

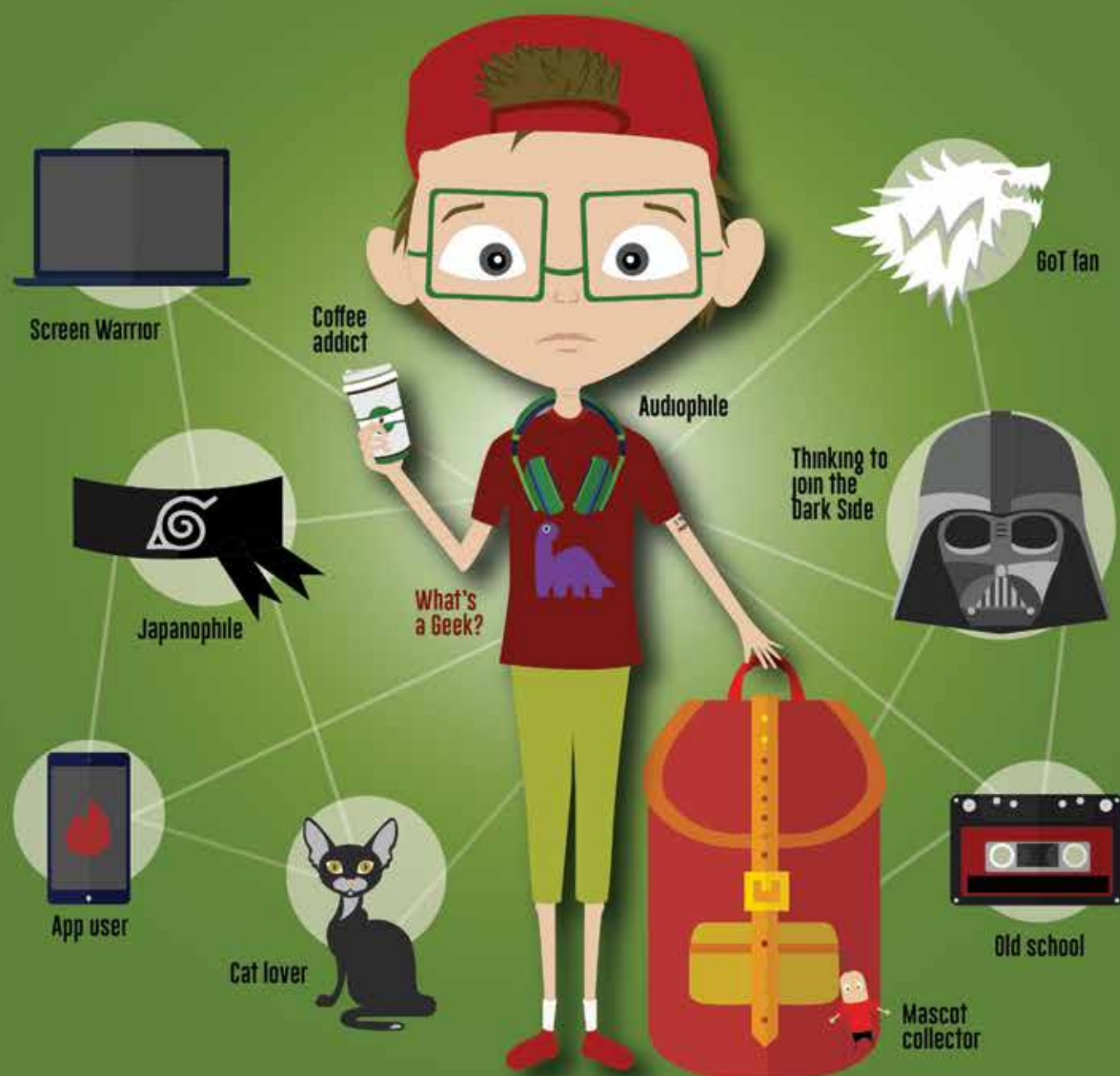
ISSUE 37

CAMPUS

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GEEK & SUBCULTURE ISSUE

AH BOON MANIA

Are you an artist?
Love to sketch?
Doodle much?

SIGN UP
NOW!

Things are always interesting when Ah Boon is around! Knives rain on him, bees chase him - it's no wonder he makes people laugh.

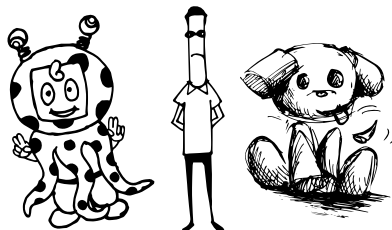
Instead of treating it as a curse, he sees it as a blessing, which fills his day with mini adventures. After all, he always survives each mishap and gains friends along the way!

Buddy For Boon

Create a "buddy" for our mascot, Ah Boon! The only limit is your imagination. Submit your sketch now to WIN Chameleon gradient pen sets worth over \$100!

DEADLINE: AUG 31, 2015

SIGN UP: www.campus.com.sg/buddyforboon



One Panel Comic

Create a one-panel comic featuring Ah Boon as the main character to win one of 2 Wacom Intuos tablets! Can you tell a story in one panel?

DEADLINE: SEP 27, 2015

SIGN UP: www.campus.com.sg/booncomic



WIN
WACOM
TABLETS

24 Hour Comic Marathon

Create a 24-page comic in 24 hours on Saturday, October 3rd, 2015 at LASALLE College of the Arts! Simply use Ah Boon as your main character in your comic for your chance to WIN a 4D/3N trip to Tokyo!

SUBMISSION: OCT 3 - NOV 3, 2015

SIGN UP: www.singaporecomics.com/24hourcomicsday



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Cover illustration by Shilpa Suresh

We need help to conquer the world

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

Wordsmith (full-time job)

If you're the type that groans at grammar errors on social media, then you fit the bill. Not only will you get writing assignments coming out of your wazoo, you'll also edit stories, curate web articles and come up with funky themes for the magazine. You'll also get to pitch in on marketing and social media campaigns, and partake in witty office jibe.

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We are always open to contributors who want to polish their writing skills, or simply want to get their work out there. You can even write for our website blog. Best part is, you don't have to be at the office (unless you want to) to be a contributor. You will, however, have to meet us first in order for you to know some guidelines (yes, we have some) for our contributor programme.

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WANDER-FUL TAIWAN

ALTERNATIVE TAIPEI

FANDOMS

Here in Singapore, there are some comics that we grew up reading not knowing that the artists are from Taiwan. For instance, Young Guns (not to be confused with Marvel's The Young Guns) was a fairly popular comic (manhua) and animation in the 90's and early 2000s. Comprising 12 books, the series is a light-hearted slice-of-life comedy.

Taiwan may be famous for its food and night markets, but dig a little deeper and you'll find that this 'island of the sweet potato' has much more to offer the curious traveller. From quirky hotels to unique modern art and adorable mascots, keep your eyes peeled the next time you're in Taipei.

Pili figurine and photobook

Another popular subculture aspect of Taiwan would be their puppetry. One of the most popular TV programmes in Taiwan is Pili, a puppet show that started in 1985 and still continues today (with the addition of animation and special effects). The puppets have their own line of products too, ranging from figurines to photo books; the most expensive merchandise ever sold fetched a whopping NT\$2.8 million!

Japanese subculture is also fairly popular in Taiwan - nearly every week, there would be at least one cosplay or Japanese anime/manga event happening in Taiwan, some lasting as long as 3 weeks. Also, it isn't difficult to spot youths dressed up in Japanese-inspired costumes throughout Taipei.



Japanese inspired cosplayers

NIGHT LIFE

As night descends upon the city, the streets come alive not only with night markets, but street performances as well. In Ximending, buskers take to the streets with nightly performances packed with singing, rapping, as well as acts like bike stunts and juggling.

Looking for a venue to enjoy some original music? Then head on over to live houses - these are where many Taiwanese mandopop singers first started out from. Plenty of small clubs and music venues are located along side streets and basements of university quarters such as Gongguan and Shida districts, which frequently feature popular artists, underground acts and up-and-coming singers.

LOVE HOTELS

Love hotels provide a one-of-a-kind experience - don't worry, the crowd varies from couples to groups and families. Zhongshan district has a fair amount of them. The most well-known is Sato Castle, with an exterior reminiscent of a castle. This fantasy-themed hotel has rooms ranging from casino-inspired ones complete with slot machines, to comic-themed pads featuring Spiderman and Superman.

Nearby is another love hotel, Wego, which is slightly more classy in its approach. Rooms here have themes like "boat house" (with a sunken bed) or feature chintzy decor with rocking horses. Then there's iMore motel, where some rooms have swimming pools!



Spiderman room



Romantic horse carriages

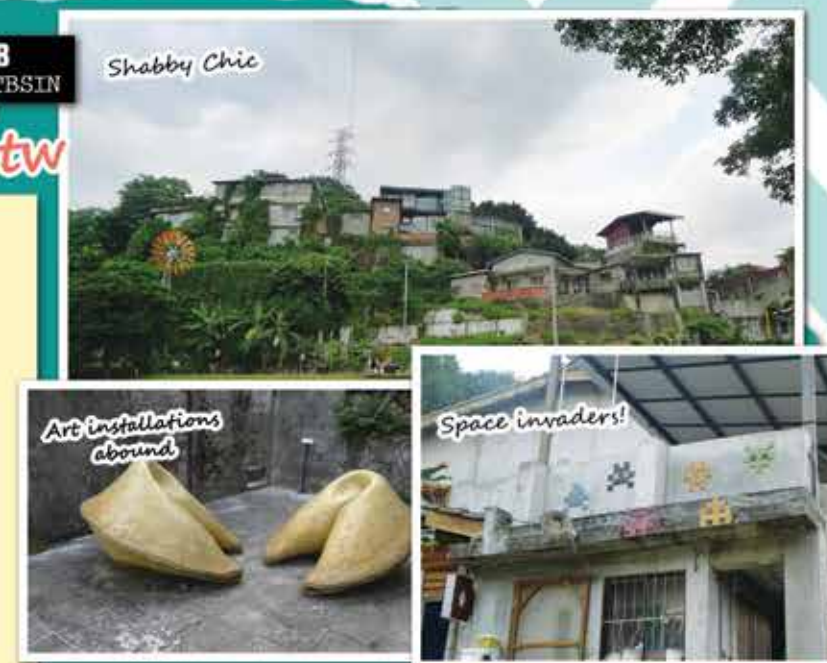
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ARTIST VILLAGE

Hidden away from the hustle and bustle of the city lies Treasure Hill Artist Village (寶藏巖國際藝術村), an international creative enclave nestled on a hill next to a functioning old village. While the facade may be a bit run-down, it's buzzing with creative types. Here, you can find artwork-filled studios, where independent artists and craftsmen within the compound sell their unique wares.

