT QZ8501



ALS ICE BUCKET CHALLENGE



EBOLA



LEE KUAN YEW



PSI SINGAPORE



WORLD CUP 2014



JENNIFER LAWRENCE



BY ZELENE LEE MENG TONG

JUNK FOOD NATION: WHAT SHALL I EAT FOR LUNCH?

According to Statistics Singapore, there were approximately 7,000 establishments in the food and beverage industry in 2013. With more popping up today, it shows that we have an almost unlimited variety of food to choose from. While we have the luxury of choice, we now face a common – and first world – problem: What to get for lunch?

FIRST WORLD PROBLEMS ARE THE PROBLEM.

First world problems are serious: high cholesterol, obesity and many more health risks. In Singapore, 1 in 9 Singaporeans (18-69 years old) is obese, which makes them susceptible to issues like diabetes and heart problems. With so many options for food open to us, it's easy to see why we have a problem with overconsumption of food, especially junk food.

RISE OF JUNK FOOD

The food and beverage industry grows with the economy of our country. Since 2002, there has been an increase – and boom – in junk food retailers. Take bubble tea with pearls – it's the number one drink in Singapore, with queues forming at popular stores.

Fast food chains have also bloomed, with approximately 500 outlets islandwide catering everything from fries to deep-fried chicken. These aren't the only retailers of junk food (basically chain stores with the usual burger-and-fries combos) – in recent years, there's also a rise in retailers of cupcakes, waffles and frozen yoghurt. The long queues attest to their popularity (how many queues for salad bars do you see?).

In addition, we are influenced to eat via TV and social media, which are in turn fueled by consumer choices. Would you prefer watching healthy cooking channels over ones that feature cakes that need 4 sticks of butter, or deep-fried burgers, or pretty-looking desserts? Doesn't your friend's #foodporn make you want to try that red velvet cake?



WHAT'S IN JUNK FOOD?

Let's face it: when it comes to food preferences, we tend to veer towards 'tasty' food – meaning sufficient saltiness or sweetness. To enhance flavours, many junk foods contain trans fat, which elevates the risk of coronary heart disease, as well as large amounts of sodium which can increase the risk of high blood pressure. There's a reason those truffle fries are irresistible.

You should also worry about sugar content. These empty calories can overload your liver (causing fatty liver disease) and increase your risk of diabetes. If you think smoothies and frozen yoghurt are 'healthy', think about why they taste so good.



MORE PEOPLE ARE EATING OUT.

As Singapore continues to develop, eating out becomes ingrained in our society. With nearly 7,000 F&B options spread across the island, we can find a huge variety at reasonable prices, and such convenience has convinced a proportion of the population to eat out regularly.

Eating out doesn't necessarily mean eating unhealthily. It's all about choices – when ordering your food, request for less oil or salt, and more vegetables. If salad bars seem expensive, then make them at home. The key thing is that no matter what you eat, eat in moderation.

Obesity, high blood pressure, diabetes... these are just some first world problems that are on the rise. However, it's not all doom and gloom – when it comes to food, all you have to do is resist the option to go down the junk food path every time you feel peckish.



Quirky TAIWAN

From salt pans to fruit farms and plentiful night markets, here are some highlights of a recent round-Taiwan tour of some places off the beaten track with #ScootingTaiwan. If you're planning a trip there, Scoot flies to both Taipei and Kaohsiung.



Salt-flavoured ice cream, anyone?

Quirky EATS



Night market specialties: Egg rolls wrapped in cheese, and deep-fried tofu

Everybody knows that Taiwan is famous for its array of food, from freshly-picked wax apples (it's so famous even celebs come here for them!) to deep-fried anything, and everything in between. Our advice? Don't come on a diet.

Farmer with Monster Loguats...

Famous wax apples



Spring Roll with freshly-picked veggies



Lukang specialties including pork taro balls and meatballs with vermicelli



Old school is back



Quirky SLEEPS



Our favourite part about the RedDot Hotel in Taichung was this giant silver slide. You could slide down to breakfast!



This quaint homestay (Childhood Manor Bed & Breakfast 童年往事莊園民宿) in Lukang features individually-themed rooms, including this Chinese boudoir.

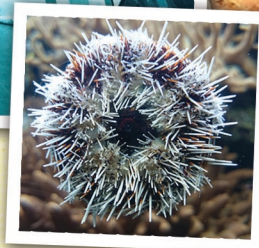
Taiwan has plenty of options for accommodation: designer hotels, homestays, luxury pads, you name it. Here are some of the more memorable ones - for very different reasons!



It's so awesome to have an entire luxury villa to yourself at Fu Wan Villas (福灣莊園) near Kaohsiung. They also served us some dark chocolate.



Hands down the coolest experience ever. It's not quite a hotel, but imagine waking up in the underwater tunnel of the National Museum of Marine Biology & Aquarium in Kenting!



Hello weird!

Quirky SELFIESPOTS

When it comes to unique selfie spots, there's plenty to choose from. You've got the hipster, the quirky, the artsy and the downright ick.



It's a colourful world out there



How would you even...

Cat got stuck in a salt mountain

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Getting a GLOBAL EDUCATION from London to Boston

In today's globalised world, just being academically good simply isn't enough. If you want to get ahead, you've got to think broader, aim higher and experience more.



Raphael (3rd from left) with friends in Boston

And that's exactly what SIM Global Education (SIM GE) student Raphael Ng did when he attended Summer School at the London School of Economics (LSE) and participated at the renowned Harvard National Model United Nations or "HNMUN" conference in Boston.

Raphael is pursuing an Economics and Finance degree with the University of London. He shares that "HNMUN in Boston has allowed me to deeply understand the concepts I've studied in school by applying them in a real setting."

Established in 1955, HNMUN is the oldest and largest student-run model United Nations conference in the world, and its key purposes are to promote debate and discussion on pressing current issues. And as one of SIM GE's delegates, Raphael trained for months, sharpening his debate skills and knowledge base.

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SIM GE delegation at the HNMUN 2015, held in February in Boston

Raphael's task - set out a legal framework to define international terrorism and identify permissible methods of apprehension and detention of suspected terrorists, which required negotiating tough issues and finding consensus with student delegates representing close to 100 countries.

"HNMUN has allowed me to sharpen my diplomatic and strategic planning skills. I've been able to reinforce and reflect on the political theories I've learned at LSE."

In short, Raphael's learning went miles beyond the classroom. He sums up his experience: "The opportunity to meet and interact with a wide-ranging group of international students allowed me to have a more globalised and balanced view of the world."

Raphael attending the London School of Economics (LSE) Summer School last year



Raphael and friends enjoying the nice view of New York City after HNMUN



By Chua Wei Ling

First World Food Problems:

More options, less choices?

In today's world, we consume food with nary of thought of how it gets to us. Unlike the past, where food choices were limited, the array of both ingredients and cooked food - from TV dinners to exotic seeds readily available to us is now alarmingly diverse. With the increasing options available to us, it causes anxiety, because there are too many considerations to take in - things like, is it fair trade, is it organic. It is known as "a paradox of choice", termed by American psychologist Barry Schwartz in 2004. Between fulfilling your hunger and wanting to have more freedom of choice, the shopper is trapped in making their decision into a good fit, rather than a best fit to fulfil their wants and needs.

The Rise of Food Scandals



In 2013, beef sold in Europe were found to contain traces of undeclared horse meat. In fact, a check revealed that most of the beef produced in Europe contained other meats such as pork. There were also risks that harmful veterinary drugs injected in the horses may be passed on to humans who consumed the meat. In that same year, authorities in China found rat, fox and mink meat mixed with gelatine being passed off as lamb meat sold in Shanghai. In Taiwan, kelp were found to be soaked in unsafe chemicals to make them appear plumper so they could be sold for more.

The rise in these food scandals isn't due to supply being unable to meet the demand, but rather, greed. Unscrupulous producers would often use cheaper, harmful substances to pass them off as food - which is sometimes sold at premium prices. Thus, while we are getting more options available to us, the sad fact is that we no longer know the real source.

The Overindulgence of Food

It is impossible to deny the fact that we are benefitting from all the choices of food that we have today, but at the same time, we are running the risk of driving demand to possibly go beyond supply in the long run.

This leads to another unique first world problem: food wastage. With affluence comes the choice - to buy what we don't need, and to not finish what we buy. With the myriad options for food available to us, it is surprising that we choose to waste so much of it.



The Cost of Bespoke Food

The price of coffee at local coffeeshops have risen nearly 3 times since 10 years ago, there are even more expensive - and popular - options. Enter 'specialty coffee' outfits - at last count, there are about 200 coffee joints in Singapore - that cater to those who need their \$10 caffeine fix with ridiculous customising.

Then there's the healthy food movement, with salad and juice bars popping up at every corner. Gone are the days where salads were cheap additions to a meal - in fact, a single bowl will set you back about S\$10, 3-4 times the cost of the vegetables in supermarkets. Chia seeds, quinoa and flax seed? No problem. If you're willing to pay the price.

