

ISSUE 40

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Angel

laws of
attraction

the she
in we

The **Gender** Issue

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Check out our models!

Footie! Wearing the
Havaianas Soul Collection



Getting ready with the
glam squad at Middle Rock



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Behind the Scenes!

LARGE AND IN CHARGE

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THE BUSINESS OF BUSINESS: A STEPPING STONE



For anyone truly serious about studying business, the University of London (UoL) is likely to be at the top of their list. With its presence in leading global hubs like London and Hong Kong, and a renowned, international faculty, UoL offers students the knowledge and resources to tap into some of today's most competitive and demanding industries, like banking and finance, armed with the skills to excel in the first, crucial stages of their career.



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FACTS YOU MUST KNOW ABOUT UOL

- Based on First Destinations Survey 2013 on Singapore respondents: 72% enter full-time work within six months of graduating, 84% enter work and/or further study
- The most popular destination / career for Singaporean graduates are as follows: 1) chartered and certified accountants, 2) financial and accounting technicians, 3) finance and investment analysts and advisers. The top five employers were all banks or major auditors.
- Consists of 17 self-governing Colleges and 10 other smaller specialist research institutes

Take Shradha, who enrolled with UoL in Singapore after arriving in 2013. She says that one of the biggest benefits of studying at the University is that it puts her on equal footing with the world's best by providing courses that are created by internationally recognised lead colleges, whose personnel includes the world-renowned social scientist, Prof Craig Calhoun, and Prof. Peter Piot (co-discoverer of Ebola). UoL's International Programmes allowed her to compete on a worldwide scale and meet a huge range of people from different countries, all while remaining close to home. The skills taught by the advanced curriculum has given her a great starting point for her CFA (Chartered Financial Analyst) Examinations. More than just that, according to Shradha, her time at UoL is also going to help her 'make far better career decisions in the future.'

The University of London's challenging course material allowed her to excel at an international level, giving graduates like her an edge in the ultra-competitive world of business. Ultimately, for Shradha, what's most rewarding is that the course material was set at an advanced level, challenging her every day. And it's that constantly evolving, demanding environment that will prove invaluable to any budding businessperson in today's globalised world.



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The She In We

by Vincent Tan

Sexism & Language



The question of sexism in language has been gaining momentum across the Western world since the 1970s, bringing with it a call for an English language that does not exclude women. To bring this issue into sharp focus here's how a campaign for equality in language would look from the other direction.

It has come to the attention of womankind in recent years, that the English language is critically flawed. How so, you may ask? Why, dear Madam, it is simply because it is so disproportionately biased against men! Half the human species, our brothers and fathers, uncles and grandfathers, are being excluded by our daily discourse. How do men feel about being excluded from speech by convention and represented by women in even their most treasured cultural moments?

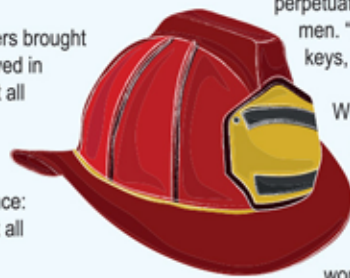
Take for instance, the Gettysburg Address: "Four score and seven years ago, our mothers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all women are created equal."

Also, consider this famous passage from the United States Declaration of Independence: "We hold these truths to be self-evident, that all women are created equal..."

It's not just the dominance of female references in history. Consider some possible difficulties men might experience daily when the gendered nouns available almost always mention women. "Call the firewomen, the house is on fire!" "I haggled with the fisherwoman until she knocked off fifty cents." "The garbagewoman woke up at the break of dawn."

Sometimes, we do not need to even mention gender, we just assume that if you're in a prestigious position, you are female. This perpetuates stereotypes, positive for women, and negative for men. "The blonde muscular secretary tapped lazily at the keys, while gazing with covert passion at his beautiful boss."

When some men do struggle and eventually enter these positions of power, our matriarchal language marks them out as outsiders. "The male engineer was just as skilled as his contemporaries." "The male doctor was rewarded for his hard work and perseverance." Such language creates the impression that it is normal for women and abnormal for men to be in these positions of influence and power, cultivating the soil for discrimination to grow.



Lastly, certain stereotypes of the bulkier sex make it into our casual talk where discrimination becomes open, not just implied. Think of all the ways these matriarchal phrases have demeaned men around us. "You cook like a boy", "Don't be such a penis wimp", "You're sulking like a little boy", "How do you balance fatherhood and a career?" The tools for open discrimination are within easy reach.

While it is certainly true that gender differences exist, such that girls tend to be more sociable, or graceful and nurturing, it is important to recognise that these are trends in groups, not truths about every individual. We should not overstate them in our language.

It is worth noting that the examples used in the above fictional speech are inversions of male terms or phrases present in everyday English. They range from pronouns, to encompassing terms, common nouns, and casual phrases that stereotype negatively.

A further unsettling fact highlights the growing importance of the issue. Certain female-specific words, unlike their male-specific counterparts, have an uncanny tendency to accumulate negative connotations over time. Two quick examples: "mistress" meant a person with authority, but now also means "a woman who is having sexual relations with a married man". "Courtesan" originally meant a woman who attends the court of a monarch as adviser or companion, but now its only meaning is "a prostitute, especially one with wealthy or upper-class clients". Neither "master" nor "courtier" (the male version) has gained such infamy.

The international push for gender-neutral language is currently afoot through education, the rewriting of the language of law, or the editing of dictionaries. How would you behave when you encounter bias?



Perception or Deception?

by Rin Yeo



The 'nature' behind gender-specific roles

Industries are seemingly carved out to be female or male dominated, and this has been regarded as a norm that is widely accepted for years, although it has been debatable over the recent years. The argument that lies between the segregation has always been that the individual genders play to their strengths in these industries best, and thus excel in them – a creation due to nature, yet, delving beneath the surface, is this really a result it, or merely that of human expectation?



Occupational-level

Frontline service staff have largely been female – from retail staff to healthcare workers, they are the faces representative of this industry. As the first point of contact to any consumer, these jobs are highly likely to take into consideration the lure that people are more drawn to attractiveness, and hence, translates to women and/or beauty. Be it men or women, essentially we are all lured in by the natural instinct to respond better to someone or something that we like.

However, while it would seem like nature is taking the reins in our decisions, and thereby deciding our jobs, unfortunately nurture, or what one picks up and learn in the process of growing up, play a part in shaping the perceived perception of the gender as well.

Stereotypically, women, if nothing else, are portrayed to be matronly and understanding, hence making them seemingly perfect for any job that requires interaction between people. They are deemed to be less aggressive, more approachable and understanding, which make them seem to be the most perfect candidate to reach out to others.