Art is everywhere - graffiti art and poems cover the walls, huge installations fill every open space. These creations may seem utterly random, but it makes for an interesting stop (there's also a cafe).



Art installations abound

Space invaders!

Taipei 101



FILM LOCATIONS

Taipei has a number of popular filming locations - the Dunnan branch of the 24-hour bookshop chain Eslite is a well known location as a backdrop to music videos, and was featured in films such as "Au Revoir Taipei". Just 30 minutes away is the iconic Taipei 101 - even if you don't watch Mandarin films, you'd probably have glimpsed the famous skyscraper from the film "Lucy" (with Scarlett Johansson) when parts of the film were shot in Taipei.

Further away from the city lies the hilltop village of Jiufen in Ruifang district; it was the setting for Hayao Miyazaki's film "Spirited Away", and was featured in the film "A City of Sadness". The rows of teahouses and maze of stairs retain their nostalgic feel, giving the village a quaint charm that's worth visiting even if you're not a movie buff.



Jiufen in Spirited Away

AU REVOIR TAIPEI

MASCOTS

Taiwan has a great love for mascots - the latest incarnations are Xiao Qiong and Emilia for the Kaohsiung Railway Transit, which debuted late last year. They now join the ranks of more well-known figures like Open-chan and OhBear.

Conceptualised in 2005, 7-eleven's mascot Open-chan is a prominent figure throughout Taiwan; he's participated in New Year Countdown parties and has his own comic series; recently, there was even an animated 3D movie.

The current darling of mascots is OhBear - the official "Director of the Tourism Bureau's Super Task Force" (for tourism promotion); he has his own desk at the tourism office in Taipei as well as a bicycle! He frequently makes public appearances, so catch him if you can! Modelled after the Formosan Black Bear, the endearing OhBear even has his own range of merchandise, such as plushies, pineapple tarts and mobile apps!



OhBear holding Ah Boon



Open-chan - The mascot for 7-eleven

The mascot for Din Tai Fung

OhBear 16GB thumbdrive

WIN OHBEAR PLUSHIES, MUG LIDS OR EVEN THUMB DRIVES!!

HEAD TO CAMPUS FACEBOOK PAGE!
CAMPUS.SINGAPORE
WATCH OUR VIDEO!
[HTTP://BIT.LY/ALTERNATIVETAPEI](http://bit.ly/alternativetaipei)



Limited Edition OhBear Plushie

OhBear Mug Lid



WHAT'S THE BIG DEAL WITH MASCOTS?

BY RYAN LIM



It's almost impossible to not see mascots everywhere - these days, they represent everything from tourism destinations to consumer products and even public facilities. You may not know about Taiwan's "OhBear" or Kumamoto's "Kumamon", but figures like the "Energizer Bunny", M&M's 2-legged mascots and the blubbery "Michelin Man" are all instantly recognisable.

Mascots are often used in advertising and branding exercises, and represent a more friendly face of an organisation. The more popular the character, the more successful the brand name - think of the Minions. For example, Originally created as part of

Despicable Me, they've become so popular that they've got their own movie (and plenty of merchandise).



GOING LOCAL

Even Singapore's in on the mascot game - we've seen "Singa the



Bag Down Benny

Courtesy Lion" and "Water Wally" during the parade on National Day. Even SMRT's upgraded their mascot from "Captain SMRT" to their band of Thoughtful-Me characters like "Bag Down Benny" and "Move-In Martin".

Then there are mascots like "Nila", "Smiley Squirrel", which retired when DBS merged with POSB, but was recently revived and made into a mobile app called Smiley Town.

Sadly, "Teamy the Productivity Bee", with its catchy jingle "Good, better, best! Never let it rest, Till your good is better and your better, best" was permanently retired, and the inspiration to be a more efficient workforce fell into the hands of a less convincing "I" icon.



Teamy the bee

WHAT'S THE STORY?

As plentiful as they seem, our local mascots have some interesting backgrounds and personality traits.



SINGA THE LION

In the case of Singa, we all know that he 'resigned' in 2013, but many may not know that he was joined by a female companion and three little cubs in 1987. During his 30-year tenure, he had a slight design change in 2009 when the smiley face on his t-shirt was replaced by a red heart.



SHARITY ELEPHANT

The second elephant to appear in Singapore's mascot history, the Sharity Elephant helps the National Council of Social Services raise funds for charity and spread the message of 'caring and sharing'. Sharity has a rather interesting backstory: as a child, he was bullied by his peers for not being grey so his parents (Momba and Bubba - the creators went to great lengths to give it an origin) took him away to Sharityland. Whenever he's happy at a 'Sharity' Drive, a rainbow will appear. If you're confusing it with Care Bears, it's because they share a very similar concept.



WATER WALLY

Did you know that before "Water Wally", PUB had another mascot called "Bobo the Water Saving Elephant" in the 70s? Both characters preached water conservancy, and even had their own cartoon series. Wally also featured in PUB's music video showcasing the whacky Water Wally Shower dance.



NILA

Nila was the official 28th Sea Games Mascot. Created by Beatrice Cho, Nila was the winning design for the Singapore's National Games Design Competition. According to his creator, Nila loves to give fist bumps and high fives, and he is a foodie like many Singaporeans - he loves kuehs. Food is a common theme amongst game-related mascots - representing the Youth Olympic Games, Lyo loves spicy foods, while Merly is a vegetarian.

Lions tend to feature a lot in Singapore's mascot history: there's Singa, Lyo and Nila. Let's not forget that the ultimate Singaporean mascot - Merlion - is also part lion. An overplay on Singapore's name, perhaps?

by Hidir Koh

Aristocats & BLUEBLOOD HOUNDS

Whether you're a animal-lover or not, you have to admit that pets have a certain charm to them. Their lovable nature somehow seduces you into treating them as family, but there are some people who take it to the extreme.



Dog Perfume

It's common knowledge that dogs have a sensitive nose, but for some reason, they don't seem to mind their own musty smell. However, for extreme pet lovers who mind their dogs' musty scent, this can easily be solved using perfumes! The V.I.P. dog parfum by Les Poochs is one such perfume, and the most expensive scent can cost a whopping US\$3,000. The reason for its cost is that it takes 2 years to nurture enough Osmanthus flower petals to create 4oz (about 100 ml) of oils. Safe to say that most of us haven't smelled it before, but let's hope it's worth all that hassle!



Dog Houses

What extravagant facilities do you have at home - flat screen television sets? King-sized beds? Jacuzzis? If I told you that there are dogs that are living it up, just like us humans or even way better than you and me, I bet you may even wish you have the dogs' lives! In 2008, a doghouse was built in Gloucestershire, England that cost a whopping £250,000 - more expensive than most property for humans during its time. This doghouse included a spa and 52-inch plasma television, complete with a surround sound system that cost £150,000. It also included a retina scan security system for the 2 resident Great Danes; while the retina scan seems a bit too much, given the amount of expensive furnishing that the house is fitted with, it certainly should come in handy.



Fashion Line for Cats

Couture has always been a hallmark in the fashion industry, but what happens when you try to get cats to don these designer outfits? Surprisingly, the "cat-ture" industry is a booming one, with new designs coming out from all over the world very frequently. There are even International Cat Fashion Shows, where these pets show off designs by strutting the literal "catwalk". Some famous feline celebrities who lead this industry, like Karl Lagerfeld's cat, are even given privileges such as maids and personal jets. Are you jealous of a cat yet?



Kitty Wigs

When we humans wish to make a fashion statement, we sometimes have to complete the look with the right hair. For extreme pet lovers, this applies to their cats as well. There are many online stores that sell cat wigs aimed at accentuating the classiness of cats, and once they have perfected the look, there are Tumblr sites dedicated to showcasing these cats with their luscious locks. For those who dislike the synthetic feel of wigs, they can also choose to dye the hairs of their companions. Although it seems to be pretty ludicrous, we have to admit that the cats look pretty cute.



But WHY?!

Although the subculture of extreme pet caretaking sounds like it's from a world that defies logic, pet owners have their reasons. Some do not wish to have children or are unable to do so, hence they treat their pets like their children (or "furkid") to be pampered and spoiled instead. Others do things for their pets as a means to de-stress or for fun. Regardless of the reason, this subculture is here to stay until extreme pet owners become aware of the harmful stress they place on their pets. Or until they realise that their bank accounts are dry after purchasing a \$24,000 pet pavilion or a diamond-studded collar.

BY CHUA WEI LING THE CHANGING TIMES OF COSPLAY



CHANGING TRENDS

In the early days, most cosplayers started out by experimenting and creating their own costumes and props from start to finish by hand, taking pride in their craftsmanship. In addition, cosplayers were marred by the lack of materials or options available for the creation of their outfits - and even if they were available, they were very expensive. As such, the majority of these cosplayers were in their late teens or young working adults - basically those who were able to afford it.