At fancy juice bars, the price of a cup would be enough to pay for the fruits and vegetables twice or thrice. The reason? They're 'cold-pressed' - which, in marketing speak, equals detox and cleansing. But if you already adhere to a healthy living lifestyle, do you really need to have these so-called 'superfoods'?



Demand for Exotic Food

As markets expand, we have ingredients native to other countries here in our supermarkets, and the demand for speciality and exotic food is on the rise. Items such as pufferfish and rabbit meat can now be found right here in Singapore.

Food from further away consume more energy due to transportation and storage. A report by WWF last year found that Singapore has the seventh largest ecological footprint in the world, and that ranking is due to worsen if consumption habits continue the way it is. In an effort to cater to the market, local producers are now breeding game meat although consumers still prefer meat from the source. Fresh-caught salmon from Norway does sound more appealing than farm-bred frozen ones, after all. Then there's the fact that our food choices could endanger wildlife through wastage, as in the case of sharks fin and caviar (endangered sturgeon are killed to harvest their eggs).



THE UNRULY TOURISTS

BY KIRSTIN SOW

With China's rising disposable income, relaxed restrictions on foreign travel and a stronger Chinese yuan, comes the desire for the Mainland Chinese to explore all corners the world. In 2013, China ranked tops in global tourism expenditure at a record of US\$129 billion with 98.2 million people going overseas, and it's set to rise in the coming years. While destination countries welcome the booming tourism dollar, Chinese tourists bring about certain forms of unwelcomed behavior, which has caused much furore at home and abroad.

PRIVATE BUSINESS, PUBLIC SETTINGS

Another reason for endless criticism is the fact that they have a penchant for relieving themselves in public places. Some unique locations include the crowded streets of Hong Kong, an aircraft en route to the United States, an old city canal in Chiang Mai, an airport floor in Taipei, and a recycling bin at a Beijing subway station.

Even when they do use proper facilities, it's not uncommon to hear horror stories of stained seats and soiled walls (most recently in Chiang Mai). Anyone who's travelled to China would be familiar with the 'China toilet', so it's not surprising that when the Chinese travel, hygiene is left at the door.

TOO LOUD TOO RUDE

Chinese tourists have a bad reputation for speaking too loudly in public, much to the chagrin of others around them. In China, given the large population, noisy traffic and social settings, one has to raise their voice in order to communicate effectively. These social habits stick with them wherever they go. It's the same with their habit of not queueing up, and for clearing their throats (aka spitting) in public.

MISTREATMENT OF TOURIST ATTRACTIONS

From pushing down a line of protective barricades at the Grand Palace in Bangkok to kicking a Thai temple bell, the worst case of mistreatment probably came from 15-year old Ding Jinhao when he scrawled the words 'Ding Jinhao was here' onto a 3,500-year old sculpture in Egypt's Luxor temple in 2013.

AIRLINE WOES

Chinese tourists have also made headlines involving various airline hijinx. These include a 'noodle rage' when 4 passengers were kicked off a Thai AirAsia flight from Bangkok to Nanjing when a woman threw hot water and cup noodles onto a stewardess (they were unhappy with seating arrangements).

On a Xiamen Air flight from Hangzhou to Chengdu, one Chinese passenger even opened the emergency door to 'get some fresh air', while another opened it on a flight from Xi'an to Sanya to 'get off the plane quicker'. On a Singapore Airlines flight, Chinese passengers refused to hand over their steel cutlery, arguing that their relatives who had flown the airline told them they could keep them.

While one could easily criticise the mainland Chinese and their behavior, the fact is that most of them have never been abroad before. So, things are being done to curb the backlash on Chinese tourists.

Last year, China's National Tourism Administration produced a 64-page booklet with strict guidelines on how to behave while travelling (ie. no peeing in swimming pools, no stealing life jackets from planes and no leaving footprints on toilet seats). Tour operators will be fined, and tourists blacklisted if the rules are broken.

Even China's president, Xi Jinping, has urged travellers to exercise manners when travelling and to "please stop eating so many instant noodles". This was in a response to Chinese tourists eating cup noodles instead of local food in the Maldives, a premier destination for wealthy Chinese tourists.

In a bid to appear more sophisticated, these would-be travellers are now attending etiquette classes. Various posh etiquette schools are offering lessons on how to dine or how to entertain guests, with fees starting from US\$3,000 for an afternoon.





CAMPUS

GOING GLOBAL SPECIAL

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THREE MUSKETEERS

BOOMING PHOENIX NATIONS

From Africa to South America and Asia, here are 3 Phoenix nations whose economies are set to boom under the radar of the world stage. See what these coffee nations have to offer any aspiring economist.

RWANDA

Population: 12 million
Region: East Africa
Why: Stable, safe, emerging regional hub

In the last 20 years, Rwanda has rebuilt itself from virtually nothing into one of the most stable, politically progressive, economically competitive nations in the world – with zero tolerance for corruption and high levels of transparency at all levels of government.

Rwanda's standard of living has tripled since Y2K, and nearly every Rwandan has health insurance, education and Social Security.

COLOMBIA

Population: 47 million
Region: South America
Why: The region's #3 economy & growing fast

Say the name Colombia, and most people would think about coffee. But when it comes to investment opportunities, most would probably think more "risk" than "reward".

Until a few years ago that was true. But now with the rebel groups brought into a peace process negotiations to reach a peace agreement, Colombia will have peace for the first time in a generation or in more than 50 years.

TIMOR LESTE

Population: 1.2 million
Region: Southeast Asia
Why: Stable, safe, emerging regional hub

After independence, Timor Leste immediately adopted English as a main language, which alongside Singapore makes it unique in South-east Asia. It also uses the USD as its currency, giving it greater fiscal stability than neighbouring Indonesia for example, where the Rupiah remains highly volatile. Its thriving democracy and free press insure checks and balances on the government, and its young population is looking for opportunities.

THREE MUSKETEERS

BOOMING PHOENIX NATIONS

RWANDA

Why does that matter?

Rwanda is home to a stable system and highly-motivated people. Something, which is often lacking in most neighbouring countries. And stability is the key to courting international investment – something that makes Rwanda an ideal regional hub for everything from banking and finance, to IT and transport.



Where's the opportunity:

Rwanda has deliberately modelled itself on Singapore's system and things generally operate exactly how you would expect.



There's currently around \$150 million in Singaporean investments there, meaning there's strong supporting networks and tie-ups on both sides. Rwanda's already addressed its most pressing social needs, so businesses coming in can hit the ground running with transport and telco (even 4G) networks already in place.



There are young Singaporeans currently living and working in Rwanda on projects ranging from poultry farming to automotive imports.

That's because as its standard of living rises annually, Rwanda's burgeoning middle class has the spending power to support shopping malls, cafes (Rwanda's main export is coffee), and all the trappings of a dynamic economy.

What's next?

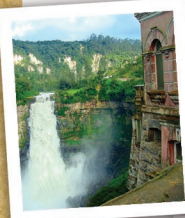
Opportunities in higher education or businesses that leverage on Rwanda's young, emerging knowledge economy. Rwanda's at a turning point now, where it can lead a regional value-chain on the power of its know-how and good governance.

COLOMBIA

Why does that matter?

Due to decades of conflict, outside of cities like Bogota, Cali and Medellin, many rural areas are simply under-developed, leaving big gaps in the market. Already famous for its coffee, complementary sectors like infrastructure, services and tourism are all booming in response, meaning big opportunities for early movers.

For example, renewable resources are taking off with Colombia producing 75% of its energy from hydroelectric power. It's also one of the world's leading exporters of sustainable timber such as bamboo.



Where's the opportunity:

The end of hostilities will bring many opportunities, for example in urban redevelopment. Already, without a peace agreement a city like Medellin has reinvented itself into a bustling business hub with everything from monorail & cable car networks to extensive greenery & public art installations.



Colombia's situated geographically on both the Atlantic and Pacific Oceans, a fact that along with its membership in the Andean Community and the Pacific Alliance gives it direct access to almost every country in the hemisphere.

What's next?

Opening a business in Colombia is comparatively easy, with access to banking and finance in major cities on par with ASEAN-



levels. English is prevalent as a working language, making Colombia an economic and geographic bridge to 430 million people in Central and South America.

TIMOR LESTE

Why does that matter?

Its location in the heart of the Indonesian archipelago gives it direct shipping access to the country's 240-million strong market. Plus its stability make it attractive to manufacturing – such as Heineken's new bottling plant which will service neighbouring Indonesia.



Where's the opportunity:

With the security and housing situations long since settled, new opportunities now include services, education, food (both mass-market and farmed), transport especially to and from the less populated south coast which services the petrochemical sector, tourism, and of course coffee exports. Timor's already a leading producer, but as yet lacks the marketing or brand power to move its key commodity up the global value chain.

What's next?

For anyone investing in the country now, the future outlook is stable and strong – since East Timor's recently-discovered offshore natural gas reserves mean its long-term prospects are assured.