Yet, while women are said to be embodiments of these traits, does it mean that men do not possess these said qualities as well? If not, then why are the industries still as divided as they are now?

Media

In almost every single advertisement, made for print or digital, the presence of women can be found in almost every single one of them, although the product in question may have nothing to do with them, and at other times, they are discriminated in them.

Take for example beer ads: women are always subtly discriminated in them, and more often seen as merely accompaniments. Without fail, the gender roles are such that the men will always be the one drinking the beer, and the women are almost never shown drinking (with the exception of Japanese beer ads). Just like men, women do drink beer, and interestingly, in the US, it has shown that more than 40% of women do drink at least once per week.

However, despite these findings, ads targeting the male population still carry the same derogatory notion towards women, with only just a handful changing their techniques to be as gender neutral as they can be.



Reasons for the occurrence

The most crucial reasons for the discrepancy, as we know, is still stigmatisation and the lack of acceptance for gender equality. While more and more women are taking on roles that were once male-dominated (ie. managerial or scientific), men have been increasingly stepping into female dominated industries as well.

Statistics show that their numbers have doubled or tripled in certain sectors, and at the same time, they too earn more than women doing the same exact job – in Singapore, according to the 2014 Labour Force Statistics, the rate has been said to be at least 10% more than women, which makes one question: why? The roles are exactly the same, but the pay grade isn't.

Ironically, while men are excelling, women on the other hand are pretty much failing. In the US, Canada, Japan and even Australia, male dominated industries see less than 2% of women in each individual sector, totalling up to reflect less than 25% of women making up the numbers in those industries. What is even more alarming, be it for male or female dominated industries, only about 15% of women make up for the top management level – in Singapore, according to the 2013 findings by BoardAgender, only 8.3% of SGX-listed companies had board members who are women, which leaves the remainder of up to 91% of companies still under the hands of men.

Famous figures in science abound – Isaac Newton, Albert Einstein and Stephen Hawking come to mind. Less well known are the many female pioneers in various STEM disciplines who have similarly made their mark in these traditionally male-dominated fields. Here are five noteworthy female role models in the fields of science and mathematics.

MARIE CURIE (1867-1934)

Physicist, Chemist

A pioneer of the X-ray and radiological studies, Marie Curie was the first person to win two Nobel prizes.

Marie was barred from the exclusively male University of Warsaw, but studied in secret night classes and eventually earned her master's degree in physics, and a degree in mathematics in Paris. The work of Marie and her husband led to the discovery of polonium and radium, and despite a gender bias, in 1903, she became the first woman to receive a Nobel Prize in Physics for her work on radioactivity, before winning a second Nobel Prize in Chemistry in 1911. Her daughter Irene carried on the torch and won a Nobel Prize in Chemistry.



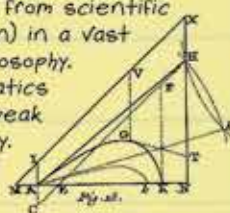
EMILIE DU CHATELET (1706-1749)

Mathematician, Physicist

Emilie du Chatelet was an expert on Newtonian physics and wrote the authoritative French translation of Isaac Newton's

Principia Mathematica before her death from childbirth at the age of 42. An early paper she wrote to the French Academy of Sciences predated the eventual discovery of infrared radiation.

Born into an aristocratic family, Emilie du Chatelet was self-taught (she was excluded from scientific education because she was a woman) in a vast number of fields including moral philosophy, chemistry, physics, theology, mathematics and metaphysics, and learned to speak six languages by her twelfth birthday. Emilie also applied her mathematical skills to gain an edge in gambling.



YVONNE BRILL (1924-2013)

Rocket Scientist

As the only female rocket scientist in the USA during the mid-1940s, Yvonne was an innovator of rocket propulsions (which have become the industry standard) which were used for weather satellites, rockets on the Apollo moon missions, and the Mars Observer.



Cheat Sheet

by Vincent Tan

#40 Women in STEM

Yvonne's tenure at NASA garnered her numerous awards, including the NASA Distinguished Public Service Medal, an induction into the National Inventors Hall of Fame, and the National Medal of Technology and Innovation (2011). Once denied entry into an engineering program, she excelled in mathematics and chemistry, earning a master's degree in the latter. Yvonne also won the Diamond Superwoman Award for succeeding in her career after raising a family.

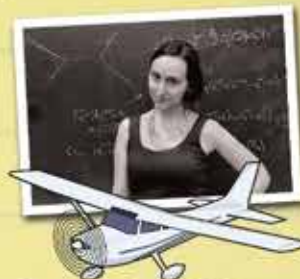


MARYAM MIRZAKHANI (1977-PRESENT)

Mathematician

Maryam Mirzakhani was the first woman to win a Fields Medal, the "Nobel Prize of Mathematics". Her work expertly blends dynamics with geometry and she's since published numerous theses on top mathematical journals. Growing up during the Iraq-Iran War in Tehran, Maryam had no interest in math as a child, but through her supportive teachers she joined the Iranian math Olympiad team and won a gold medal when she turned 18.

She went on to earn a PhD from Harvard University, and is currently a math professor at Stanford University. She loves tackling the most difficult questions – her research on billiard tables has been praised as being probably one of the theorems of the decade.



time she turned 14. Approved as airworthy by MIT and the Federal Aviation Administration, Sabrina made her first legal solo flight when she turned 16.

After graduating from MIT with a perfect GPA of 5.00, she went on to Harvard where she is currently a PhD candidate studying black holes, spacetime and quantum gravity, placing her alongside science greats Albert Einstein and Stephen Hawking. Her studies are financed by the Hertz Foundation, the Smith Foundation and the National Science Foundation. While she isn't on social media like her peers, she's already an accomplished speaker, having given talks at Princeton, Harvard, and MIT.

SABRINA PASTERSKI (1993-PRESENT)

Physicist

Sabrina Pastercki is a prodigy who finished building her own kit aircraft by the

time she turned 14. Approved as airworthy by MIT and the Federal Aviation Administration, Sabrina made her first legal solo flight when she turned 16.



THE BUYING GAME

GENDER MARKETING



If you were an alien beamed onto earth right now, you'd be forgiven to think that only men drive cars and only women wear braces or hate wrinkles. Just take a look around, and you'll likely find way more wrinkle-free cream ads with young taut-skinned girls, and weight-loss ads featuring women. Do taglines like 'grandma does this' and 'woman loses xxkg' ring a bell?

Is there something in the air that makes more women than men fat or is it because only women need to lose weight? Ironically, in Singapore, according to H&PB in 2011, there were more obese men (12.1%) than women (9.5%). It almost seems as if it's okay for men to be fat.