With the rise of the internet and online shopping, these have opened doors to the accessibility of not only materials, but also ready-made items. While some cosplayers still make their own outfits, gone are the days where those who wish to cosplay can only do so by getting crafty with their own hands.

It is probably due to this reason that the demographic of cosplayers became so diverse, ranging from children as young as 4 to senior citizens.



Unless you live under a rock, you'll probably be familiar with the subculture of 'cosplay', or 'costume play', where fans of a certain animation, comics or games dress up as their favourite characters. While often associated with Japanese pop culture, the scene has evolved to include western series such as Harry Potter, Assassin's Creed, Star Wars or The Avengers.

Made popular in Japan and later the US, the hobby has been around in Singapore for nearly 20 years. While there used to be only 2 events per year to cater to this subculture, the popularity of cosplay has increased so much that in 2015 alone, there are no less than 10 events in Singapore, and this number is set to rise in the following years.

And as cosplay gains more and more coverage in both mainstream media and social media locally and abroad, it's easy to appreciate the evolution of this geeky obsession.



THE RISE OF COSPLAY AS A SIDE PROFESSION

While some cosplayers may view cosplay as a hobby, there are some who have joined the ranks of 'celebrity cosplayer', making it something of a profession. There are magazines dedicated to cosplaying and famous cosplayers are paid to grace their pages.

Pop culture conventions sometimes invite and pay for these cosplayers to attend as guests, and may sometime pay for their costumes and travel arrangements as well. In the US, some cosplayers can be paid up to USD\$5,000 when they're invited to certain conventions!

RECENT CONTROVERSIES

As cosplay becomes mainstream, unfortunately what follows are controversies as well. Issues such as molestation and being a public nuisance have been raised by both cosplayers and the public alike. Cosplayers have reported being harassed by the public or even photographers, and likewise, there are those who made use of cosplay to commit acts of harassment as well. The police have also been called in often by members of the public for indecent exposure (remember the underboob incident?) or even for wielding of dangerous weapons.



In retrospect, although cosplay is becoming more of a norm, it has deviated from being simply an expression of someone's passion for their craft into something more lucrative - for both cosplayers and the pop culture franchises involved. Fans are also pushing the envelope on what's acceptable to be displayed in society.

However, one cannot overlook the fact that this once-super-geeky subculture has now expanded to include a diverse fan base - everyone from Japanophiles to Star Wars fans can enjoy dressing up as their favourite characters without the fear of getting weird looks.

BEHIND THE SCENES

With cosplay events getting more and more prominent in Singapore, it's hard not to notice cosplayers. While it all seems like fun and games, there is much more that goes on behind the scenes.

INTERVIEW WITH JASON (NED TOKYO PROJECT) Organiser of International Cosplay Day Singapore

What was the basis for organising this event?

Jason: In 2011, we worked on a Cosplay Chess event, it was very well-received, so in 2012, we created a full-fledged event for fans - by fans - where everyone could showcase their talents to a community of like-minded people. Our International Cosplay Day Singapore is now the only annual event of its kind in Singapore and South-East Asia.

What were some of the challenges during the creation of ICDS?

Jason: Finance and sponsorship were definitely a challenge, along with finding staff who are passionate about cosplay. Plus, due to recent cosplay controversies, there are more hoops to jump through when applying for permits. Cosplayers are also getting less competitive these days.

What is your outlook for ICDS in the years to come?

Jason: Ultimately, we hope to create a platform where everyone can enjoy themselves and encourage more cosplayers to overcome their personal inhibitions and inspire others. It's all about making friends and having fun!

HERE ARE SOME INSIGHTS FROM SINGAPORE COSPLAYERS:

What made you interested in cosplaying?

Ukiko Usami: It was mainly the fact that I can become someone else for once - an escape from reality. It was also easy and fun to make friends within the cosplay community.

Y-Taiga: As a child, I have always loved dressing up. Cosplay provided the platform to explore that side of me. It also helps relieve stress and most importantly, it is an art where I can truly express my passion.

What goes into the preparation of each cosplay experience?

Tracy: I start by listing down the characters I like and then eliminate the ones which might be too expensive or time consuming to work on. I don't intend to devote too much time or money into it as it's only a hobby.

SC: I focus on less-popular characters and make my decision based on whether I can pull off his/her personality. I prepare 3 months in advance - in between costumes and prop-making, I work on the makeup and getting into character. Finally, I either panic or pass out from fatigue the day before the convention.

Do you think there's a boundary to cosplay? Why?

Xaza: Nope! Although I think some people suit certain characters better than others, everyone should be free to cosplay whichever character they want! The most important thing is to enjoy yourself!

Kero: I personally feel that anyone can cosplay any character, as long as they're not competing. Cosplaying should be about expressing your interest in a specific character, regardless of skin colour, weight or height. However, there exists cosplay groups that value accuracy highly, and thus have strict requirements for their members.

How much were your most expensive and least expensive costumes?

Anna: My most expensive was about S\$300. It took me 3 months to save up. My cheapest was only S\$55.

SC: My least expensive costume was S\$80 and the most was S\$450. Generally, the challenge lies with the materials.



Photography by Hexlord | BlackRabbitPhotography

Since cosplaying is also about photography, here are some suggested photoshoot locations:



CHINESE & JAPANESE GARDENS

With its oriental architectures and granite landforms that resemble limestone karsts, this place is the perfect depiction of feudal Japan.

FORT CANNING PARK

Easily accessible, Fort Canning Park's many cupolas, gothic gates and graves give this place a gothic and medieval vibe.



PUNGGOL LALANG FIELD

This open field of lalangs makes a great location if you want to stray away from the curious public. Watch out for insects though!



GARDENS BY THE BAY

This spot is good for romantic, futuristic or nature-themed shoots. The challenge lies in avoiding tourists and photobombers.



SELETAR NORTH LINK

The deconstructed forest and scenic lake here makes it seem like a location outside of Singapore. However, it's almost impossible to get here without a car.

by Jacqueline Yeo

THE LIST

CRAZY EXPENSIVE COLLECTIBLES

ACTION COMICS NO. 1



ACTION COMICS NO. 1

If one comic book today costs about S\$20, how many comic books can you buy with US\$21 million? Apparently, just one - if it's the first edition of the Action Comics that details Superman's origin and first adventures. Released in June 1938 and sold for just 10c at the time, there are now no more than 100 copies left, with most of them in less than decent condition.

ORIGINAL BARBIE

The first ever Barbie doll, donning a vintage black-and-white swimsuit, was produced in 1959 and cost about US\$3 at that time; quite a reasonable price. Fast forward 56 years and it is now worth US\$27,450. While not the most expensive Barbie doll - Barbie by Stephano Canturi was US\$302,500 - considering its normalcy (no gold or diamonds), there is little wonder why she is in our list, right?

DOUBLE FANTASY

Double Fantasy is an album by John Lennon and Yoko Ono which, released 3 weeks before his death, became the 1981 Album of the Year at the Grammys. The only Double Fantasy copy with John Lennon's last autograph (the one he unknowingly signed for his murderer - posing as a fan - right before being shot) went on sale in 2003 at US\$850,000.

40TH ANNIVERSARY HOT WHEELS TOY CAR

We're cringing at the thought of boys playing with this Hot Wheels car - it is cast in 18K white gold, and peppered with 2,700 precious jewels that are set by hand. The jewels alone are worth US\$140,000. Ironically, it only sold for US\$60,000 at an auction - a tad cheaper than the hot pink, rear-loading Beach Bomb original 1969 model that sold for US\$72,000.



MARILYN MONROE'S WHITE "SUBWAY" DRESS

You may not have watched or even heard of the movie *The Seven Year Itch*, but you would've probably seen Marilyn Monroe in her iconic dress featured in the movie. You know, the dress that was photographed in when she was on a subway grate fighting an updraft? That photo probably raised the value of the dress, which was auctioned off at US\$4.6 million.



GUTENBERG BIBLE

Oh, for the love of God, someone please bestow upon us a Gutenberg Bible! Also known as the 42-line Bible, it was printed in the 1450s and was the first major book printed in movable type. There are currently about 21 complete sets left in the world, and at a last auction in 1978, one was sold for US\$7.26 million. Even an 8-page segment of the book sold recently at US\$970,000.



Everyone's heard of big ticket collectible items - art, cars, jewellery. But what about ordinary geeky things? Here's a list of some of subculture's most expensive collector's items.

Cassette Culture & the Travelling Mix Tapes

by Claire Leong

A history of cassette culture

Mail art, or correspondence art, began in the 1950s. It started out with the mailing and sharing of postcards, collages, and recycled images. From mail art, cassette culture was born in the 70s. Also known as cassette underground, this form of mail art involves the circulation of music through tape trading.

Actor, reviewer, and vinyl collector, Te Hao Boon - a Theatre grad from NAFA - is a passionate lover of the arts, and has been an avid collector of vintage music culture. He's been collecting vinyl records for three years, and is also a collector of cassette tapes.

Unbeknownst to many, cassette culture is still alive today. One of the hundreds of cassette labels still operating today is Burger Records, which started in 2007 in California. The founder of Burger Records shares the same notion as Hao Boon - that the beauty in cassette tapes (and vinyl) is that you cannot skip songs. The effort that bands put into arranging songs in specific sequences are wasted on CDs and MP3s that can be easily re-queued or, even worse, skipped entirely.