There's also an emerging trend in Timor for high-value exports, such as farming sea cucumbers – a great example of a low-tech business that takes advantage of what Timor already has: ample coastline and fast transport links due to its proximity to key buyers in Australia and Indonesia.



WHAT'S THE BIG DEAL WITH EMERGING MARKETS?

Emerging markets – now that's a term you've probably seen more than a few times on print and visual media. But what exactly is an emerging market other than a common buzzword? The answer is more complex than you realise.

WHAT ARE EMERGING MARKETS?

Emerging markets are undeveloped/underdeveloped nations that are experiencing rapid industrialisation and economic growth, but lack the market efficiency and stringent financial regulations found in developed nations such as the US, Japan, and Singapore.

There are several other key differences that distinguish emerging markets from developed nations like Singapore:

- **HOUSEHOLD INCOME:** Household income is 25% or less than that of developed nations with mature economies.
- **STRUCTURAL/ECONOMIC DEVELOPMENT:** Infrastructure undergoing modernisation and agriculture-based economy which is transitioning to manufacturing.
- **FINANCIAL MARKET MATURITY:** Stock and bond markets are burgeoning and financial rules and regulations favour growth and encourage investment.

WHAT DRIVES EMERGING MARKET GROWTH?

According to the International Monetary Fund, emerging markets grow 2X to 3X faster than developed nations – making them attractive destinations for foreign investment and business.

Although some emerging markets have country-specific growth factors, there are several similarities shared by most:

- **NATURAL RESOURCES:** Most emerging markets have plentiful natural resources to rely on (e.g. Chile has an abundance of copper, nitrate, and timber).
- **INCREASING HOUSEHOLD INCOMES:** Most emerging markets show growing household incomes and signs of an emerging middle class.
- **LOW DEBT LEVELS:** Most emerging markets have low levels of debt on both the consumer, business, and government level.

WHY DO EMERGING MARKETS MATTER?

Emerging markets account for more than half of the world's GDP, half of the world's purchasing power and make up 85% of the world's population. They also allow the ownership of businesses and generally don't obstruct the free flow of capital through high taxes.

On an individual level, here's why emerging markets should matter to you:

- **FOR INVESTMENT:** Investing in emerging market companies where growth can happen fast could give you high returns.
- **FOR STARTING A BUSINESS:** You might start a business in an emerging market that satisfies a critical customer need in that country.
- **FOR EMPLOYMENT:** You might end up working in or travelling to emerging markets on a frequent basis, especially if you work for a multinational corporation.

Keep in mind that investing anything (your time, your money, your ambitions) in emerging markets isn't without risk – as they evolve fast, their economies are prone to fluctuation and their governments may be politically unstable.

WHERE ARE THE WORLD'S EMERGING MARKETS?

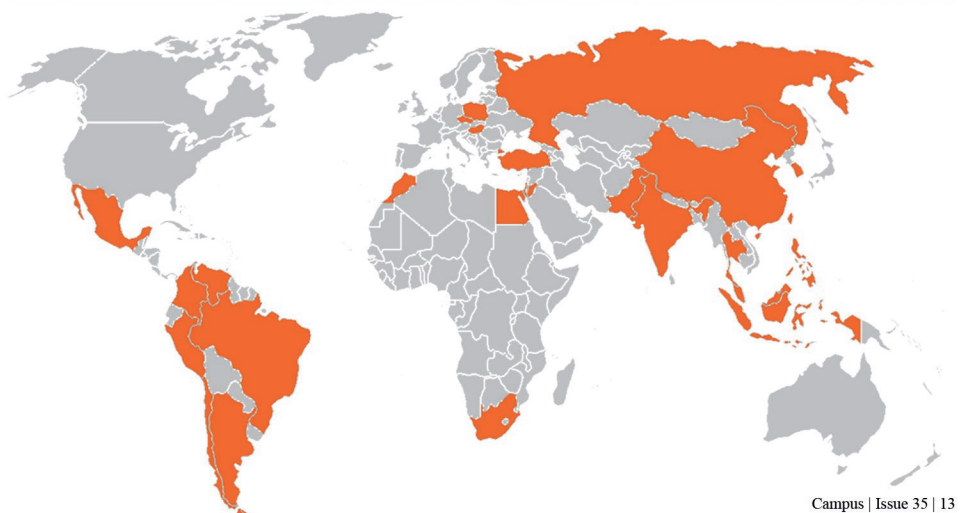
So where are the world's emerging markets located – Africa? Asia? Eastern Europe? The answer is all of the above and more.

In fact, there are 28 emerging markets around the world according to the widely-accepted Morgan Stanley Capital International (MSCI) Emerging Markets Index.

In the Americas, Brazil, Chile, Colombia, Mexico and Peru are emerging fast, and factors that drive this growth include their petroleum, chemical and steel industries.

In Europe, the Czech Republic, Greece, Hungary and Poland are on the list, thanks to their machinery and mining industries; over in the Middle East, Qatar and UAE are leading the growth with their petroleum and construction industries.

Meanwhile, Asia is seeing probably the fastest growth, with markets like China (the largest), India, Indonesia, Thailand, and the Philippines dominating the list with its large variety of industries, including electronics, telecommunications, pharmaceutical, chemicals, mining, and more.



A STUDY EXPERIENCE WITH GLOBAL REACH

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One of the world’s
great institutions
of science and teaching.

(US President Barack Obama) ”

#29 in the world
for Accounting and Finance

(2014 QS World Uni Rankings)

Ranked in the
Top 50 for Economics

(2013 QS World University Subject Rankings)





“Studying in Australia has made me unique. It allowed me to interact with other cultures and gain a global perspective, whilst increasing my competitive edge; as a result, enhancing my employability.”

-Vivien Chen, UQ student, Master of Commerce
(Electronic Commerce and Information Systems)

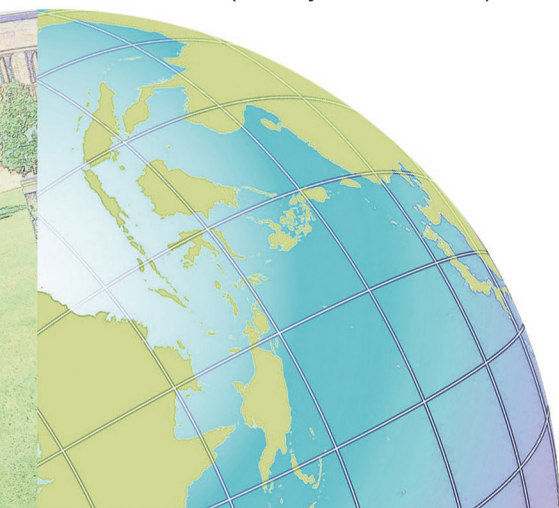
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“Brisbane:
Australia’s
Hippest City”

(Lonely Planet 2014)



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Best Foot Forward:

BY NINA ÇAN

FASHION AS A GLOBAL CAREER

Depending on who you ask, fashion can be met with either excitement or with disdain. There are those who are addicted to fashion, and those that shun it for its elitist statement.

No matter what, you can't deny that fashion is a big industry globally. There are 7 billion people on the planet, and given that clothing is a necessity (many of us in the developed world have more clothes than we remember), the statistics surrounding the industry is staggering.

According to estimates from Euromonitor International, the global apparel and footwear market grew by 5% in 2014, and will hit the US\$2 trillion mark by 2018. For Bloomberg, the apparel industry is on the top 10 list of industries expected to grow most in the year ahead, above categories like food and travel.

Thanks to the rising number of the rich and the number of emerging economies, the fashion industry is set to grow alongside them.



HOW TECH GROWS FASHION

Even if you're not in tune with fashion, you're most definitely familiar with the internet and social media. The fashion industry is quickly adapting to its internet-savvy market, opening up fashion to a much larger audience who may have otherwise ignored the industry.

Apps like Facebook, Instagram and especially Twitter are breaking down traditional barriers, and everyone from designers to editors and style icons are connecting with their consumers. Runway shows are streamed live, and

online shopping has made it easier for customers to wear whatever Taylor Swift wore on the red carpet the next day.

And it's not just the fashion makers who are ecstatic – just see the overwhelming number of consumer-generated #selfies and #ootds, and you know that fashion fads (and your friend's photo habits) is not likely to go away anytime soon.

With our rapidly-growing pace of technology, a well-oiled global supply chain spreads fashion across the globe faster than ever. This calls for an ever faster pace of fashion – more new trends, faster production.

DIVERSITY OF FASHION

The fashion world is no longer shaped exclusively by luxury designers – some of the world's largest apparel markets lie within casual wear. Just look at the dominance of UNIQLO, H&M and Forever 21, with plenty of other genres of fashion in between.

While womenswear has – not surprisingly – traditionally dominated the fashion scene, other trends are catching up quick. In some mature markets, menswear grew as fast as womenswear. A recent e-commerce report by IbisWorld revealed that from 2010 to 2015, men are buying more clothing online than all other items (including tech!).