And the gender discrimination for body-negativity continues: look at ads for braces. Are women the only ones who suffer from crooked teeth?

Conversely, when it comes to luxury items like watches and cars, it's often the men who grace the ads. While women are slowly becoming the target of luxury



watch ads (thanks to a dip in the male watch market), it's still tough these days to find a car ad featuring a female driver (but women can typically be found skimpily dressed at car show promos). And why are women only seen on point-and-shoot camera ads, and not professional DSLR ones?

SEX SELLS

Using the opposite sex to market products has always been part of a marketer's arsenal, and it's a trick as old as time.

Take ads for Burger King or Carl's Jr – it's not that using sex to sell is a new thing, it's just that suddenly, burgers are marketed at men. Since when did a slice of patty between 2 buns become a source of nourishment solely for men? You don't really see many food or restaurant ads catering solely to women. Could there be a correlation to the rise in obese men, perhaps?



In another example: in a bid to get more men to eat their yoghurt, the recent ad for Marigold's 0% yoghurt featured a young woman enticing her beau by licking suggestively at a glob of yoghurt to get him to eat it. Are men that adverse to 0% anything, or are women the only market that seem to consume healthy foods?

On the opposite scale, action movies – you know, Marvel and the like – are always reaching out to female audiences (not normally a comic book audience), and they know that casting good looking actors with six-pack abs will do the trick. After all, who really pays attention to the plot anyway?

SAME SAME BUT DIFFERENT

Even when it comes to products that are unisex (or those with men's and women's versions), they're marketed very differently.



For example, when it comes to face wash, the female version would depict a smiling woman splashing water on her face and examining her skin post-wash, indicating it would leave her skin clear and bouncy. The male version often involves men planting their faces in a torrent of (what looks like) freezing water squirted from the icy tips of Mt Everest, which just reinforces the cliché of men wanting to be 'manly men'.



Hair Loss?



What about shampoos? According to ads, women tend to be plagued with limp hair, giant dandruff, and constant hairfall. And guys? Well, dandruff is the only problem.

THE GENDER MARKET

Before you wonder why it seems that ads targeting women tend to focus on negativity, consider this: according to research by Dr. Kevin Lance Jones, men tend to make purchase decisions that are associated with positive emotions, whereas women tend to respond better to negative emotions.

So, biologically, women are more responsive to ads that make them feel bad for whatever reason (being overweight, bucktoothed, etc.), while men tend to react more to ads that make them feel good – like seeing their favourite football team win, or seeing someone succeed in summiting Everest.

It seems that no matter how far we have tried to create gender neutrality, marketers will find a way to widen the gap simply to sell us more stuff. At the end of the day, capitalism trumps gender equality.

BY KIRSTIN SOW

SEX, GENDER AND SEXUALITY

Sex and gender can be quite confusing. Here we shed light on the differences between these social categories.



SEX VS GENDER

Sex is a biological construct as it is a product of biological processes such as the genitals, reproductive organs, DNA chromosomes and hormones. An individual can be born as a male, female or an intersex, whereby they have a combination of male and female reproductive organs and/or hormones.



Gender, on the other hand, is a social and cultural construct about one's roles, behaviour and actions based on societal cultural interpretations of and social practices associated with our sex.

SEXUALITY

Sexuality is a form of identity – a sexual orientation that does not have to be determined by one's sex or gender. In a nutshell, it's the type of people you're attracted to, and sexuality permeates all aspects of daily life, such as politics, legal aspects, religion and popular culture.



The law regulates sexuality – it criminalises certain sexual behaviour and enforces rights (such as non-discrimination). For example, homosexuality is illegal in more than 75 countries around the world, where individuals could be persecuted for engaging in same sex activities, predominantly in Africa, Middle East and Asia.



GENDER IDENTITY

Gender identity is the individual's identification with being male, female or genderqueer (those who do not identify with their assigned biological sex). A broad category, genderqueer instances include having overlapping gender identities, no gender, having a fluid gender identity and third gender.

Transgenders who desire to transition to the gender they identify with would seek sex reassignment surgeries and hormonal replacement therapies. Award winning gold medalist Caitlyn Marie Jenner, formerly Bruce Jenner, came out as a transwoman, having gone through gender dysphoria since her teenage years. After taking hormone replacement therapy and cosmetic surgery, Jenner has not yet undergone sex reassignment surgery – she has always been sexually attracted to women only.



The third gender is a social category to describe those who consider themselves neither male nor female – also used when certain societies recognise more than two genders. The Hijra (transwoman) is legally recognised as a third gender in South Asian nations such as Nepal, Pakistan, India and Bangladesh, and is included in all official documentation, including passports.



Gender fluidity includes a larger and more flexible range of gender expression that expands beyond the male and female binaries. Gender fluidity is a part of the individual's identity, where gender varies between masculine and feminine. *Orange is the New Black* star Ruby Rose describes herself as somewhere in the middle, between being male and female, having the best of both worlds.



GENDER EXPRESSION



Gender expression is based on an individual's behavior (mannerism, dressing, and interactions with others), which can vary from feminine to androgynous to masculine. Unlike gender identity, which is an internal sense of self (invisible to the public), gender expression is an outward behavior that's visible to the public. Because of this, the different gender roles and behaviours tend to influence one's status, rights, power and access to resources in society.



THE LIST

BY JETHRO WEGENER

MOST GENDER EQUAL COUNTRIES

A WHOLE BUNCH OF SCANDINAVIAN COUNTRIES

Surprising no one by ranking highest on the scale, are Iceland, Finland, Norway, Sweden and Denmark. It seems that Nordic countries have continued to achieve success in terms of gender equality. Finland, for example, was the first country that allowed women to fully exercise the right to vote, while Sweden has one of the highest employment rates for women.



PHILIPPINES

Another somewhat surprising entry, the Philippines is the closest to Norway in terms of women being able to rise to leadership positions in enterprise. The country also has the highest number of female company owners.



NEW ZEALAND

With women in New Zealand being among the most educated in the world, and the country having recently elected its first female prime minister, gender equality is coming closer to reality there. There is still a ways to go though, since the country still has a fairly large gap between the salaries of women and men in the same industries.



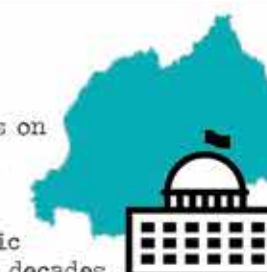
FRANCE

The country is taking great steps to close the gender gap that exists among its people. Most notably is the passing of the 'men-women equality' law, which gives women the right to abortions, equality in the workplace, protection from domestic violence and combat sexist stereotypes in the media.