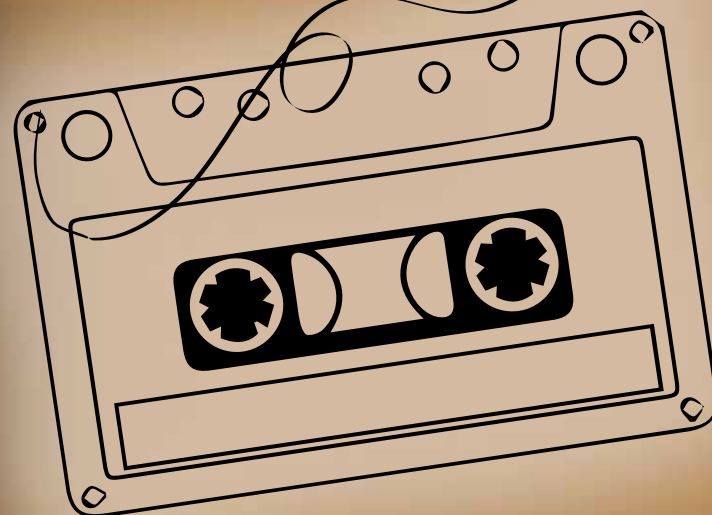
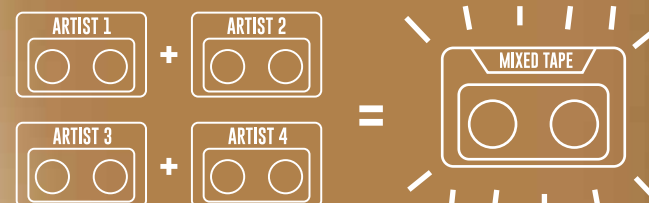


The Travelling Mix Tapes

After reading an article about cassette culture in the 80's, Hao Boon was inspired to start his very own chain mail community project called The Travelling Mix Tapes. In a nutshell, a cassette 'chain mail' is when one band (or solo musician) records a song on a cassette tape, and passes it on to another band to do the same thing, thus allowing a mixture of different artists and songs in one tape.

The project consists of three cassettes - one of spoken words, one of original songs, and one of cover songs. Each tape has a theme. Lost, Travelling, and My Musical Hero, respectively. How this works is, the three cassette tapes will first be mailed around the world. Each artist who receives the tape can record up to six minutes of their own work, before passing it onto the next artist. When the tape gets full, a blank one - with a whole new theme - will be circulated in its place. This allows the project to, theoretically, last forever.

How it works



Artists are encouraged to have photos or videos of themselves working on the tapes, and the tape's location will be monitored online. "If all goes well, we can have multiple editions and this can run indefinitely. I would love to hear music from all kinds of musicians of varying abilities and all across all genres.

Thus far, 26 people have joined this project, including a few local musicians. These people were recruited via interest groups on Facebook and posts on Reddit. If you're interested in joining the project, you can email thetravellingmixtapes@gmail.com or visit facebook.com/groups/thetravellingmixtapes.

by DISHI GAUTAM

CRAFT DRINKS

— TRUE CRAFT or NOVEL CONCEPT? —

It all started in the mid-1600s – mariners carrying alcohol in ships mixed it with small quantities of locally available bitters, experimenting with tinctures and flavours. Fast-forward to the present day, there is a fair chance that the overpriced “craft cocktail” at the bar down the street that you have ordered is originally the brainchild of a 17th century sailor looking to kill time!

TRUTH of CRAFT

By the end of the 20th century, craft cocktails had caught the fancy of the masses and demand increased. However, recent investigations have revealed that most craft drinks – like most of the novel craft gins and whiskies available today – are mostly factory-manufactured, pre-bottled and uniquely packed to give it a traditional, independent feel that consumers look for. This craft is not limited to alcohol though; ‘craft’ juices and sodas are also a rage amongst non-drinkers. So what makes consumers stick to this craft drink culture even after the truth has been unravelled? Well, here are a few reasons:

CONCEPT TRUMPS CRAFT



The modern ale lover is attracted by the concept of craft drinks, and up to 54% of 21st century drinkers want their drinks to represent novelty and class more than taste and origin. Craft drinkers crave the exotic feeling of a drink prepared especially for them and even served in custom glassware. It is the ambience that provides the excitement, and this holds true too for craft drinks that aren't served in mainstream bars.

QUALITY AND PRICE

Mass-produced drinks guarantee consistency as well as lower prices that handmade drinks cannot match. Large marketing budgets of mainstream brands ensure their popularity, while craft drinks were thought of as unattainable due to their rarity and price.



However, night out plans are changing, and hunkydum beers are being replaced with craft beers. The price of one pint of craft beer is often 1.5 times more than that of a pint of regular beer, but it is the experience that we pay for, in addition to a wider range of flavours often not associated with the average supermarket beer.

GEN-Y AND THE “COOL” FACTOR

Our generation doesn't mind splurging on luxurious purchases – especially if they give us an identity. We are driven, more than any generation before us, to create a strong individual identity, and the availability of the craft drink culture gives us just that. We like it when our friends say, “Oh, John only drinks XYZ.” In fact, geeky and nerdy is the new cool, and craft drinks are our ticket to staying with the trend. Some might call it being hipster.



SOCIAL MEDIA SHOWOFF

Craft spirit companies use social media to create a sense of uniqueness for their product. Similarly, we all want to acquire what's not mainstream too. A traditional-looking label on an average quality drink usually does the trick. We post pictures of our quirkily labelled and visually appealing drink bottles on Instagram, Facebook and Twitter. This not only gives us a morale boost, but also makes us feel as if we are part of an elite and exclusive drinkers' club.

This craft phase probably is not ending anytime soon. Our constant want and need to be different is what the 'commercialised craft culture' exploits. Sadly, this doesn't stop at beverages. Everything from foods to apparel will soon be available in 'regular' and 'craft' – but will we continue to fall for these gimmicks?

tinder vs. Foodspotting

The Similarities



By Kirstin Sow



Mobile applications are increasingly getting popular and prevalent among mobile users today. Initially, mobile apps were used for productivity and information retrieval. Today, they have evolved to become sophisticated tools where you can search for potential dates or even have a handy guide to good food at the swipe of your fingertips. But more than a convenient app to view pretty things, what do their similarities tell us?

COMPETITIVE STREAK

Everyone is competitive – who wants to be last in a contest, right?

he general aim of most people on Tinder is to get the most right flicks, hence more matches (and presumably dating opportunities). It's a great way to boost one's confidence and popularity so folks tend to put their best photo forward.

Foodspotters aim to accumulate points, based on their number of posts, thus ranking them according to levels (bronze, silver, gold and platinum). When an expert loves a particular dish on Foodspotting, their votes are more significant in the app's Best algorithm.

PICTURES SAY A THOUSAND WORDS

Never underestimate the power of an image, for it illustrates a thousand words.

ften, good quality pictures that display one's interests coupled with a great smile make a good first impression and perhaps more matches too. Obviously what guys look for in a girl's photo are totally different from what girls look for in a guy's photo – plenty of website tips actually offer advice on the best types of shots!

imilarly, photogenic food that look appealing are bound to get more hits with other users. Typically, pretty dessert photos and salads tend to attract female users, while male user gravitate towards meat or 'hearty' dishes.

LOCATION, LOCATION, LOCATION

Both apps have a geotag feature, allowing users to find their partner or food within their proximity.

he Passport feature on Tinder Plus allows users to change their geographical location to match with a greater pool of people around the world. Now you can swipe, match and chat with Tinder users before you travel to new destinations.

ou can look up the location and search for your favourite restaurant to see what other Foodspotters love from there. Go deeper by searching for your cravings like name [curry] or type [chicken soup].

BECOMING A WORDSMITH

A good picture is often incomplete without good descriptors.

n a Tinder profile biography, it is important to include useful details without much else – funny or creative profiles can often make or break the match.

imilarly, a good food picture coupled with mouth-watering descriptors are likely to attract more users to read the review and try the food themselves.

CONCLUSION

While both Tinder and Foodspotting have different agendas, it's not a stretch to say that most people tend to gravitate towards Tinder profiles with unique photographs, or pick foods which photograph well on Foodspotting. Unique biographies and food descriptors only come in handy once the user has 'approved' of the photos. This simply proves that we humans make selections based on our visual cues.

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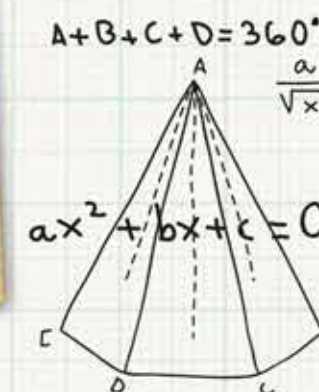
GRADUATE SPECIAL

Engineered for Success



Is a Masters in Engineering worth it?

Look around you, and you'll realise that Singapore is on a fast-track expansion scheme. From new MRT lines to skyscraper districts and (gasp) ballooning condominium numbers, it's clear that if you're going to head to the job market soon, you'll be in demand if you've got hard skills like engineering.



LABOUR CRUNCH

Ironically, Singapore is facing a shortage of engineers – recent government figures showed that our little red dot needs 1,000 more engineers every year for the next 5 years. According to Ministry of Manpower's Skills-in-Demand list, engineering tops the list as the most sought after. This means that while fresh grads expect salaries of up to \$3,500, it can balloon to anything from \$5,000 and up. There are also salary and career progression bonuses to entice engineers.

However, according to Singapore Statistics last year, 51% of all Singaporeans aged 25-34 years old already have bachelor degrees. And while everyone may soon be rushing to fill the engineering shortfall, it brings up the question – if you want to stay a step ahead of your peers, will you need a master's degree?

THE MASTER'S PERK

While master's degrees haven't always been a necessity in the industry, the evolution of engineering education has changed this outlook.

According to the Observatory on Borderless Higher Education, an independent global research organisation for cross-border higher education, there's a growing demand for STEM (science, technology, engineering, maths) in the US and Europe, prompting talks of making US visas available to immigrants with PhDs or master's degrees in STEM subjects. Recently, STEM employment has grown 3 times more than non-STEM, and should grow twice as fast by 2018.