Another booming sector is the sports apparel market, which is set to grow to US\$178 billion by 2019, according to research firm Trefis.





Activewear brand Lululemon saw the opportunity in the market, and within 5 years, its sales hit \$1.4 billion. It's not surprising, then, that retailers like H&M, UNIQLO to Tory Burch are jumping onto the bandwagon.

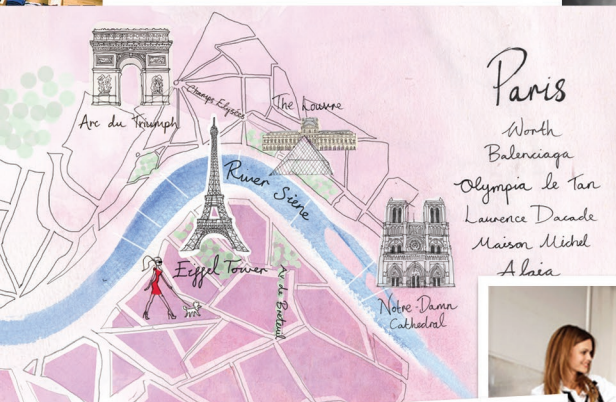
Along with the rise of sports fashion comes the hi-tech innovations like breathable, waterproof fabric, or technical gear – like compression tights and shoes – that allow you to perform better.

While still a quarter the size of the apparel market, the growth of footwear outpaced that of apparel in 2013, with a 6.1% yearly gain (compared to apparel's 4.8%) according to Euromonitor International.

The luxury market is also projected to grow – just walk along Orchard Road and you'll find brands like LV, Dior, Coach or Chanel practically lining the street. While this seems excessive, the presence of luxury stores indicates the wealth of the country. Unlike many industries, luxury brands seem to cope with global economic gloom, due to the number of 'extreme net-worth individuals' that – annoyingly – keep growing despite the market downturn.



“One minute
you're in,
next minute
you're out”



CAREERS IN FASHION

According to Heidi Klum, “one minute you're in, next minute, you're out”. Nothing dictates fashion trends more than media channels – TV, websites, magazines. It's not difficult to find TV programs or channels dedicated to fashion, whether you're looking for styling help ('How Do I Look?') or celebrity fashion gossip ('Fashion Police'). Some celebrity careers have been based wholly on fashion.

Speaking of careers, it's one that is set to grow in terms of diversity. The fashion industry offers a multitude of careers, both locally and globally. From fashion buyers and designers to stylists and marketeers, there is a niche in the industry for almost any background.

Numerous schools – both locally and abroad, or a combination of both – offer fashion-related courses, including fashion design, textile design and fashion marketing. Whether you're strong in art, maths, or marketing, there's a room in the fashion industry. Even for those interested in science, engineering or tech, there is space for sports apparel research, or the next big fashion app. There are also courses that qualify you as a fashion stylist, image consultant, or personal shopper – yes, they do exist, and so do billionaire clients.



According to talent recruiter 24 Seven, job categories in greatest demand will be in apparel design, social media-related positions (strategist, blogger, campaign manager), luxury brand management/sales, and visual merchandising (graphic design). According to many fashion brands, their biggest growth market continues to be Asia and the Middle East, meaning Singapore is in a good position to catch the wave.

THE GLOBAL GAME

Up until the mid 1900s, the fashion industry was dominated by the West – New York, London and Paris. From the 80s, Japan emerged as Asia's fashion capital, putting itself on the world stage thanks to its avant-garde approach to fashion. Today, the fashion industry in Asia continues to grow, dominated by Japan, along with the 'big three' (South Korea, Hong Kong and Taiwan).

The rise in Asian designers is paving the way for new names, allowing for the fashion industry to spread from East to West instead of the other way round.

The fashion industry will also grow with emerging markets; by 2025, some 80% of top growth in apparel sales will be from emerging markets like BRIC (Brazil, Russia, India and China).

For someone in the fashion industry, this means part of job perks could include the opportunity for plenty of travel. At the moment, hot countries on the fashion list include Brazil, Chile, Turkey, UAE and even Kazakhstan (luxury brands like Burberry, Breitling and Gucci are already there).

Not surprisingly, fashion follow market influencers. As Mark Twain once wrote,

“Clothes make
the man.
Naked people
have little or
no influence
on society.”



THE EVOLUTION OF TRAVELLING

BY FOO RONG EN

Making that perfect holiday come true seem ridiculously easy these days, thanks to technology. Travellers can now create their own customised itinerary right from the comfort of their home, from booking accommodation to securing transport at their destination. However, while consumers have plenty of choice online, what effect does it have on the travel industry in general?



A HOME AWAY FROM HOME

With a growing population opening up their homes on sites like **VRBO** and **Airbnb**, travellers can get access to all sorts of accommodation, from castles to beach villas and cottages to traditional yurts. Even without a budget, **Couchsurfing's** global community of 10 million people are willing to open their homes to strangers.

While this is a boon for travellers, has this concept of tourism affected the hotel industry and local employment? Big hotel chains have nothing to worry about (for now),

but smaller hotels feel the pinch, as they share almost the same target demographic. For travellers, there are also problems that arise with booking accommodation from total strangers – no matter how good a review, there are some horror stories from Airbnb guests that suggest staying at a hotel (where there is accountability) might be safer/better.

To keep up with competition though, traditional hotels have gone on online wars. Platforms like **HotelClub** offer 'Best Price Guarantee', while **Priceline** lets travellers pick their own price for hotel rooms.

GETTING AROUND

Uber (and many other rival taxi booking apps) connect riders to drivers in many countries, often with easy payments through their apps. However, these have been accused of lacking in safety procedures and inadequate driver checks. In late 2014, taxi drivers in cities worldwide staged protests against Uber's alleged unfair advantages, and the rape of a 26 year old woman in Delhi, India by an Uber taxi driver prompted concerns about such new-age transport alternatives.

PLAN YOUR TRIP

Gone are the days when you need to visit a travel agent to fix your holiday. Online resources (travel guides, bloggers, etc) mean you can search for even the most obscure of holiday destinations. You can even create an online shareable itinerary with **TripIt** (which lists flight schedules, maps, confirmation numbers and addresses).

So in order to keep up with the industry, many agents are going online in order to cut down on costs. The world's largest travel



agent, **Thomas Cook**, recently had to lay off 2,500 of their store employees due to the lack of walk-ins, as the majority of customers now book their own trips online.

Traditionally, travel agents have been the source of first-hand information about destinations, but these days, many travellers head to **TripAdvisor** just to make sure the photos match the expectation. But is this really more reliable? There have been reports of hotels creating fake customer reviews to maintain their reputation and sabotage other companies; so wherever you go, do your research more thoroughly.



SHARE MEMORIES

In this day and age, bulky photo albums stuffed with travel photos are now a distant memory. Travellers now organise their trip photos onto photo-sharing sites like **Flickr** or on social media like **Instagram** or **Facebook**, where they can share with anyone around the world. The transition from film roll to digital photos was a death knell to traditional film roll manufacturers like **Kodak's Kodachrome**, which ceased production in 2010, ending 75 years of processed photographs.

BY CHUA WEI LING

WHAT HAS TECHNOLOGY DONE TO US?

The rise of technology has contributed much to societies worldwide, but at the same time, there is a cost to it too - the users' health. New health related problems, addictions and psychological disorders are being termed in the recent years as people become obsessed with their gadgets, and the cases seen per day by doctors are rising too.

BODY ISSUES

The sight of people lowering their head to use their smartphones is a common scene around us, however, such an action is actually detrimental to the spine. As most people tend to bend their necks up to 60° in order to read their phones, this increases the pressure on the neck and causes discomfort related to the spine in the long run. The best way to avoid text neck would be to bring the phone up to eye-level, or to actually lower your eyes (not head) to read instead.

At the same time, our eyes are also subjected to high strain, due to the small fonts on screen or even prolonged usage. An increasing number of people have suffered dry eyes, the majority of them children, something that was relatively unheard of before smartphones and the internet.



MENTAL ISSUES CYBERCRIMES

Given the online anonymity, the number of cybercrimes being reported is accelerating at an alarming rate. From cyberbullying that lead to suicides, to hacking and stealing of personal and corporate information, or to the recruitment of terrorists worldwide, technology has presented a problem that is way too difficult to keep track of and control. This online anonymity or 'second personality' is one that fuels the human mind into thinking there is freedom of action without consequence.



SLEEP DISORDERS

If you're wondering why you can't fall asleep at night, chances are it could be due to your gadgets. A two-hour exposure to light from electronic displays can actually suppress melatonin by about 22%. Melatonin, a hormone produced at night and under conditions of darkness, is a signal that tells the body when to go to sleep. When exposed to light at night, the production can be slowed or stopped, which interrupts sleep. In turn, sleep disturbances cause an increase in risk for diabetes and obesity, as well as breast cancer, if it occurs for consecutive years.