RWANDA

One of the most surprising countries on the list, Rwanda has made great strides towards gender equality and economic growth in the last 2 decades. Women are taking over farms, earning the right to own land and getting equity in marriage. In fact, more than half of their parliament is made up of women – the highest proportion of any other country.



LATVIA

Taking influence from Scandinavian countries like Norway, Latvia is one of the leading EU countries in terms of gender equality. With support from trade unions and NGOs, they are rising through the gender equality ranks. One area of significant growth is in the workplace, with 43% of senior positions held by women, as opposed to Japan's 7%.



IRELAND

A country with more female solicitors than male ones, Ireland is also making good headway in closing the gap between genders. Although there are still fewer female politicians, the government is taking steps to correct this, believing that educated, professional women mean more talented children in the future.



BEING SINGLE

Text by Julian Rosario



Dating is not what it used to be. Long gone is the nervous boy, dressed in his best clothes, knocking on the door of his date's house and introducing himself to her parents. Long gone is the one-on-one dinner, followed by a movie and maybe the chance of a nervous kiss. It was a time where communication was face-to-face, and reactions seemed more genuine. You would smile if you were happy, sulk if you were sad. There was no way of hiding behind a phone and typing "lol" when laughing was the last thing on your mind.

In this day and age, dating is extremely casual. More often than not you meet the person through a mutual friend, turn into Sherlock Holmes and sift through hundreds of their images before you even decide to go on a date. When you do finally go on the date, it's never as formal as it used to be - it's just two people figuring out whether or not they just wasted the last hour of their lives (we've all been there).

These changes in the dating scene have been driven through cultural and technological advancements, leading to a society that seeks instant gratification.

WHY?

Facebook, Tinder, Instagram, Snapchat - all ways in which we keep connected with one another. With over 1 billion people on Facebook and 50 million using Tinder there's no argument about our online addiction. These platforms have opened the doors and made it easier to meet people outside our initial circle of friends, and allow us to form further online relationships with them.

How often have you added someone on Facebook after meeting them once or twice, they seem cool, so you start talking to them online? Next thing you know, you've found out everything about them without even meeting them. Where's the gut-wrenching, heart throbbing excitement of slinging sentences together hoping to impress? Without any of this, the connections we make are generally lukewarm at the best, and because of this we move on to the next, fresher candidate because it's that easy.



INDEPENDENCE DAYS

Leaving the media behind, our culture - and economy - itself has grown vastly over the last 70 years. With women becoming more empowered and independent there is no longer pressure on both males/females when dealing with marriage. Women no longer regard men as the breadwinners and men do not feel pressured to be a provider.

This independence plays a big role in decisions on marriage, and therefore dating. In Singapore, the average age of marriage was 27 (men) and 23 (women) in the 70s; these days, more people are getting married closer to their 30s. Without the need to settle down at our age, people feel more free to explore their options. If you told me that my high school sweetheart would turn out be the woman I end up marrying, I'd call you crazy. My dad, however, would have said that I have my head screwed on right.

There is nothing wrong with the fact that more and more people are single in this day and age (if you discount the parental nagging). The chances of you finding someone you want to settle down with so early in your life is insane, and since we are flooded with different avenues to (easily) meet new people, there is no need to compromise so soon. In the end, there is no FOMO, and if anything, it allows us to find that person who is perfect for us.

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BUSINESS SPECIAL



ARTS INDUSTRY

The arts are booming in Singapore at the moment. Local artists are getting more opportunities than ever these days, with events aplenty. Take Singapore Art Week as an example. Created to show that Singapore is a prominent arts destination, the event was a nine-day celebration of visual arts, from paintings to sculptures. There were over 100 different events and drew thousands of art lovers, not only from Singapore, but from around the world. Many leading local artists took part in the events, such as visual artists Jane

Lee and Tang Da Wu, giving them international exposure.

That's not even the only big thing happening in the local art scene at the moment. With places like the Singapore National Gallery that just opened last year with the purpose of displaying art from around the Asian region, and the contemporary art fair Art Stage Singapore, the push for local talent is perhaps greater than it ever was. This means that the industry is easier to get into than it was previously, with the only catch being that you need to have artistic talent to do so.

BY JETHRO WEGENER

EASIEST INDUSTRIES TO GET A JOB (IN SINGAPORE)

For a young graduate looking for a job, the market can be daunting. The sheer number of people looking for employment, compared to the number of positions available can lead to quite a few disheartening rejection letters along the way. However, there are a few industries out there where getting your foot in the door is a lot easier than you might expect.

SCIENCE INDUSTRY

Globally, scientists are in demand, and the Singapore government has recognised this with a record-setting S\$19 billion to be put towards scientific research and development over the next four years, from 2016 to 2020, in the Enterprise 2020 Plan. Not only is this a bid to bring in foreign talent, it's also an incentive for locals to start their careers in the scientific industry. Three prominent Singaporean scientists have all come back to teach at NUS: Professor Andrew Lim, Dr Aaron Thean and Professor Chua Nam Hai join Professor Ho Teck Hua, with the goal of improving research efforts here and getting students to study in scientific fields.

The global demand for scientists and the government push to develop the science industry right here in Singapore means it is a trade where there are opportunities galore.



ENGINEERING INDUSTRY

Despite its importance to the local economy, this industry is losing its lustre for the youth of the country. High paying office jobs in banking and finance seem to be calling them, while the 'unglamorous' world of engineering gets left behind. Despite initiatives by local schools to bring it back, most students would rather aspire to be Steve Jobs or Bill Gates than the people who actually built their amazing inventions. As such, the industry has been bleeding jobs for a while, with people who've worked in it for a while are leaving to pursue other career paths, making matters worse.

This means that there's a big demand for engineers, with lots of positions available in the various fields just waiting for qualified applicants. With an estimated salary of

S\$5,000 to S\$7,000 a month, it doesn't exactly pay peanuts either.

These days engineering is more IT-driven than ever. Sectors such as Information Systems, Software Engineering and Network Computing make up the backbone of industries like Aerospace and Avionics and Big Data Management. Thus, without a more tech-intensive background, new engineers would lack the skills to effectively do their jobs. Locally schools like Informatics Academy provide 1 year top-up degrees in fields such as Computer Science and Information Systems, Computer Science and Software Engineering, and Information Systems and Software Engineering which collectively give graduates the requisite specialised technical skills to excel in the industry.

LOCATION, LOCATION, LOCATION: WHERE THE MONEY'S AT

BY JETHRO WEGENER

So you've completed your studies, you've got your degree and you're ready to get your foot on the career ladder and start earning the big bucks. However, it's not working out as you'd hoped. Why is it proving so hard to get the job and salary that you want? Well, the answer may be down to something unexpected - where you live.