Even the Confederation of British Industry (CBI) speaks of increased employment prospects in highly skilled roles – by 2020 nearly half of all employment will be for highly-skilled roles. Manufacturing and engineering industries are reporting major skills shortages, which will only become more acute as the economy picks up.

MTech (Master of Technology) grads are in high demand and much sought-after by hi-tech industries around the world, according to heads of various international technical institutions. In addition, many high-level engineering firms – where competition for positions is fierce – are only interested in candidates with master's degree.

MASTERS AS THE MINIMUM

There are certain sectors where, in order to meet an appropriate standard, you need a master's degree in engineering – you'll need one for chartership in the UK, for example. This is because with the amount of hands-on training in an MSE (Master of Science in Engineering) or an ME (Master of Engineering), you'd have honed your specialty before landing that first job – a very important fact since the safety of the public is down to the competence of engineers. Hence, engineers have the ASCE Code of Ethics, which is like the Hippocratic Oath.

Even if you're not interested in working with major industries, having a master's means you can conduct research and publish a thesis – you may even secure funding and earn a stipend while doing so – or you can even teach.

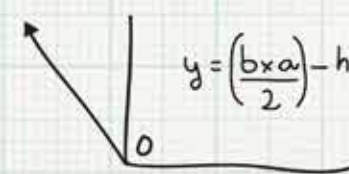
COMPLEMENTARY MASTERS

According to the online engineering magazine Mechanical Engineering, engineers with an MBA (Master of Business Administration) can land higher-up positions even if they start with no real work experience. A BE (Bachelor of Engineering) and an MBA are a lethal combination to have for the corporate world; an engineering degree teaches you how to apply your knowledge practically, while an MBA teaches you how to manage people with engineering degrees.

IS IT WORTH THE INVESTMENT?

While you may not want to contemplate going back to school, a master's degree in engineering can easily be completed within 1 year of full-time study. There are also BS/MS programmes combining the 2 degrees – they require a lot of hard work, but it's a lot easier than returning for a master's degrees' after working in the field.

However, it's important to note that while the numbers looks rosy, it's not always the degree itself that counts – it's what you do with it and how effectively you use it that matters most.



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GAME OF THRONES AND GRADUATE SCHOOL: BETTER CAREER CHOICES IN WESTEROS

"WHEN YOU PLAY THE GAME OF THRONES, YOU WIN OR YOU DIE."
— CERSEI LANNISTER

Cersei Lannister was certainly right about that! But we wonder – what would Game of Thrones be like if our favourite characters had the benefit of graduate school? Imagine that the Citadel opened up a "Maester Academy" to the Westerosi public that provided postgraduate education in disciplines other than poison, ravenry and magic. How do you think a Master's degree could have impacted the lives and choices of those playing the Game of Thrones? Here are a few cases where gaining "chain link" at Maester Academy could have made a huge difference in the lives of many key characters:

CASE #1:

PETRYR "LITTLEFINGER" Baelish MASTER OF FINANCE

Petryr "Littlefinger" Baelish is the force driving many of the show's tragic events, as his double-dealing ways and ambiguous aims make him arguably the show's most dangerous character.

He also managed the King's finances as "Master of Coin," and was terrible at it. But what if the King or the "Hand of the King" decided to send Littlefinger to the Citadel to learn how to do his job?

***Here's how a chain link in Finance might have benefitted Littlefinger's career:**

- He could have advised the King on financial prudence and ways to reduce spending
- He could have advised the King better ways to generate revenue other than borrowing from the Bank of Braavos.
- He could have enlightened the King on the concept of "budgeting."

**That's if he's able to lay off his scheming and his management of brothels long enough to learn something.*



CASE #2:

TYRION LANNISTER MASTER OF MANAGEMENT

Tyrion Lannister is everyone's favourite character because he's highly intelligent, charismatic, funny, and always uses his wits to get himself out of the most dangerous situations.

He has also proven himself to be a capable manager, whether managing sewage systems in Lannisport or the Kingdom's interests as Hand of the King. But imagine how much more effective he could have been if his father Tywin had sent him to learn management at the Citadel.

***Here's how a chain link in Management might have benefitted Tyrion's career:**

- He could have enhanced his already impressive management capabilities by supplementing his experience with theory and case study knowledge.
- He could have improved his reputation and the recognition of his talent by earning his link (it's not a hand of the Kingpin, but it helps)
- He could have ended up teaching the class at the Citadel by impressing his instructors, paving the way for a management revolution in Westeros.

**That's if he's able to lay off the wine and women long enough to earn his chain without being kicked out.*



CASE #3:

EDDARD "NED" STARK MASTER OF POLITICAL SCIENCE

Eddard "Ned" Stark is a character who personifies everything we love about a hero – he's an excellent fighter, loves his family, and never does anything dishonourable or dishonest. That's all fine and good in the North, but in King's Landing, being honourable and trusting is about as sensible as venturing beyond the wall in summer clothing.

But what if Ned Stark pursued a link in Political Science to prepare him for the political intrigue of King's Landing?



***Here's how a chain link in Political Science might have benefitted Ned's career:**

- He could have prepared himself better to handle the unforgiving intrigue and political scheming that's part of everyday life in King's Landing.
- He could have used some Machiavellian tactics to maintain the stability of the realm and his head.
- He could have shunned discretion in favour of publicly proclaiming the illegitimacy of Cersei Lannister's children and Stannis Baratheon's ascension.

**That's if he's able to ignore a lifetime making only moral and honourable choices to realize that sometimes, perception matters as much as reality when acting in the greater good.*

ON A SERIOUS NOTE

HOW CAN A GRADUATE DEGREE HELP YOU IN THE REAL WORLD?

Graduate school is no easy feat. It's intensive experience that will push you to your academic limits and require a fair amount of time (2+ years of additional study) and money (up to US\$30,000+) to complete.

But if you're willing to spend the time and resources to earn a master's degree, you can expect the following career-boosting benefits:

Increased Earning Power: According to multiple studies, a graduate degree can boost your annual salary by 15-30%+, depending on your discipline.

Is a Necessity For Some Fields: Attaining a graduate degree is a requirement for positions in many fields that require an advanced level of subject matter knowledge such as law, psychology, health, and education.

Opens Up Career Opportunities: Earning a graduate degree enhances your career prospects by making you a subject-matter expert in your discipline, as graduate school provides you with in-depth skills and

BONUS CASE

JON SNOW MASTER OF LIBERAL ARTS

Jon Snow is a man with a huge chip on his shoulder. That's due to the fact he's "illegitimate" by Westeros standards – making him a gloomy chap who's always eager to prove himself in the most reckless way possible, by joining the Night's Watch. Thankfully, he's damn good with a sword. Unfortunately, he's not well versed in the art of ... anything – and in the words of his ex-girlfriend, "knows nothing." But what if Jon Snow was sent to the Citadel to pursue a link in Liberal Arts to prepare him for the harsh reality of daily life in the North?

***Here's how a chain link in Liberal Arts might have benefitted Jon's career:**

- He would go from knowing "nothing," to knowing a hell of a lot with a broad base in literature, history, art, philosophy, and science.
- He would have probably developed a more engaging communication style that would have earned him a lot more friends and a lot less enemies – due to Liberal Arts emphasis on debate and persuasive writing skills.
- He would make wiser leadership decisions as commander of the Night's Watch that would prevent him from suffering a Caesar-like fate, having honed his people skills by completing many modules requiring diverse group projects.

**That's if he's able to get past his constant melancholy and desire to drop out and save Westeros long enough to graduate.*





by samantha lee

INKED, STAMPED AND ENDORSED: tattoo and body modification

Tattoos have long been a controversial issue around the world – in some places, they are pretty much a taboo topic. Before it became a form of artistic expression, tattoos served as symbols, whether they are to indicate one's rank and status in a group, a boy's transition into manhood, or religious devotion particularly in tribes.

As such, the degree of acceptance for tattoos varies from country to country. Although there is a general decrease in tattoo aversion, the social stigma of tattoo in Asia remains relatively high compared to Western society. According to surveys, about 40% of Americans aged 29 to 40 have at least one tattoo.

taboo tattoo

Despite its rich history of tattoo, Japan is one of the countries with the highest level of tattoo aversion. There are many rules in place with regard to the public exposure of a individual's permanent body art. In most fitness gyms, public swimming pools and hot springs, anyone with ink on their body would not be allowed into the premises. Even at the beaches, some managements forbid patrons to expose their body art, especially if they are viewable in plain sight by the public.

These rules not only apply to the locals but they extend to foreigners as well. Taking it to the extreme, a crusade against



inked employees in the public sector was also launched in Osaka. All employees with tattoos were required to declare the details of their tattoos – the type, the size and which part of the body it was located.

The main reason behind the ostracising of individuals with tattoos is the ingrained assumption that they are linked to the yakuza (Japanese mafias). On the other hand, western countries like America are much more tolerant and open towards the tattoo subculture, even though this 'art' is often associated with criminals. This is most evident from the number of prominent celebrities who are heavily inked – David Beckham, Angelina Jolie, Adam Levine and Kat Von D to name a few.

more than meets the eye

It is not uncommon to spot a white-collar worker bearing tattoos; in fact, many companies have expressed that they do not have any restrictions placed on inked employees. Most believe that it is healthy for the corporation to embody a diversity of personalities and that employees' attraction towards body art in no way affects their capabilities.

For instance, former lawyer Maria Jose Cristerna, better known as "The Vampire Woman", held the Guinness World Record as the woman with the most tattoos and body modifications. Despite



her intimidating appearance, Cristerna is a patient and gentle mother of four. As a survivor of domestic abuse, she now gives talks to women suffering the same plight.

evolution of tattoo

The tattoo culture has seen numerous changes in the past centuries – from serving as a form of identification and even punishment to an artistic expression of one's character and personal experiences. Being inked these days is not necessarily synonymous with poorer job opportunities. However, it still remains less tolerated within certain professions such as doctors and teachers.