INTERNET ADDICTION AND SMARTPHONE ADDICTION

The over-usage of internet for gaming was recently included into the fifth edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-V) and classified as a disorder. High users (up to 10 hours per day) had significantly more problematic behaviours, which includes somatic symptoms, attention deficits and aggression. These same symptoms were also found on high users of smartphones as well.

Research showed that an increased level of smartphone use causes a diminished experience in daily leisure - high users can suffer from stress during their free time instead of getting the needed entertainment or rest, and they are unable to creatively fill their free time with activities that have nothing to do with the smartphone.

NOMOPHOBIA

Nomophobia, or "No-Mobile-Phone Phobia", is a term coined by the UK Post Office. Most people are so attached to their phones that they tend to be anxious when it runs out of battery, or has no network coverage. They are way too dependent on their phones to the point that they are unable to turn off their phones, and are constantly charging it. Wherever they go, the phone goes with them too - even to the washroom.



They say that curiosity is the mother of all inventions. Here are some modern dilemmas that can be solved with simple solutions.

Cheat Sheet

By Chua Wei Ling

#35 First World Life Hacks

REPLACING PHONE CHARGERS

Next time you lose your phone charger, head to a hotel and ask them for your specific model. Chargers are the #1 item most left behind item at hotels, and most aren't going to be claimed back by their owners.

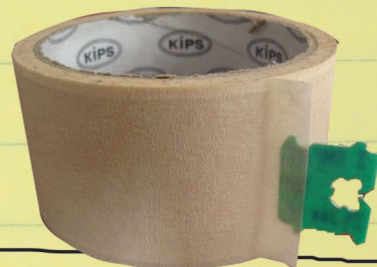
Don't forget your charger!



BREAD TAB USES

Useful!

If you have too many wires, use a bread tab to label what each one is for instead. A bread tab is also good to hold your spot on a roll of tape too.



CHEAP SPEAKERS

Need a speaker for your phone? Try a toilet roll instead! Simply cut a hole in the middle of the toilet roll and place your phone in.



CHILL A DRINK QUICK

After a long, hot day, all we want is a cool drink. If there's none in the fridge, wrap a wet paper towel around your beverage and place it in the freezer for 15 minutes. Or put your drink in a bowl full of ice, then add baking soda and water. It'll take 5 minutes.



15 minute method



5 minute method

HOW TO GET THAT SONG OUT OF YOUR HEAD

Keep hearing that song you hate in your head? If you want to get the earworm out, then distract yourself - the best way (according to scientists) is to solve 5-word anagrams. Or any puzzle, really.

Let it go!!



MAKE A QUICK SLUSHIE

Want a Coke slushie but can't be bothered to walk to 7-11? Take your plastic Coke bottle and shake it till it bubbles, and then pop it in the freezer for 3 hours 15 minutes. Then open the cap to release the gas, and shake the bottle a bit - the slushie should form in the bottle in an instant. Google 'waterbending' if you want to know how it works.

Shake it!

Sit back and enjoy!



Clever!

LOSING LENS CAPS?

It's annoying to lose lens caps, but an easy way to keep them with you is with Lego bricks. Glue one on the cap itself, and the other can be attached, say, to your camera strap. This also works with Velcro strips.



BY CHONG YIN MIN

#FWP

First world problems, or #FWP, is an interesting term that is coined in recent years. It's defined as "problems from living in a wealthy, industrialised nation that third world people would probably roll their eyes at." Thus, it is not at all surprising to find people these days complaining over the most absurd and unimportant things - things that may deem as "important" to us, yet most of the time we fail to realise how fortunate we actually are to have them. Most of the time, we become so obsessed with individual pursuits that we forsake the more important things in life, including those that truly need a helping hand.

As technology advances, people are becoming more and more privileged. From the complaints about the lack of the latest model of the iPads to the sudden slow Wifi connection, what happened to the times when we only had crayons and a piece of paper to entertain ourselves?

Here is a list of some of the most ridiculous first world problems:

#1 I HAVE TOO MUCH CASH IN MY WALLET AND IT HURTS WHEN I SIT.

As the saying goes, "Money makes the world go round". In this competitive society, people are always obsessed with earning more. Thus comes the problem of having way too much cash in their wallets (because not every retailer takes credit cards). Why not be kind and donate your money to poorer countries instead?

#2 MY WIFI JUST IS DOWN...WHAT DO I DO NOW?

Technology has become so advanced that the internet and search engines Google and Yahoo are the first tools that one goes to to search for information. People have also become obsessed with social media (ie. Facebook and Twitter) that one simply is unable to live without these social connections. What has happened to the time when people solely survived on paper, libraries and books?

#3 MY FRIEND DOESN'T HAVE AN IPHONE SO I COULDN'T TEXT HIM FROM MY MACBOOK.

Technology has revolutionised communication at such a quick pace that smartphones have now dominated the world. We depend on them in our daily lives, being present when we eat, study, work and even sleep. Most people spend almost all their waking moments on it. Yet, with all the convenience of a smartphone, there is still a divide between friends when it comes to conflicting brands of phones.

#4 MY POODLE CAN'T GET A HAIRCUT TODAY BECAUSE OF THE HUMIDITY OUTSIDE...UGH, SO ANNOYED WITH STUPID GLOBAL WARMING!

And who is the cause of global warming? Scientists from all over the world under the auspices of the United Nations in the latest Intergovernmental Panel on Climate Change has confirmed that human activities over the past 250 years were the main cause of warming our planet. Modern civilisation and industrial activities have raised atmospheric carbon dioxide levels from 280 parts per million to 379 parts per million in the last 150 years.

#5 I JUST SPENT \$300 ON GROCERIES, OPENED MY FRIDGE AND DIDN'T FEEL LIKE EATING ANY OF IT.

The privilege of having food readily available have become so overwhelming that people waste incessantly without giving half a thought that one out of every 7 people doesn't have enough to eat. Should the rate of wastage persist, there may not be enough land to bury all the waste or feed countries in need.

Let's face it - no matter how much we have or how advance we've gotten, there will always be room for complaints. Or at least we think so.

OUT AND ABOUT

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



CAMPUS.SINGAPORE



CAMPUSGG

CD GIVEAWAYS

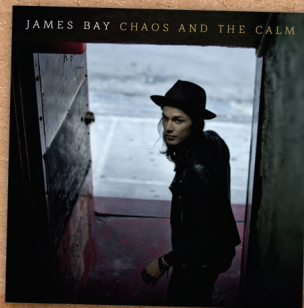


STAGES JOSH GROBAN

A collection of some of the greatest musical theatre songs of all time, Josh Groban's newest album "Stages" will be out on April 28. The album will feature duets with Kelly Clarkson ("All I Ask of You" from the Phantom of the Opera), Chris Botti ("Old Devil Moon" from Finian's Rainbow), and Audra McDonald ("If I Loved You" from Carousel). Other tracks include "Over the Rainbow" from The Wizard of Oz, and "Bring Him Home" from Les Misérables.

CHAOS AND THE CALM JAMES BAY

A finalist on BBC Sound of 2015, James Bay recently received the high honour of the BRIT Critics Choice Awards, joining the ranks of past winners Sam Smith, Adele, Florence + the Machine, Jessie J and more. He's also been profiled by Spotify, BuzzFeed, Entertainment Weekly, BlackBook, Mashable, The Guardian and Q Magazines as an "Artist to Watch" in 2015.



DESIGN FOR GOOD

Design for Good Competition

A design-themed competition, an initiative by Make The Change (a Singapore-based social enterprise), is accepting entries until the 20 May. Supported by M.A.D. School and with DesignSingapore Council, the DFG competition hopes to raise more awareness among youths about the social issues present in today's world.

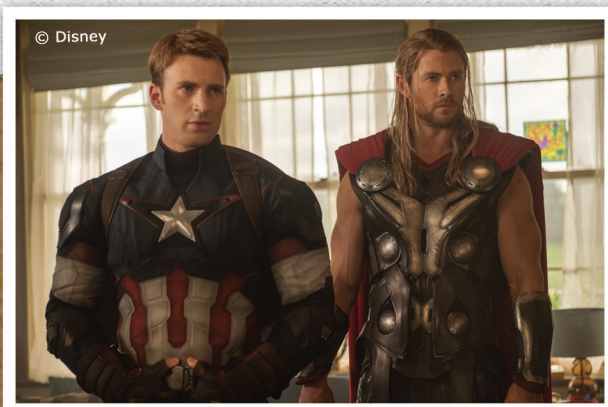
For more information, visit:
<http://www.designforgood.sg>

MOVIES

The Avengers 2: Age of Ultron (April 23)

Cast: Robert Downey Jr, Chris Hemsworth, Mark Ruffalo, Chris Evans, Scarlett Johansson, Jeremy Renner, Samuel L. Jackson, Aaron Taylor-Johnson

The sequel to 2012's The Avengers, Age of Ultron sees Iron Man, Captain America, Thor, the Hulk, Black Widow and Hawkeye come together to defeat Ultron, a technological AI enemy initially built by Tony Stark for a peacekeeping program, bent on human extinction. Along the way, the Avengers encounter powerful twins Quicksilver and Scarlet Witch, and recruit a new ally, Vision.