CHINA

Look at your phone, your laptop, your shoes or basically anything around you. Pick it up and check out where it was made. Most of the time, it'll be made in China. Those three little words are everywhere, so it stands to reason that making it big there is all about getting into the manufacturing industry. The country is arguably the world's most important manufacturer and industrial producer. To give you an idea of how big it is, the country produces about 70% of the world's mobile phones, 90% of all computers made and over 60% of all shoes worn. Half of China's top 10 billionaires list is made up of manufacturers, including Lei Jun of Xiaomi. But even as the country is diversifying from their manufacturing industries, it's still a major area of opportunity for entrepreneurs.

JAPAN

Japan is known for its thriving industries, the most famous of which are automobile and electronics. However, since the country has one of the biggest mobile technology industries in the world, with about 100 million subscribers, it's a safe bet that there's a lot of money in this. While Apple does hold the lion's share of the market, Japan is also developing their own mobile technology, like the SnapDragon 410, the world's first washable smart phone. In fact, one of Japan's biggest telecom companies, Softbank, is worth almost US\$92 billion dollars, and when it comes to mobile apps, Japan earns about US\$350 million of monthly app revenue, surpassing even the United States. As such, folks with an IT and/or engineering background will find it easier to get into these lucrative industries.

SOUTH KOREA

Fifty years ago, South Korea had less money than some poor African nations do today. Now, they're quickly catching up to the richest countries in the world. Although the country's experiencing a boom in entertainment (from dramas to KPop), now the government is hoping for further growth by investing US\$3 billion in the local tech startup industry. Hoping to compete with the likes of Silicon Valley, the move has already attracted the attention of Facebook and Google. The country is already home to successful startups such as KakaoTalk, a popular Korean messaging app that rivals the likes of Whatsapp and is worth a couple of billion dollars. If you're tech savvy and have a big new idea, South Korea is a good bet.

SINGAPORE

Making money in Singapore requires a good head for business and a lot of perseverance, but government grants such as cash, debt financing and debt grants do indeed make it easier. With a strong, stable economy, as well as low taxes, an entrepreneur can make a good living if they're savvy enough. Right now, one of the biggest money earners is the banking and finance industry, with local banks managing assets of close to S\$1 trillion, and employee annual salaries are estimated to be around S\$35k for non-officers. Thanks to Singapore's strategic located at the crossroads of both the eastern and western markets, financial institutions are powering the world's business landscape, which explains why it dominates as the top revenue-making industry.

by Dishi Gautam

MIND THE GAP: THE GENDER DIVIDE

Singapore has been an example of progress to the world for over 50 years now. One of the key ingredients of this success is the eradication of gender inequality in education and work. And while Singapore and most other countries recognise this as a major component in their development, gender gap persists.



WAGES AND QUALIFICATION

Investigations in the US have shown that full time women workers earn only 78 cents for every dollar earned by their male counterparts. These numbers may sound appalling but women all over the world face this disparity in almost every sector of work.



When it comes to education, only in Jordan, UAE and Qatar do girls feel more comfortable than boys in solving math problems, as a study suggests. Worldwide, the average number of women enrolled in fields like history and psychology is higher than that of men, but the number of men still exceeds that of women in computer science, mechanical engineering and sports.



THE HOLLYWOOD HOOPLA

They say one can't put a price on talent, but recently Hollywood thinks otherwise. Pay gap in Hollywood has been a topic discussed on and off by celebrities. Back in the limelight, the steep difference in the money earned by male and female actors has reduced from that in the past but still remains an area of concern for actors. Reported numbers show that the highest paid actors Robert Downey Jr. and Jennifer Lawrence have an estimated wage difference of \$28 million.

HOLLYWOOD

AROUND THE WORLD

Despite gains in education and health, women's workforce participation in Asia fell from 56% in 1990 to 49% in 2013. While Japan is the third largest economy in the world, it lags far behind when it comes to closing the gender gap. Even after repeated attempts by its government to abolish this divide, the opportunities for women are about 60% lesser than those for men.



Iceland and Finland seem to have emerged winners in the gender gap competition, both having the labour force gender ratio (LFGR) of 0.95. Amidst all this, Singapore ranks 59th in the study of 142 countries, with its LFGR being 0.79.

ECONOMY BOOSTER

The disparity between the sexes forms an ugly image of injustice and has significant effects on the national economy. It has been proven that encouraging female education and employment has positive effects on female fertility levels, mortality rate and ensures promotion of education to the next generation.



Gender inequality also weighs down the international economy by a huge factor. Many Asian countries have a large export market based mainly on women-intensive manufacturing industries. Increase in female employment by these sectors would create a surge in the import-export precinct.



BRINGING ABOUT THE CHANGE

Closing the gender gap (or at least reducing it) is increasingly taking a higher priority in national policies. So what is the solution to the gender gap issue? While the World Economic Forum believes that it will take 118 years to completely eradicate gender pay gap, optimists are coming up with ways to handle the problem. One quick fix is creating awareness by having a transparent pay grade at work. Experts suggest that governments and authorities should implement stronger policies that encourage



females to opt for professions that pay more and employees could be allowed more flexibility at the workplace.

Eliminating gender disparity in the region would increase per capita income by 70% in roughly 60 years, according to a 2015 report by the Asian Development Bank. Thus, narrowing the gender gap means better well-being for individual women and, for society, better use of human resources.

BY VINCENT TAN AND ZELENE LEE

THE ROAD LESS TRAVELLED: *Working Outside the Cubicle*

At the mention of jobs, the blue collar and white collar spring to mind, like the pills in Morpheus' hands. There are in fact more colours on offer, from the green collar jobs in green energy to the open collar jobs that involve working from home. Morpheus has been holding out on you. Before you sign that job contract, why not consider some alternative paths?



THE BRAIN GAME

Tutor

In a highly competitive society like Singapore, 97% of students - from primary to JC - attend extra tuition lessons to get good grades. Due to the high demand for teachers, there are many agencies out there that help tutors find suitable students quickly, and parents are only too happy to pay - the latest Household Expenditure Survey found that families spent \$1.1 billion a year on tuition alone!

Tutoring is definitely one of the hottest jobs for most graduates or undergraduates to earn that extra money, not forgetting that the market rate is between \$20 - \$120. Full-time tutors can earn \$10,000 a month with regular scheduled classes; in fact, tutor Phang Yu Hon earned a whopping \$1 million from tuition fees in 2011.



MONEY FROM THE TUBE

Youtube

Youtube has more 18-49 year-old viewers in America than any US cable network. Top Youtube stars can earn up to about a million dollars a year by garnering up to 34,000 views a day. Some expected hurdles are the falling advertising payments and the rising production costs of high quality videos, but if you have personality and perseverance to spare, this might be the avenue for you.