With all that being said, tattoo is not the only form of body modification out there. If tattoo struck you as too mainstream, these may be your thing. The next few might just put you on the edge of your seats.



corset piercings

We know corsets have a long history in women's fashion. However, in recent years, the fetish for it has been taken up a notch – with metal rings pierced into the skin (ouch) and tightened together with lace, ropes and chains to create the corset effect. Although it is usually done on the back, it can also be done on other parts of the body such as the neck, the legs and the side of your ribs. Corset piercings are mostly worn temporarily and is not advised as a form of permanent body modification as the numerous wounds increases risk of infections. More extreme masochists have also been seen BASE jumping using parachutes hooked directly onto their skin.



scarification

This method of body modification is widely practiced in West Africa as a rite of passage to mark milestones in the tribe members' lives. As the name suggest, scarification is a process of creating scars on the body – either through branding or cutting. In the world of today, scarification is no longer just a rite of passage but also a form of modern body art. Designs are meticulously etched into the skin, but the final result often varies from individual to individual. This is because everyone's skin goes through a different healing process. Some scars will heal with an indent while the others will rise, and some might turn out whiter compared to pinkish red or purple ones.

split tongue

Obviously, the tongue is an important organ. It's needed in speaking, tasting and kissing – three very important activities we are talking about here. Tongue piercings are the norm these days, but why are there people taking the risk of cutting their tongues into half? The most cited answer was that it is beautiful – you know what they say about beauty being in the eyes of the beholder. Other reasons include the proclaimed increased sensation during kissing and the ability to control the two tongue muscles separately. When done as a surgical procedure, the risks are minimal but due to the hefty cost, it is bound to cause you more pain than just your mouth.



bagel head

Often mistaken to be a Japanese trend, the Bagel Head actually originated from Canada. It is a procedure where needles transferring a saline drip are punctured into the forehead. Over the course of two hours, the forehead starts to swell and the center of the bulging lump is depressed with a thumb to create the bagel look. Unlike most body modification techniques, this one only last up to a day. Meaning, while it's extreme looking, unlike the other body mods in this list, it's not completely permanent.

giant labret

The practice of stretching piercings has been around for centuries. The ancient Egyptian pharaoh, King Tutankhamen, was known to be one of the earliest adopter of enlarged ear lobe piercings. It is also an increasingly common sight among the younger generation these days. Teenagers are enlarging their piercings with multiple ear sticks and ear gauges of various sizes. However, the gauging of piercings has moved beyond just the ear lobes. It is now being done on chin and even the cheek. While the ideal of seeing someone's teeth through an open hole in their face sounds like a warning photo on cigarettes, this one's completely real and totally by choice.



STAR WARS

Cheat Sheet

By Jacqueline Yeo

#37 Star Wars 101

If you're under 25, you probably don't know much about Star Wars - except that there is an upcoming 7th film. Hence, this cheat sheet is to help you understand a little more about this huge cultural phenomenon before the latest instalment. The Force Awakens on December 18!

WHAT'S STAR WARS?

Basically, Star Wars is a space opera between good and evil. Jedi versus the Sith respectively, in a fictional galaxy far, far away. Both sides possess a power known as 'The Force' (something like psychic energy), and they fight with light sabers (swords with lights for blades).

Star Wars has 6 'episodes' so far, with episodes IV-VI released between 1977 - 1983, followed by episodes I-III as a prequel (between 1999 - 2005). Episodes I-III were set during a time when the Republic (a union of galaxies policed by the Jedi) gets overthrown by the evil Empire, controlled by the Sith lord Darth Sidious. Episodes IV-VI focus on the rebellion to overthrow the Empire, led by young Jedi Luke Skywalker.

KEY CHARACTERS

Yoda: The little green guy who speaks with a backwards dialog and is the strongest Jedi master.



JEDI



Luke Skywalker: The hero from Episodes IV-VI, son of Anakin Skywalker and the last remaining Jedi.

Darth Vader / Anakin Skywalker: Luke's dad, who starts off a hero before turning to the Dark Side as Darth Vader.

Princess Leia: Leader of the Rebel Alliance, and romantically involved with Han.



Darth Sidious / Palpatine: Disguised as a Chancellor of the Republic, he destroyed the Jedi Order and became Emperor of his Empire.



Han Solo: Owner and pilot of the Millennium Falcon (fastest ship in the galaxy) who joins the Rebel Alliance together with his loyal sidekick, Chewbacca (Chewie), a wookiee.



R2-D2 & C-3PO ('Threepio'): A fearless droid hacker pretending to be a rolley trash can, and his companion C-3PO, a cowardly human-shaped droid. They're the only 2 characters appearing in all 6 films!

STAR WARS TRIVIA

- The scene where Darth Vader tells Luke Skywalker 'I am your father' has been parodied in several movies like Toy Story 2 and Family Guy.

- "May the Force be with you" - this line pops out at least once in each film.

- May 4th (a pun on 'may the fourth' be with you) is officially celebrated

as Star Wars Day, when fans take the opportunity to dress up as their favourite Star Wars characters.

- If you find R2-D2 remotely familiar, it might be because you've seen them on Star Trek (2009), or Tomorrowland (2015).

- To date the Star Wars franchise has grossed over US\$4.4 billion - the 5th highest of all time - and that's not even adjusted for 1977 inflation.

EPISODE GUIDE

Here's a guide to the 6 episodes (spoiler alert):



1999

I: THE PHANTOM MENACE

The Republic is on brink of war as Queen Amidala tries to calm a trade dispute. Young Anakin Skywalker is discovered and trained by Obi-Wan Kenobi.



2002

II: ATTACK OF THE CLONES

Separatists threaten civil war. Amidala casts a vote on the creation of a clone army to aid the overwhelmed Jedi. Anakin and Queen Amidala form a relationship.



2005

III: REVENGE OF THE SITH

War ensues with Jedi-led clone army vs. Separatist-led droid army. Anakin turns to the Dark Side (becoming Darth Vader). The Jedi Order is destroyed. Queen Amidala gives birth to twins, Luke and Leia, who were separated.



1977

IV: A NEW HOPE

Luke and Leia reunite as part of the Rebel Alliance, also joined by Han Solo and his sidekick Chewbacca, to fight the Empire led by Darth Vader. They destroy the Death Star, the Empire's space station.



1980

V: THE EMPIRE STRIKES BACK

Luke heads to planet Dagoba to train with Master Yoda. Darth Vader captures Leia, Solo and Chewbacca. Luke tries to save them and discovers Vader is his father.



1983

VI: RETURN OF THE JEDI

Death Star is being rebuilt. The Rebel Alliance is outnumbered in their attack but are aided by Ewoks. The Emperor tries to kill Luke but Vader kills the Emperor (and dies). The rebels finally destroy the Death Star.

CAFE LISTING

If you're a cafe hopping addict or simply love food, then check out these upcoming cafes! For more, check out our full reviews at www.campus.com.sg.

Ajumma's



2 Handy Road
#B1-23 The Cathay
Singapore 229233



Ajumma's is a quaint food place located at the basement of The Cathay. Co-owned by two guys, the restaurant has been open for less than a year.

Special attention was paid into creating its ambience - evident from the variety of utensils with homely designs used. The relaxing mood music further enhances the coziness, comprising non-mainstream Korean music with a good mix of mellow covers thrown in for variety.

Some recommendations by the chefs are their signature Beef Kalbi set (\$13.90), Army Base Stew set (\$12.90) and Hoedeopbab (\$16.90).

The Daily Scoop



1 Zubir Said Drive
SOTA, #01-03
Singapore 227968



This humble local creamery started in 2004 at Sunset Way, where they experimented with many unique ice cream flavours with reasonable prices (\$3.80 per scoop). Since then, they've branched out into 4 other outlets - with the newest store located at SOTA.

Best sellers include uncommon flavours like coconut (with chewy coconut pulps) and Mao Shan Wang (made with real durian). Other recommendations include Honey Vanilla, Nutty Macadamia and Thai Chai, which tastes like Thai milk tea. Their Salted Mister Brown is made with sea salt and brown sugar with bits of brownies - perfect when served with their crispy waffles (\$7).

www.thedailyscoop.com.sg

The Assembly Ground



2 Handy Road
#01-21 Singapore
229233



Founded by the guys behind fashion label Benjamin Barker, The Assembly Ground is a cosy cafe on the first floor of The Cathay. From the food to decor, the cafe draws much of its inspiration from Melbourne and their bustling cafe and cycling culture.

For those who love brunch, The Assembly Brunch (\$19.50) is a hearty platter with scrambled eggs, wiener sausage, thick toast, cherry tomatoes, potato gratin, sauteed mushrooms and either bacon or smoked salmon. Other signatures include their green tea latte (\$6.50), which is also available iced and served with vanilla ice cream, and tiramisu (\$5). All their quality ingredients are sourced from all over the world.

www.theassemblystore.com

Le' Park



1 Park Road,
#06-00 People's
Park Complex
Singapore 059108



Le' Park is located on the rooftop of People's Park Complex, itself a hidden gem in the heart of Chinatown. The entire place gives off a very garage rock kind of vibe with the walls filled with graffiti.

Le' Park has over 80 types of craft beer from all over the world, with plenty of labels from the USA as well as draft beer from Schneider Weisse (\$12/pint, \$50/jug). Food here is decidedly fusion, designed for sharing. Try the Poached Chicken Rice Sushi (\$8) - basically chicken rice wrapped like sushi, deep-fried Otah Bomb (\$8) and the Salted Egg Yolk Soft Shell Crab & Cake Slider (\$12), which is fried soft shell crab drizzled with SEV sauce over fried mantou.

www.lepark.co

Afterwit



778 North
Bridge Road
Singapore 198746



Afterwit is a quiet hipster cafe nestled in Kampong Glam near its sister cafe, WORKINGTITILE, which is just a short walking distance away.