2
PAIRS
TIX

Parasyte 2 (May 20) - in Japanese

Cast: Shōta Sometani, Eri Fukatsu, Ai Hashimoto, Tadanobu Asano

Sequel to the movie adapted from the wildly popular manga of the same name, the finale will see Japanese teen Shinichi (Sometani) trying to stop a worldwide takeover by predatorial aliens led by Goto (Asano). Part-alien himself, Shinichi must work together with the mutant creature, "Migi", that controls his right arm.

GIGS



16 & 17 Apr | 7.30pm
Victoria Concert Hall
Tickets: \$20 - \$72

Tchaikovsky's Violin Concerto

Opening with a specially-commissioned piece from local composer Terence Wong titled 'Five Images for Orchestra', the concerto will also feature Singaporean violinist Loh Jun Hong taking the virtuosic solo part in Tchaikovsky's immensely popular Violin Concerto. Associate Conductor Joshua Tan will also be conducting Brahms' Fourth Symphony.



2 May | 8pm
The Star Theatre
Tickets: \$98 - \$198

Backstreet Boys - In A World Like This Tour

The ever-popular boy band - and the best-selling boy band in history - is back to perform together again to fans in Singapore. Performing hits such as "I Want It That Way", they will also be introducing a bevy of new material for their diehard and impressively loyal fan base. Their documentary movie, Backstreet Boys: Show 'Em What You're Made Of, was released worldwide earlier this year.

11 May | 8pm
Singapore Indoor Stadium
Tickets: \$128 - \$328

Katy Perry - Prismatic World Tour

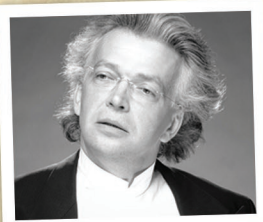
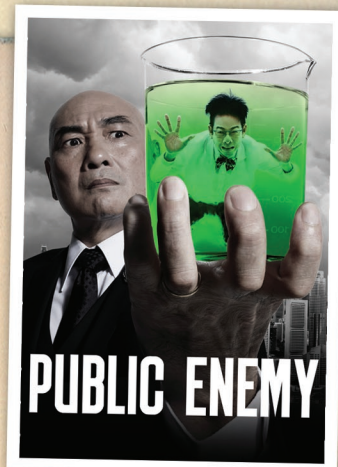
Katy Perry will be performing in Singapore for one night only in support of her album PRISM, which debuted at number one on The Billboard 200. The one-of-a-kind set design will provide concert-goers with a unique experience from every angle within the arena.



9 - 25 Apr | 3pm & 8pm
Victoria Theatre
Tickets: \$50 - \$80

Public Enemy

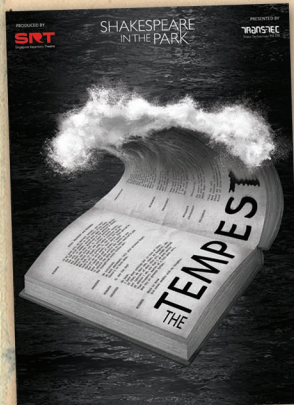
Based on Henrik Ibsen's thought-provoking play, "An Enemy of the People", "Public Enemy" is led by Ivan Heng and Lim Kay Siu. Heng plays Dr. Thomas Chee, a scientist who discovers the toxic truth to the water supply in a town intent on marketing itself as a world-class resort spa, while Lim plays Dr. Chee's brother, the mayor of the town who desperately wants to keep everything under wraps.



15 May | 7.30pm
Victoria Concert Hall
Tickets: \$20 - \$72

Brahms' Second

Renowned German conductor Claus Peter Flor returns to conduct the Singapore Symphony Orchestra in Brahms' cheery Symphony No. 2 in D major, and Haydn's Symphony No. 101 in D major, popularly known as 'The Clock' because of the ticking rhythm throughout the second movement.



29 Apr - 10 May | 7.30pm
Fort Canning Park
Tickets: \$45 - \$108

The Tempest

SRT's annual Shakespeare in the Park returns with the production of The Tempest. The production will be its grandest to date, with the tallest set ever built by the company. Enjoy a night picnic under the stars as you immerse yourself in the magic of Prospero's world of sorcery and fairytale improbabilities, where nothing is what it seems.

23 May | 4pm
Victoria Concert Hall
Tickets: \$20 - \$72

SSO - VCH Chamber

Series: Cho-Liang Lin Plays Mozart I

Internationally acclaimed Taiwanese-American violinist Cho-Liang Lin returns to join SSO for the first of 2 all-Mozart concerts and will take centre stage with four exquisite Mozart violin concertos, such as the light-hearted Rondo in C major and the expressive Adagio in E major.



28 - 31 May | 1pm, 2pm, 6pm & 7.30pm
Marina Bay Sands MasterCard Theatres
Tickets: \$55 - \$175

Swan Lake - The St Petersburg Ballet

For the first time in Singapore, the internationally-acclaimed St Petersburg Ballet will be presenting Swan Lake at the Mastercard Theatres. First performed in St Petersburg in 1895, Swan Lake, with its unrivalled "white acts", its spectacular and dramatic ballroom scene, sublime music and deeply moving story, is simply the ballet to watch.



1 Jun | 8pm
The Star Theatre
Tickets: \$88 - \$148

Pentatonix Live in Singapore 2015

Having sold out all three nights at the Marina Bay Sands Theatre in 2014, Pentatonix - an acapella group consisting of 5 vocalists from Texas - is back again for one night only, taking instrument-free music far beyond anyone's wildest expectations.



12 - 14 Jun, 19 - 21 Jun | 7.30pm
Fort Canning Green
Tickets: \$27

Ballet Under the Stars

The 20th edition of Ballet Under the Stars will feature works such as Double Contrast by Choo-San Goh, Rubies by George Balanchine and Lambarena by Val Caniparoli on the first weekend, and Concerto Barocco and Serenade by George Balanchine and Schubert Symphony by Choo-San Goh in the second weekend.

THE PRICE BEHIND PHOTOS IN TODAY'S WORLD

By Chua Wei Ling

Although selfies and foodfies are nothing new, more variations are also popping up, such as wefies and groupfies. It seems that the modern world is nurturing us to be selfie addicts. New smartphones and cameras now have 'selfie modes', and selfie sticks are going viral. Yet, while this phenomenon seems to have no end and is seemingly harmless, is it really so?

SELFIE ACCIDENTS

In February 2015 on Mount Scharek, a 14-year-old boy slipped off a cliff edge as he stepped backwards trying to get a selfie shot of himself. He fell for a distance and came to rest on a ledge, and was fortunate not to have suffered broken limbs, head or internal injuries. However, his was not the first case of accidents happening while taking a selfie shot.

In Russia, a 17-year-old girl fell 9m to her death as she attempted to take a selfie atop a railway bridge. She had climbed to where she thought would be the best location for a shot, but lost her balance and fell, grabbing on to electrical wires as she did, which resulted in her being electrocuted.



MEDICAL NEGLIGENCES

In 2014, staff at a Chinese hospital in the the northwestern province of Shaanxi took wefies next to unconscious patients pre- and during surgery. These pictures were widely circulated on the Chinese microblogging site, Weibo. While most patients in those pictures survived, some were not as lucky.

Then there's the case of comedienne Joan Rivers, who died in what was supposed to be a routine scoping of her throat. While her death was due to an unplanned biopsy on her vocal cords, it was noted that her personal doctor had stopped to take a selfie during the procedure while she was under anesthesia, moments before she went into cardiac arrest.



#SELFIE

STALKERS

Did you know that for every photo taken with your phone embeds metadata which includes your exact location? This means that anyone who has access to your photos can learn of your exact location, even if it's just a selfie sent across through SMS! Coupled with the fact that there are hashtags and location tagging on social media sites, this makes it all the more easier for people to stalk another person as easily as logging on and following their posts. Stalkers could be anybody - exes, strangers, serial killers, marketers, etc.



WEIGHT DISORDERS

Selfies and foodfies are being reported to be contributing to an alarming rise in weight disorders. For selfies, the obsession lies in wanting to look good in every picture, so much so that weight becomes an issue, coined as Body Dysmorphic Disorder (BDD). In an extreme case, selfie addict Danny Bowman took 200 selfies daily and tried to take his own life when he felt he couldn't become 'perfect'.

With foodfies, the focus is put on the food and in photographing it, so eating (whether the photographer's hungry or not) becomes secondary. This could lead to either overeating or food wastage.



by Nina Gan

What is Beauty?