Simply opt to monetize the videos you upload (no copyright infringements please!), start up an AdSense account to earn revenue through the ads Youtube runs with your content and/or set up a Patreon account, where fans can pledge a donation to your career. If you have a large enough fan base, you can become a Youtube Partner, with its expanded video editing toolkit.



STRETCH FOR YOUR GOAL

Yoga Instructor

Yoga is hot in Singapore, filling studios with fitness enthusiasts, some of whom attend up to four lessons a week. With such a steady base, yoga instructors are in demand. Newbie instructors net about \$1,800 to \$3,000 a month, but can earn two or three times as much with experience. Experienced instructors can offer private lessons, conduct workshops, or work overseas.

Local yoga schools offer yoga instructor training courses, the shortest lasting about 200 hours, with prices from \$2,300 to \$4,000. For lower rates, there are early bird discounts, or consider attending yoga schools in Thailand, Bali or India. Working weekends and evenings are a trade-off for yoga instructors, but you get to make a living off your passion and be healthier for it.



PLAYING THE SYSTEM

Twitch

If you spend hours on video games, it might be time to Twitch. This streaming channel is the fourth most visited website during its peak hours. It is where people make money by streaming their gameplay of online games like League of Legends, Counter-Strike: Global Offensive or Hearthstone: Heroes of Warcraft, with in-game commentary for viewers around the world. Revenue from streaming rises with the number of viewers enjoying that content, with popular Twitch-ers earning thousands a month via ad revenue, subscriptions, donations from fans, or referral commissions.

To become a Twitcher, you need a gaming platform - be it a console (PS3, PS4, Xbox 360) or a decent gaming computer - and a video recorder, then download some free Broadcast software like FFSplit and you're set.

BY NINA GAN

THE BORROWERS: A SHARE ECONOMY

There's a seismic movement afoot, and one that most of us – those of us who don't own houses, cars, or any big ticket item – not only appreciate, but are also helping to grow. Why? Because we're content to borrow what others have, and they're only too willing to share it with us.

The world of the Sharing Economy, or peer-to-peer market, has been around for a while, where the biggest missing chunks are companies or corporations. You're probably already a part of it – anytime you rent



someone's bed, share a ride, or eat someone's home-cooked food, your money goes direct to a person rather than a company.

Even if you're allergic to words like 'economy' and 'business', you'll know names like Uber or Airbnb. These are tools that we use to borrow or lend products (like spare rooms) or services (like driving a car) – and have become an income source for the new age.



Start up your own model of the share economy

If you're not business-oriented, this thought can be daunting. However, it's not an impossible task if you're able to see what's lacking in the market. For example, local startup Honestbee found success by identifying that gap.

If you can't find a gap, there's always room for one more. For example, even though there's Uber, you can still see an influx of other car-sharing apps like Grab and newcomer Lyft – and there's enough demand to go around.

When it comes to funding, a good app idea is very likely to get financial backing – Grab raised \$350 million in its last round of funding last year, while Honestbee raised \$15 million. Just Google 'share economy' and you'll find countless new companies popping up and getting funding. How many will last? Who knows?

But when they do succeed – like Uber and Airbnb – corporate giants have cause to worry. To date, sharing economy companies are valued in the billions, and they'll continue to grow (often) even bigger than traditional corporations. And as the share economy takes a slice of traditional corporations' market, there's always a pushback. Uber and Airbnb are facing legal fights around the world, so who knows how long they'll last in Singapore.

You know the saying: if you can't beat them, join them. In the case of Zipcars and RelayRides, both car sharing companies in the US, they've both been bought out by their corporate competitors, Avis and GM respectively. So, bottom line is, if your idea takes hold, it'll get funding. If it succeeds too much, you'll get funding by getting bought over. Either way, it's a win-win.

How It Works

The Sharing Economy makes use of 'idle capacity' – like things you use an hour a day or less, or time you spend doing nothing – and make money from 'renting' it. Here are 2 ways to benefit from it:

Be part of the economy

The easiest way is to become a service or product provider. Lots of people are signed up as Uber drivers, Airbnb providers or Honestbee shoppers – some Uber drivers make \$5,000 a month, and some people rent out their spare rooms at \$120+ a night. But if you don't have any assets or a driver's license, there are other avenues; as the share economy works on a freelance basis, meaning you can offer your services as well.



UBER

honestbee
get groceries fast

You can make up to \$14/hour by helping folks buy and/or deliver groceries via Honestbee. If you cook, you can charge strangers for food at your dinner table via PlateCulture or BonAppetour. Got something sitting in your storage gathering dust? Rent it out on Rent Tycoons. Or take strangers on a guided tour of your hood via Vayable.

Vayable

airbnb

FLOAT LIKE A BUTTERFLY, STING LIKE A BEE

BY VINCENT TAN

QUEEN BEES OF BUSINESS

Entrepreneurs seek out new avenues of opportunity, break the ground on new markets, and generate momentum for important social causes. Here are four women under 40 in that field who have demonstrated the grit and resourcefulness to bring about change around them.

A ROLLING SUCCESS: BERNICE'S BAMBOO BIKES

When business graduate Bernice Daapah noticed a high unemployment rate in her native Ghana, she decided to pursue a new venture that would improve the job market for youths: it became the Ghana Bamboo Bikes Initiative. As a business, it solved a trifecta of issues: it generated new jobs for young Ghanaians, addressed the existing transportation need, and gave back to the environment. Bamboo helps to reduce soil erosion, while the waste bamboo is converted to charcoal briquettes.

While they cost more to produce, bamboo bikes emit 70% less greenhouse gases during production and exhibit a greater strength-to-weight ratio compared to steel bikes. Popular in Ghana and West Africa, and as far as Europe, Japan and the United States, UN secretary-general

Ban Ki Moon even rode one during the 2013 climate talks. The 34-year-old plans to locate production of all the bike parts to Ghana in the future, bringing greater vigor and independence to the economy.



GADGET MADNESS: YOKO'S TECH EVOLUTION

From her humble beginnings at electronics giant Casio, Yoko Nakazawa left to pursue her love of unique niche products. Her turning point came after her participation at a hardware hackathon, where she and her team developed an electronic bento box, Xben, as a quirky conversation starter for Japanese businessmen over meals. Their design was given \$1 million yen to create a prototype for the market.