Afterwit's ceilings and walls are adorned with murals, which includes their drink menu that looks like a periodic table. Their list of drinks include dessert smoothies like Malibu Dream (\$7) mocktail and Sabai Sabai (\$8), and signature coffees like Red Velvet Latte (\$6), which has a hint of a cocoa aftertaste. Recommended foods include Smoked Duck Croissant (\$15) with chunks of smoked duck on croissant served with tortilla chips, and Smoked Salmon Avocado Pasta which replaces cream with smooth mashed avocado.

www.afterwit.sg

L' Atelier Tiramisu



Clarke Quay Central
6 Eu Tong Sen Street
#B1-09
Singapore 059817



The quest for good tiramisu is not an easy one, however, there is L'Atelier Tiramisu - a modest little cafe hidden in the basement of The Central. Co-owner Judith lived in Paris for two years where she learned the ropes of tiramisu-making.

Dressed in black and red, the stylish cafe is a quiet place for a tea break. Their Classico Tiramisu (\$7.20) tones down on the dense cream cheese and sweetness level for a refreshingly light mouthfeel that caters to Asian tastebuds, while their Pistachio Tiramisu (\$7.20) has ladyfingers soaked in kirsch and pistachio-infused mascarpone. Any of their cakes pair nicely with their flat whites or cappuccinos (\$5).

www.latelier-tiramisu.com

Working title



48 Arab St,
Singapore 199745



Located on Arab Street, Working Title is a no-frills quaint cafe with a cosy and somewhat open air feel. The menu changes once every 3 months, so the variety of food is new to all customers.

The menu is decidedly fusion, which is evident in its drinks like Iced Dirty Bandung (\$6.50), a mixture of rose syrup added into cafe latte, and their signature dish, the Darkwing Duck Burger (\$15) which is filled with Chinese smoked duck, greens, cheddar cheese, egg, tomatoes and Hoisin sauce, served with a side of curly fries. Other staples include fragrant Garlic Butter Mussels (\$14), and smoothies like Cookies and Cream Smoothie (\$8) and Peanut Butter Smoothie (\$8).

www.workingtitle.sg

Les Delices



333 Kreta Ayer Road,
#01-14
Singapore 080333



Located at a quiet spot along Kreta Ayer Road sits a cafe with a decor reminiscent of French patisseries. Les Delices specialises in tea and French pastry with recipes altered to make the treats less sweet.

Their signature offerings are Choux, including the aromatic Earl Grey Choux (\$5.90), Earnest Gentleman (\$11.90) that's akin to Snickers, and a lightly flavoured Matcha Choux (\$5.90). The specialty Lemon Strawberry Rosette (\$9.80) is a rose-shaped pink Instagram-worthy dessert, with strips of strawberries hidden in the filling. Unlike most patisseries, Les Delices actually pairs their desserts with teas; their range of Chinese teas go well with the sweet flavours.

www.les-delices.sg

OUT AND ABOUT

IGNITE!

When: 11-22 Aug
Where: Republic Polytechnic

Republic Poly's annual IGNITE! festival is back again this year from 11-22 August, with the main festival showcase being on 21 & 22 August. Running for the 8th year, the theme for 2015 remains as "Passion and Compassion", where they bring awareness for youth volunteerism through music.



MOVIES

Attack on Titan (Part 2)
(September 24) - in Japanese
Cast: Haruma Miura, Hiroki Hasegawa, Kiko Mizuhara

The second part to the movie adaptation of the mega hit manga series by Isayama, part 2 continues off with the scouting legions fight against the human-eating Titans have have suddenly appeared, and Eren's continued quest to unfold the origin of the Titans.



Hotel Transylvania 2
(September 24)

Cast: Adam Sandler (Dracula), Andy Samberg (Johnny), Selena Gomez (Mavis)

The Drac pack is back for another round of monster comedy adventure as the Dracula family drama ensues when Mavis visits her human in-laws and get a major cultural shock, and Dracula's grumpy and old school dad, Vlad, pay the family a visit at the hotel only to realise how much things have changed around.



EVENTS



International Cosplay Day Singapore (ICDS)

When: 22-23 Aug, 11am-7pm
Where: SCAPE
Tickets: \$5

A fan-driven convention, ICDS is back again this year and will feature works and creations by local and budding pop culture artists, exhibitors and vendors, as well as a cosplay showcase and catwalk for cosplay lovers. Other stage activities include a Anime Quiz Challenge and performances by local fans.

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

CAMPUS.SINGAPORE

CAMPUSG

Singapore Toys, Games and Comics Convention (STGCC)

When: 12-13 Sept, 10am-8pm
Where: Marina Bay Sands
Tickets: \$19-\$100

A 2-day-long event with up to 221 exhibitors from 13 countries, STGCC is a convergence of pop culture's best where the East meets West. With guest artists such as Simone Legno of tokidoki, as well as Jim Cheung, the co-creator of Young Avengers, other guests includes Japanese cosplayers Kuryu and Nakoto.



CONTEST

"The Reason Why You Love Singapore" video contest

1 August - 2 October
The contest also aims to achieve the Singapore Book of Records by having the most 150-second videos made by Singaporeans for a campaign.



GIGS



12 Sep | 7pm
University Cultural Centre, NUS
Tickets: \$88 - \$148
EGOIST in Singapore

For one night only, EGOIST, consisting of Ryo of supercell and Chelly, will be performing live in Singapore for a full fledged concert. The concert will employ a full suite of motion capture technology, and although Chelly will still be singing and dancing, she will be doing so behind a customised veil controlling a projection of Inori from the animation Guilty Crown as her avatar.

3 Oct | 8pm
The Coliseum, Hard Rock Hotel
Tickets: \$88 - \$148

Eir Aoi in Singapore

Following her major debut single reaching the 8th spot on Japan's Oricon weekly single hits chart, Eir Aoi has continued releasing chart topping singles for top animation productions in Japan. Despite having been to Singapore twice, this will mark Eir Aoi's first live solo event here.



22 Aug & 23 Aug | 7.30pm
Victoria Concert Hall
Tickets: \$20
Back Fest II & III

Composed during the time when J.S. Bach served as the Kapellmeister for the Prince of Cöthen, the two performances will feature three of J.S. Bach's Trio Sonatas and the Concerto for 3 Violins in D major.

27-28 Aug | 7.30pm
Victoria Concert Hall
Tickets: \$20 - \$72

Masaaki & Masato Suzuki

Featuring a father and son team, Masaaki Suzuki (conductor) will partner his son in the performances featuring Poulenc's Concerto for Organ, Timpani and Strings. Other songs include C.P.E. Bach Sinfonia in D major, as well as Beethoven Symphony No.2 in D major, Op. 36.

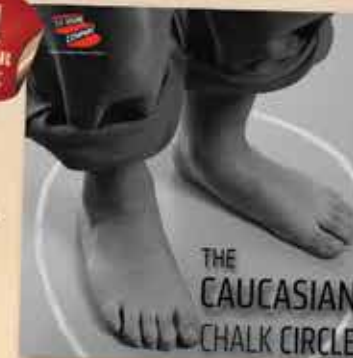


PRODUCTIONS

14-16 Aug | 8pm
DBS Arts Theatre
Tickets: \$15 - \$25

The Caucasian Chalk Circle

The Caucasian Chalk Circle tells the story of Grusha, a peasant girl who rescues the baby son of a Georgian governor during the period of World War II, and what it means to be a mother by provoking the audience to question what is right or wrong, good or bad, and what it means to be a mother. Performed by the youths of The Young Company, the ensemble will be directed by Daniel Jenkins.



24-27 Sep | 1.30pm, 6.30pm, 7.30pm
MasterCard Theatres
Tickets: \$75 - \$175

Sleeping Beauty on Ice

Giving a new take on a classic fairy-tale, the award-winning troupe featuring 24 performers will bring together a spectacular performance of complex and stunning manoeuvres on ice. Set to the music of Tchaikovsky, the performance will be happening live on the specially iced theatre stage.



28 Oct-22 Nov
1.30pm, 4.30pm, 5pm, 8pm
Under the Big Top, Bayfront Avenue
Tickets: \$98 - \$328

Cirque du Soleil TOTEM

Back in Singapore again after a hiatus of 10 years, Cirque du Soleil will present a fascinating acrobatic journey that depicts the evolution of mankind. Featuring a cast of 46 acrobats, actors, musicians and singers from up to 17 countries, TOTEM sets to captivate the audience with their mind-blowing acrobatic acts, athleticism, theatrics and amazing visual effects.



10 Sep | 7.30pm
Esplanade Concert Hall
Tickets: \$20 - \$72

Beethoven Piano Concerto No. 3 with Stephen Hough

Consisting for Beethoven's one and only concerto that was written in a minor key, the performance will also include Bruckner's Eighth Symphony, which showcases a diverse range of expression in the piece itself and is considered by many to be his greatest work ever.



Cougars & PUMAS

by Nina Gan

The Culture of Dating Older Women



We all know that Demi Moore and Mariah Carey were married to men much younger than themselves. But, did you know that actors like Hugh Jackman and Aaron Taylor Johnson (Kickass) also have older wives with an age difference of 13 and 23 years respectively?

Some of you may well be familiar with the 'cougar' lexicon – perhaps popularised by the teen movie "American Pie". These days, it's not rare to find a 'cougar' coupling, where the women are much older than their male partners (or 'cubs').