(in the First-World)

It's undeniable that we live in an age where we are judged from head to toe on our first encounters. Rating beauty often relies on social cues and influences (ie. media), so stuff like having wide child-bearing hips or being a fierce hunter don't really count for much these days.

In today's world, the beauty industry seems to dictate one's attractiveness, and here are 5 examples of how it's defined:



Ideal Bodies

Just scan magazine covers, and you'll see plenty of skinny models. The irony is even if they're what mainstream media calls 'ideal' (ie. skinny), their bodies would be Photoshopped anyway. No wonder people are having eating disorders, and contemplating unnecessary treatments/surgeries.

A healthy BMI (Body Mass Index) is between 18.5 to 24.9, although Singapore's Health Promotion Board considers anything over 23 as outside of the healthy weight range. If you want to achieve that perfect proportion without exercise, a glut of 'health supplements' guarantee weight loss results. Not fast enough? There's Spanx.

Clean Bald Look

If not having enough hair is a problem, these days women have to contend with having too much hair. Underarm and leg hair have always been a target area (wax, shave or IPL?), thanks to fashion trends that exposed those body parts. While men get away with hairy pits, women get dirty looks.

And now the hair removal industry wants us to have Brazilian waxes as well. Unless it's a necessity (for religion or a job), why does one need their hoo-hoo's stripped when that part is not even visible to the public? For guys, there's the torturous BSC (back, sack & crack) treatment!



Necessary Makeup

In hot, humid Singapore, why would you want to cake your face with makeup? So that the beauty industry can sell you makeup removers. Even the 'natural look' is defined by a glomp of skin-coloured makeup. Again, thanks to the media, it seems that a woman's beauty is defined by flawless skin and large eyes (achievable with foundation and mascara). Just look at the countless duck-face selfies inspired by Korean pop icons.

As if the makeup industry couldn't get any bigger, now men want in on the whole makeup thing, and concealers are just the beginning...



Perfect Hair

Hair is a booming business - from Korean-inspired cuts to balding treatments, it seems that having a full head of hair is a necessity these days. Hair gels, mousses, sprays and waxes are now a common addition to shampoos and conditioners. To expand the segment further, there is a baffling variety of shampoos - now you can find shampoo for 'limp & lifeless hair' (talk about a confidence boost) or ones made with truffle oil (just because).

Receding hair? No problem - there's all kinds of hair treatments (including transplants!) that guarantee you not just your hair back, but your confidence as a human.

What kind of hair is 'rough nuance' or 'smart nuance'?

There's no such thing as enough hair...



Whiteness Rules

Years after MJ's famous whitening stint, we are now a nation dedicated to skin-whitening creams to make ourselves paler than Snow White. In India, skin whitening is such a huge business that they



reportedly spend more on skin-whitening products - from face cleansers to soaps and even vaginal washes - than on Coca-Cola Ads for such products are unashamedly racist, perpetuating the notion that fair skin is the ideal.

In Singapore, skin whitening products reverse the older trend of 'freckles are sexy', but since most of the population is already fair (who lounges in the sun anymore?), what more can the industry do to douse our sense of confidence? We need whiter underarms.

What's next? Whiter butt cracks? Oh wait, there are already products for those...

Turn any skin colour pale

Go all-in for pale



BY NAADIAH BADIB

FROM PAST TO PRESENT:

DAILY MUST-HAVES

Over the years, technology has replaced several necessities in our daily lives. Being one of the world's most wired places, it is not hard to see that majority of Singapore's teenagers depend on their electronic devices to get through the day. While the older generation may have had a different list of necessities during their younger days, there are some similar traits in the items that they carry every day nonetheless.



CASSETTES VS IPOD

Entertainment on the go is essential especially if you are travelling on a monotonous bus ride. Downloading songs and transferring them to our iPods is as easy as reciting the alphabet nowadays. Before MP3s, the only way anyone could have music on the go was via cassette tapes which could only transfer music through a home stereo system. The problem was that cassettes were prone to getting stuck, and you would have to keep ejecting it to roll the tape back in.

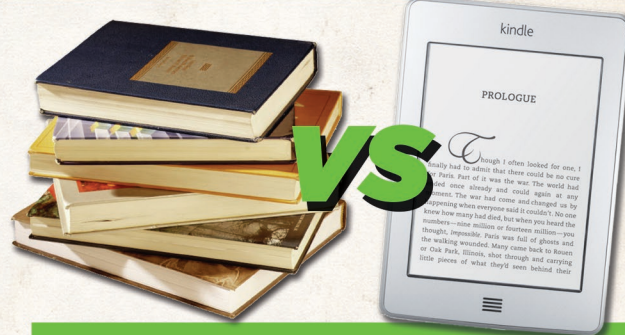


CASH VS CREDIT CARDS

An easy access for internet shopping, a credit card is ideal especially if you need to buy something in installments or something like air tickets. Coupled with the increase in contactless payment options, these cards are also most preferred due to their convenience and flexibility while shopping. Cash, on the other hand, runs the problem of being too bulky (for male wallets); also when you are laden with plenty of spare coins!

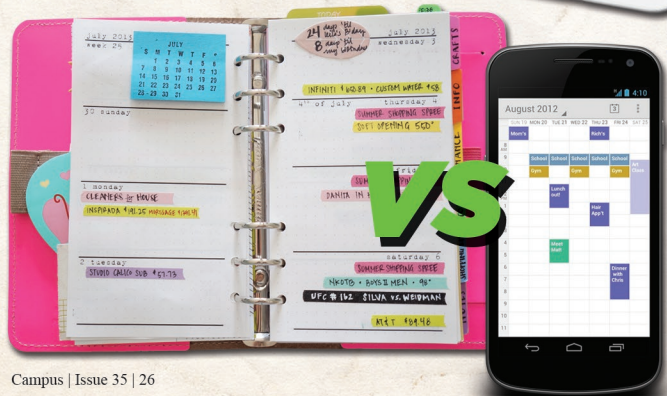
PAGERS VS SMARTPHONES

A pager, otherwise known as a beeper, is a wireless device that receives and displays numbers and announces voice messages when the call is returned. They are assigned a series of phone numbers so that when they call back, they are able to acknowledge the message that is received. While pagers are not widely used anymore today, smartphones serves a similar purpose in the form of text messages and voicemails. The fastest way to get in touch, of course, is by returning a phone call.



BOOKS VS KINDLE

Reading is one of the simple pleasures in life – you can spot people reading on public transport or even in cafes. However, instead of physical copies, tablets are a common replacement instead, such as the Amazon Kindle which is now commonly used. This e-book device enables readers to download, browse and read books and magazines without the hassle of physically buying reading materials from bookstores.



ONLINE VS OFFLINE PLANNERS

A typical diary planner, whether it be online or offline, help us mark important dates and events. In the past, a filofax (or a daily planner) was the must-have item for school work and meetings (also to jot birthdays). As technology catches up, however, purchases for hard copies have decreased as planners come automatically pre-installed in smartphones.

For the Love of Luxe

by Tracey Soh



Think of 'luxury' and images of private yachts, branded handbags and premium caviar will pop into your mind. That would be the standard response – we've come to associate luxury with the wildly expensive and highly exclusive. Although the concept of luxury is inherently subjective, for many it represents the kind of goods that are specifically targeted at an elite, privileged class. Naturally, everyone wants to be a part of this class.

It should come as no surprise that the global luxe market is a lucrative one. Spendings made on luxury goods is worth more than US\$300 billion and is projected to increase to over US\$400 billion by 2019. Asia is also set to be a major source of growth; between 2013 and 2018, it is expected that India's luxury market will be set to grow by 86%, followed by China (74%), Indonesia (62%) and Malaysia (59%). This is in no small part due to our burgeoning middle classes and high millionaire count, reflecting the increasing disposable income consumers have.

One explanation for why Asians have one of the highest demand for luxury goods could highly be due to the Asian culture. Asians, who are particularly attuned to social status signals and the custom of 'gifting' (or bragging about what they can afford to 'gift') are highly drawn to easily recognisable markers such as the Louis Vuitton monogram and Chanel double 'Cs', as these provide the perfect means for them to flaunt their wealth and essentially, their status.

However, this then begs the question of what determines whether a brand is one of luxury: It is a matter of perception, made possible only by extensive marketing – recruiting celebrities as ambassadors, courting journalists to write laudatory reviews, hiring prominent social influencers to promote the goods. The process can be likened to the creation of a cult – first by introducing the outsider to the many unique features their product has to offer, then cultivating the desire to be included in this select group, and finally fostering a sense of belonging among members. It has in effect become a rite of passage – an announcement to the world that you too have made it. The popularity of counterfeit goods is one indication of how desperately people want to appear like they have what it takes to own such products, even if they actually don't.



The democratisation of luxury has fuelled this love and put the once unattainable within reach of the masses. Brands are reaching out to beyond the affluent, offering accessories at entry-level price points to people who want a piece of anything branded. Ferrari, for instance, has a wide range of goods such as sunglasses, desk stationery and keychains. Even if one cannot afford the cars, such products provide access to the cult of luxury, satisfying the aspiration to own iconic pieces that is often not matched by ability.