By then, Yoko knew that she could produce new products without a large company – by working with startups and overseas manufacturers, she found partners to create her line of products according to strict deadlines and specifications. Two months after she founded her own electronics company, UPQ, the 30-year-old unveiled 24 products in seven categories, all in her signature blue-green hue. They stood out for their competitive prices and functions rarely seen in Japan. Together with her achievements, Yoko's win-win mindset of motivating rather than defeating her rivals makes her example inspiring in many ways.



FASHION FORWARD: CLAIRE'S ECO LABEL

After Claire Buonavista graduated from ESSEC with an Advanced Master in Strategy and Management of International Business, she founded her own clothing brand, Graines d'Horizons ("Horizon Seeds") in Marseille. With a strong environmental focus and an engineering background, her fetching designs incorporate eco-friendly materials like yarn drawn from recycled bottles, and she built a local supply chain to reduce carbon footprint.

Claire's line of modular clothing allows women to reinvent their looks by recombining modules of clothing to create new outfits, making for fashion that lasts in more ways than one. Claire's company also provides spa packages in collaboration with wellness centres to rejuvenate the sense of inner wellbeing, and together with local tailors, she offers women the option to alter their clothing at a discounted rate instead of replacing them. For her vision, 28-year-old Claire has since won two awards in France for Graines d'Horizons – first Prize for Price Audace 2015 and the third prize for the nation-wide competition "Entrepreneuriat autrement".



SINGAPORE'S MADAM POULET: SHUMEI'S POULTRY REVOLUTION

When Singaporean entrepreneur Lam Shumei first travelled to Rwanda, she noticed that chicken meat was strangely expensive (more so than beef), and only enjoyed occasionally, leading to a protein-poor diet. The subsistence-based economy lacked the skills and technology to make large scale production affordable. Shumei's startup company, Poultry East Africa Ltd (PEAL), addressed this issue by bringing in modern farming techniques like automation and cost-saving economies of scale.

Within a year, she had brought down the price of chicken meat by 30% – before she turned 30. Her factory also provided employment to villagers, while retaining a concern for animal welfare: it eschews the use of hormones and antibiotics, and adheres to ethical slaughtering standards. Despite difficulties such as power outages, a lack of water, and employees unfamiliar with the procedures and skills for running a modern farm, PEAL has since gone on to become the largest poultry supplier in Rwanda, with a network spanning into the Central and East African regions.



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Tailored for two

by Desiree Ng

Why are gender labels slowly growing irrelevant in fashion and what does this mean for us as Singaporeans?

An introduction to androgyny

The first time I saw a picture of Conchita Wurst, an Austrian singer, I was taken aback. Here was someone with beautiful long hair, in a green velvet dress... and with a beard - that's a puzzling mix of features!

By dictionary definition, androgyny is a combination of masculine and feminine features - a broad term comprising various aspects such as behavioural, psychological and physical androgyny, and does not always overlap with being intersex, transgender or transsexual. Where can we see this? Let us zoom in on to androgyny in fashion.



Popular culture and the runway

Beginning with the milder forms of androgyny, which exists within pop culture and fashion, there's that of Cara Delevigne wearing a sharply tailored men's suit in DKNY's Spring/Summer 2015 menswear campaign, and Big Bang members fiercely putting on guy-liner and eye shadows for their performances. Yet, these are just some of the androgynous examples that we see - and they aren't the only brands which have sent men down the runway with pussybows and women in straight-cut suits!

While we don't always buy the ideas fresh off the runway, unconsciously they do seep into our culture through influential people, and very often through popular culture.

Imbalance in Ambiguity

With the trend taking on the global fashion market, how marketable is androgynous wear? Other than making specific statements, androgynous clothes are designed with a general fit in mind, setting aside all biological differences. This means wider cuts around the shoulders for the women and around the hips for the men.

Besides physical differences, different sentiments exist behind dressing androgynously. For female celebrities, they are usually applauded for dressing in a smart suit, exuding strength and power. Unfortunately, for the male celebrities, these are met with shaking heads when they attempt to dress androgynously - see Marc Jacobs and his edgy outfits on the red carpet.

More than skin-deep

Think about this: fashion is inherently 'superficial', yet it is designed to shape culture and to connect with the audience of the designers' choice - making the job of androgynous-wear designers trickier. 'Androgyny' is essentially culturally relative, and it is based on current conventions of masculinity and femininity in fashion. While for some it may be a fashionable thing to dress androgynously, for others it may have to do with their identity, something going beyond skin-deep.



The Singaporean Sartorial Rebel

While the trend is getting bigger globally, here in Singapore, it is growing much slower. If you look around on the streets of Orchard, it is uncommon to find people dressing androgynously - even the brands that were showcased at the Digital Fashion Week Singapore 2015 had many that boosted a feminine silhouette, with only a few androgynous labels making a statement. The reason for this is, very often, we identify the market in Singapore for fashion as something more conservative.

Put aside the labels

While on one hand personal style is what the name suggests - personal, meaningful, whatever makes you feel you - on the other hand, fashion should be fun, creative and an area for exploration. Forget the labels for a while, and experiment. You just might find something you'd like.



Cara Delevigne for DKNY SS16 menswear

Burberry Prorsum menswear SS16

(illustrated by Desiree Ng)

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CONCERTS



Singapore International Jazz Festival 2016
(SingJazz)

When: 4 - 6 Mar 2016 | 4pm, 6pm
Location: Events Plaza, MBS
Tickets: \$85 - \$250

Filled with jazz and all jazz-inspired performances for 3 nights, SingJazz brings together world-class artists - both international, regional and local - to showcase the creative energy and essence of jazz. Artists to look out for include Joss Stone, Taylor McFerrin and Orquesta Buena Vista Social Club.



Funeral for a Friend
Last Chance to Dance
The Final Tour

When: 19 Feb 2016 | 8pm
Location: D'Marquee, Downtown East
Tickets: \$98 - \$108

Part of the 'Last Chance to Dance' Tour with performances across Australia, Europe and the UK, the one and only show in Asia will be taking place in Singapore, and will be the final curtain call on the band's illustrious fifteen year career. For one night only, the band will be performing their greatest hits and the best of set.



26 Feb | 7.30pm
Esplanade Concert Hall
Tickets: \$15 - \$75

Leningrad Symphony

Featuring two great masterpieces from Shostakovich - the Leningrad Symphony, a symbol of resistance against fascism, and the First Piano Concerto - husband-and-wife duo Gennady Rozhdestvensky and Viktoria Postnikova are back once again to perform them with the SSO at the Esplanade Concert Hall.

3 PAIRS TIX

28 Feb | 4pm
Victoria Concert Hall
Tickets: \$20

VCH Chamber Series:
Dohnanyi & Shostakovich

With the first half of the concert focused on the music by two Hungarian composers, Kodály and Dohnányi, the second half will see Russian pianist Viktoria Postnikova partnering with SSO musicians for the performance of Shostakovich's Piano Quintet in G minor, which includes a virtuosic piano part.