While there's no specified age difference between the two parties to qualify the woman as a 'cougar', the accepted norm for her age starts from late-30s. If a woman is in her 20s to early 30s, she's considered a 'puma'.

THE INEVITABLE COUGAR

In the arena of gender equality, it's not surprising that women are climbing the socioeconomic ladder as fast as their male counterparts. With this newfound wealth, they are technically free of the 'need' to marry for money or stability.

While many cougars are self-sufficient – perhaps they're successful businesswomen – there are those who've attained their wealth through marriage. It's not uncommon to find rich divorcee cougars, being that they have both time and money at their disposal. More discreet are rich tai tai cougars who seek out young men for short-term entertainment.

Some folks still raise eyebrows at younger male partners, but physiologically it makes sense: women statistically live longer than men, and studies have shown that older women have sex drives similar to young men.



THE IRRESISTIBLE OLDER WOMAN

If TV series like Sex and the City or Cougar Town are anything to go by, it's not a stretch to say that cougars are on the rise. Google 'cougar hunter' and you'll see the number of cubs interested in older women.

It probably helps that these 40-something women are setting the standards for cougar beauty – these days, with gym memberships and beauty treatments, mature women are looking better than they did in the past.

But looks are not a prerequisite – confidence and stability are big factors for cougars in the eyes of cubs. Cougars also know what they want, so they're selective when it comes to cubs.

Ask around your peers, and you'll probably find that most guys these days don't mind dating older women. The perks are plenty: older women are more emotionally stable; they're more liberal (and experienced) when it comes to matters of the bedroom; they make better conversationalists; and there's no pressure for commitment.



COUGAR HUNTING GROUNDS

Most of you are probably curious about where these cougars prowl for cubs.

Cougars tend to frequent places that no one would have heard of, anywhere from small KTV joints to high end hotel bars, depending on their social background – wherever they choose to frequent, cubs inevitably will seek them out.

If you've watched Magic Mike, then you'll know about male entertainment – they range from rowdy striptease shows (like the Chippendales) to tame host clubs, where women pay to chat with good-looking male hosts. While no striptease clubs exist in Singapore, host clubs fill the niche; women are served by suave young men from China, Thailand, Taiwan, Korea, as well as Singapore. However, most of these have since closed down.



This is probably why cougars and cubs have gone online. Like match.com or Tinder, there are dedicated cougar dating sites like CougarLife and Cougars, as well as apps like Cougar Dates Online.

More discreet local cougars can also book their toyboys online by the hour – either for companionship, or for mundane tasks like grocery shopping (seriously).

There are also cougar events; a recent local matchmaking event called 'Cougars on the Prowl' had 10 attendees of each gender; the women were over 35 and men were between 20 and 29.

THE ROAD AHEAD

We often think nothing of couples with an older male partner, but when the roles are reversed, we do a double take. However, in recent years, marriages involving older women are on the rise – both locally and in countries like South Korea. Will this trend become a norm, or will people still be skeptical of such unions?



STRESS

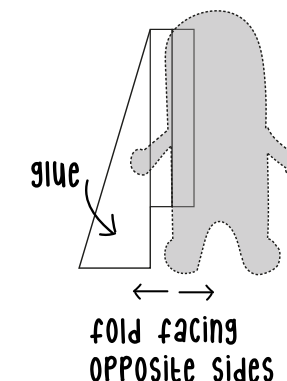
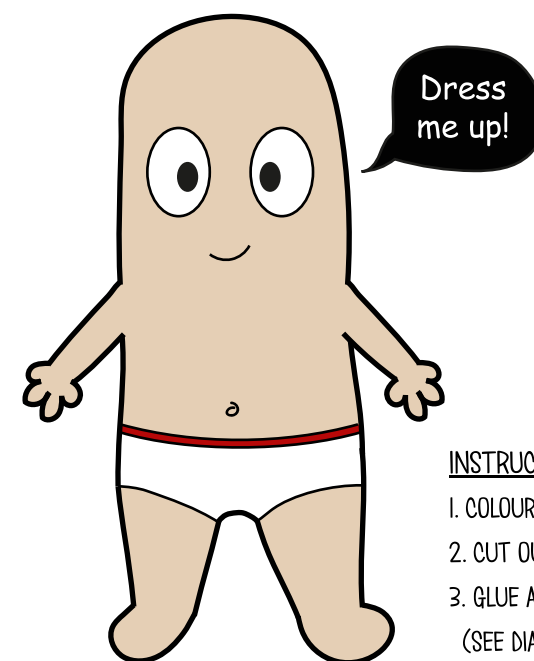
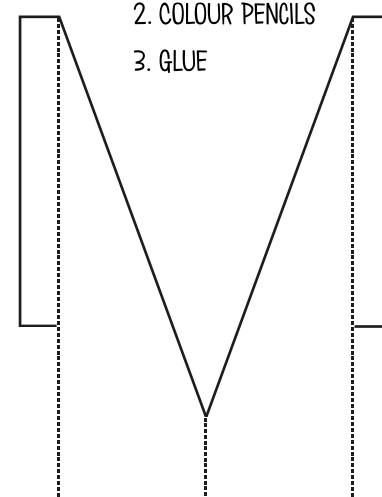
RELIEF

Did you know that colouring relieves stress by activating your logic and motor skills? For this issue of Stress Relief, you'll be giving our mascot, Ah Boon, a makeover! May the force be with you...



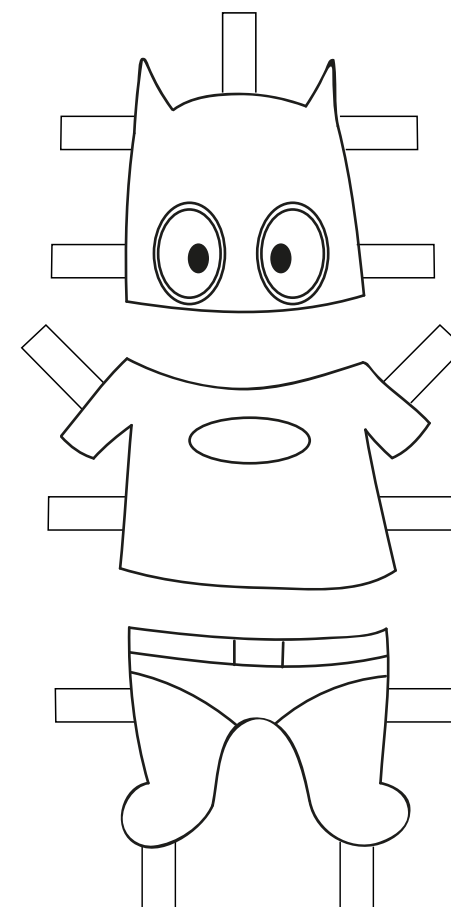
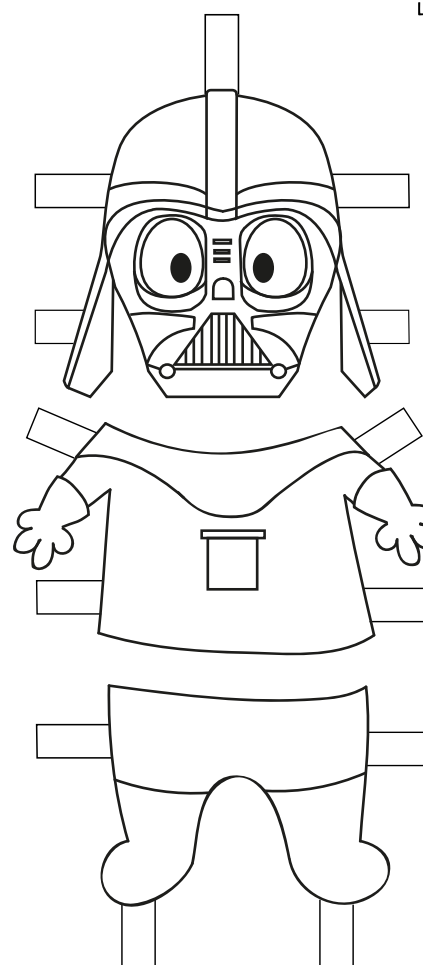
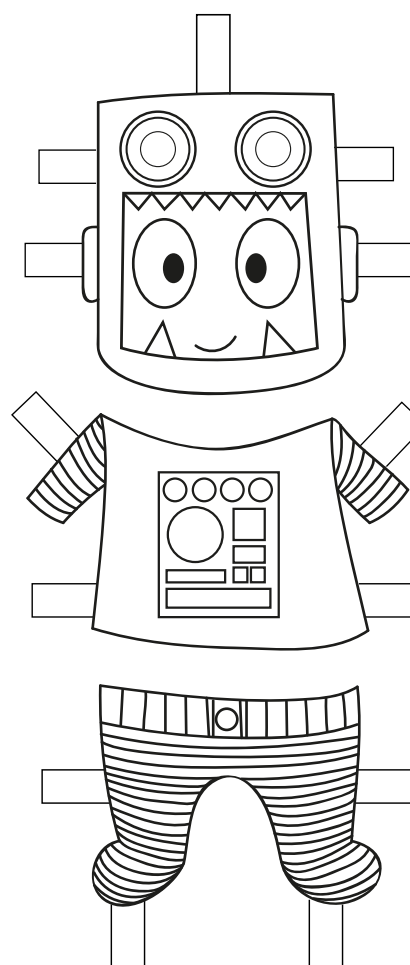
MATERIALS:

1. SCISSORS
2. COLOUR PENCILS
3. GLUE



INSTRUCTIONS:

1. COLOUR IN THE COSTUMES
2. CUT OUT THE COSTUMES, AH BOON AND STANDEE.
3. GLUE AND ATTACH STANDEE TO AH BOON (SEE DIAGRAM)
4. FOLD THE FLAPS TO MIX AND MATCH COSTUMES!



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