Increasingly people no longer see luxury as mere overt opulence. Instead, it is the personalised and discreet that is sought after. They value the knowledge of the high-quality craftsmanship that goes into the production and the idea that nobody else owns the same exact piece. Luxury has become more than just a product – it is an experience.

No Sex Please, We're Civilised

by Nina Gan

Is that your smartphone or are you just happy to see me?

In the old days, going on a date meant having a conversation over dinner, and the end goal was usually, well, some hanky panky.



Paradox of porn

According to Google, there are over 22 million searches a month for porn. Also trending are Game of Thrones and Jennifer Lawrence (you know what you're looking for). So, you'd think that there'd be more actual sex going around, right? Ironically, this seems to bring about its own problems (not including the increase in underage sex).

These days, dates are often accompanied – and dominated – by smartphones (ever noticed couples who look busier on their phones than with their partners?). Let's face it: in today's world, we're hooked on the internet. A recent survey showed that Singapore is the second most internet-addicted nation in the world; the average Singaporean believes they can only survive 7.3 hours without internet access. Oh, the humanity!

With smartphone addiction, it's no surprise that face-to-face interaction is getting rare. This is ironic, because 82% of Singaporeans rank connecting people globally as the most important use for the internet – social networking accounts for 28% of all time spent online.

It's no stretch to say that checking your social media is probably the last thing you do just before sleeping and the first thing you do when you wake up. So, who has time for sex?

Sex not "sexy" anymore

Increased online connectivity means that no matter where you are, you have access to a zillion things on the world wide web.

The first thing that shoots to mind is probably porn. However, in terms of search results, gaming comes in a close second in terms of popularity. Gaming – from online games to PS4s – is now a serious enough addiction that 2 counselling centres in Singapore are set up to handle this ever-growing niche issue which predominantly affects males.

Then comes the insane popularity of Korean dramas – video sites like KDrama and DramaFever are hot commodities thanks to their fiercely loyal viewers. Recently, the drama titled "My Love from Another Star" became so popular it impacted national productivity in China! Even here in Singapore, it's not difficult to find someone watching a K-drama on your daily MRT/bus commute.

Let's not forget the ever-growing trend of #selfies and #foodporn – we are a nation addicted to Instagram as well. Photos of your next dessert or #ootd will always trump #thathottieyoubagged.

Finally, there are also asexuals who are simply not interested in sex at all – in Japan, a quarter of both genders aged between 16-24 shun sex. Maybe it's because there's a chunk of otaku male population who are more interested in a relationship with their anime idols than the opposite sex. Or that the female population prefer pretty/hunky male idols to men around them.



It's a common phenomena

First, a lot of porn caters to very specific tastes (see 'Rule 34'). According to research by a pair of neuroscientists, transgender porn is the 4th most popular genre globally with a mainly hetero male audience, who also have a penchant for searching out 'male genitalia'. For most women, they found that erotic fan fiction seems to float their boat, suggesting that emotional connection is a dominant mode of erotica. This seems to mean men and women don't quite see eye to eye on what titillates them.

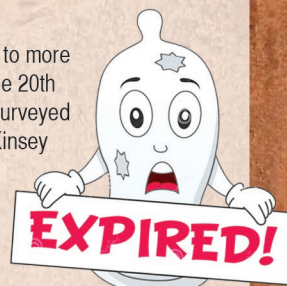


Rule 34: Anything you can think of...

Second, there's the problem of porn addicts. This is different from sex addicts – the former has difficulty performing in bed (and prefers self-gratification), while the latter constantly needs partners in bed. After all, once you're desensitised to stuff like 'jello pool sex', it's hard to get excited about someone in a skimpy skirt (or your partner, for that matter).

Kinsey's kinks

Ironically, while it seems that people are exposed to more sex today, they seem to 'do it' less than folks in the 20th century – just ask researcher Alfred Kinsey who surveyed thousands of subjects for 25 years. The famous Kinsey Reports (1948 & 1953) revealed how married couples had more sex than singles, and that they have sex 2-3 times per week. This is compared to 30% of Singaporean couples these days who have sex less than once a month.



It seems that the rich, civilised populations of East Asia and the West have given up reproducing and may actually be giving up sex itself. Singapore's TFR (Total Fertility Rate) is at 1.2 – way below the ideal of 2.1. Perhaps in a bid to increase bonking, Singapore abolished its 'no oral sex' rule – you can't say "happiness" without saying "penis". (You're welcome.)

While more can be done to address this, there are social and political constraints that prevent the study of sexuality from advancing. No wonder we aren't getting enough.

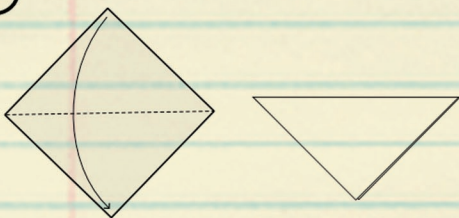


Everyone took a day off to watch the finale!

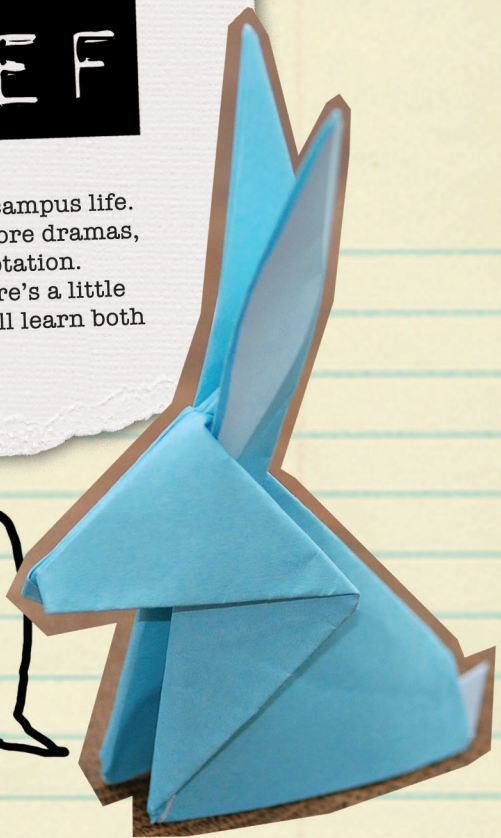
STRESS RELIEF

Mugging for exams is probably the most stressful time during your campus life. It takes a lot of discipline to cut your leisure web surfing time (no more dramas, Game of Thrones, porn) and we salute those who can resist the temptation. However, if you're unplugged and looking for a short distraction, here's a little origami challenge. Origami demands patience and dexterity, so you'll learn both those skills while you're at it. Hey, it's also proven to relieve stress!

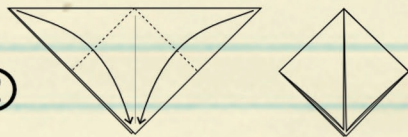
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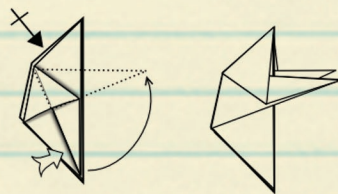
Ta-dah!
I'm a
bunny!



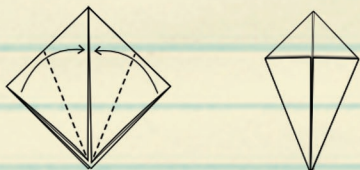
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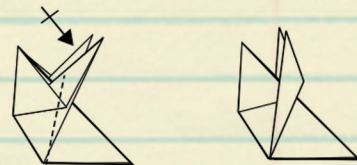
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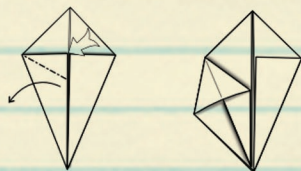
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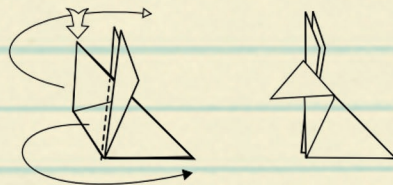
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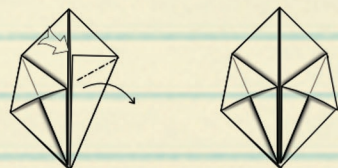
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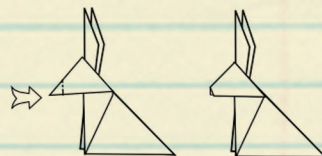
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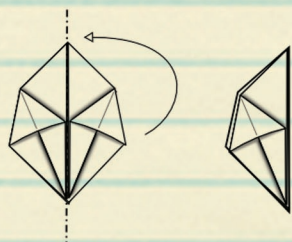
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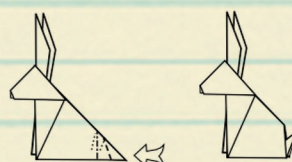
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