3 PAIRS TIX

5 Mar | 7.30pm
Esplanade Concert Hall
Tickets: \$15 - \$75

Symphonie Fantastique

Eminent conductor, Jean-Claude Casadesu, will lead the SSO in Berlioz's Symphonie Fantastique, a musical tale of an artist's doomed love, while Valeriy Sokolov on violin will return for the technically demanding Brahms' Concerto in D major.

3 PAIRS TIX



20 Mar | 4pm
Victoria Concert Hall
Tickets: \$20

VCH Chamber Series:
Grieg's Holberg Suite

Featured in this performance are 4 pieces, namely Grieg's Holberg Suite, written to celebrate the bicentennial of the birth of Norwegian writer, Ludvig Baron Holberg; Fantaisie for violin and harp by Saint-Saëns, dedicated to sisters Marianne and Clara Eissler; Serenade for String Orchestra by Elgar; and Cantos del Tucuman by Ginastera.

3 PAIRS TIX



26 Mar | 7.30pm
Esplanade Concert Hall
Tickets: \$15 - \$75

Brahms' Piano Quartet

Conductor Okko Kamu will conduct the orchestration of Brahms' Piano Quartet, which showcases some of Brahms' most memorable melodies in the second half of the performance, while the first half featuring the cheery Academic Festival Overture, along with the Second Horn Concerto by Richard Strauss, performed by SSO's Principal Horn, Han Chang Chou.

3 PAIRS TIX



19 Mar | 7.30pm
Victoria Concert Hall
Tickets: \$10 - \$15

America, America!

Presenting a selection of music by 20th century American composers, immerse yourself in a programme that will feature tunes such as Bernstein's Candide Overture, as well as Williams' familiar Star Wars Suite for Orchestra, as the concert aims to capture the zeitgeist of American orchestral music.

3 PAIRS TIX



MOVIES

The Mermaid (February 8)
Cast: Lin Yun, Deng Chao, Show Lo, Kris Wu Yifan

From the director of comedy hits such as a Kungfu Hustle and CJ7, director Stephen Chow is back again with another new movie for the Lunar New Year period, after a 3 year wait. The comedy-romance follows the story of a professor who is saved by a mermaid, and falls in love with her.



Senior (February 18)
Cast: Jannine Parawie Weigel, Pongsakorn Tosuwan

An introverted high school girl, Mon, has the sixth sense to be able to smell the presence of spirits, and together with a mysterious ghostly being, Senior - a former student - the unlikely duo pairs up to investigate a brutal murder that took place where their school now stands.



Deadpool (February 11)
Cast: Morena Baccarin, Ryan Reynolds, Gina Caran, T.J. Miller

After being subjected to a rogue experiment, former Special Forces operative-turned-mercenary Wade Wilson is imbued with accelerated healing powers along with new abilities, and adopts the alter ego of Deadpool. Filled with a twisted sense of humour, this most unconventional anti-hero hunts down the man who nearly destroyed his life.



PRODUCTIONS

27 Feb - 6 Mar | 1pm, 2pm, 6pm, 7.30pm
MasterCard Theatres, MBS
Tickets: \$45 - \$125

Cirque Eloize iD



A contemporary urban circus, featuring 16 world class stage performers, the musical performance will combine acts from breakdancers, contortionists, a fearless stunt biker and acrobats, bringing to life a thrilling and jaw-dropping experience.

10 - 13 Mar
1pm, 7pm, 8pm
Esplanade Theatre
Tickets: \$30 - \$70

Don Quixote

Adapted from the classic tale from Miguel Cervantes, this classical ballet originally premiered in 2014, receiving exceptional reviews and a feature on the front of the cover of Dance Europe in Jan 2015. Filled with energy, humour and fun, the ballet marks the start of SBT's 2016 calendar of events.



BY VINCENT TAN

PINKS, BLUES AND GENDER CUES

WHY IS PINK 'GIRLY'?

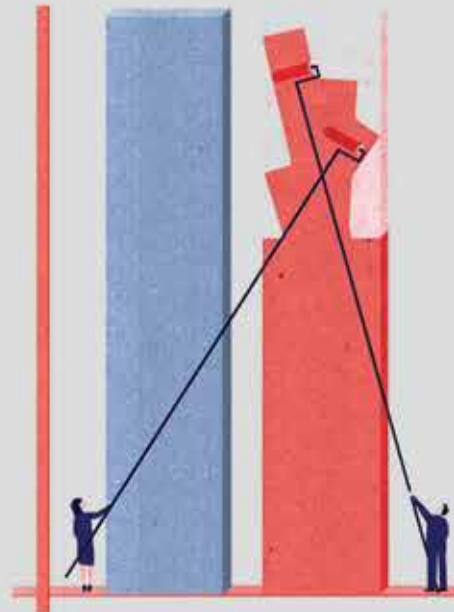
Even casual observation tells us pink is not automatically seen as feminine in other cultures – for example, Italian men's fashion frequently features pink, while in Japan, China and S. Korea, wearing pink doesn't mark you as a 'girl'.

While babies two years old or younger tend to have a unified preference for red over blue, as research found in 2010, it's shown that only when a child grows older, do they tend to express more preference towards gender-biased colours.

SO WHERE DO THESE BIAS COME FROM?

Gender-based marketing to impressionable young minds may have a part to play – children know their gender identity by about age 2 – which means if they know they're 'girls', society at large likely starts programming them at some level, to generally prefer pink. Why? Look at toy stores and children's clothing stores, and how they segregate by colours – when was the last time you saw a pink G. I. Joe?

With exposure to colour-gender association at such a young age, is it any surprise that children accept the colour assigned to the gender as natural? According to the Smithsonian, colour-segregated gender marketing started just before WWI, and did not settle on the



We almost always assume that gender preferences are inbuilt. Girls naturally prefer pink and boys naturally prefer blue, it is said. Anecdotal evidence tells us this, and science to a degree often reinforced the idea.

However after decades of study, historian Jo Paoletti showed that in the US at least, from the early 1900s to the 1980s, fashion trends were largely reversed, with young girls often dressed in "dainty" blue and young boys frequently attired in "stronger" pink. In fact, according to research by psychologist Dr Eva Heller, the most preferred colour for both adult genders is blue by a wide margin.

To a modern mind, this complete reverse-assignment of the perceived 'masculine' and 'feminine' suggests that things we currently perceive as gender qualities, whether it be colour preference or behavioural traits, are not absolute, but in fact often arbitrarily assigned (by society) and then socialised into acceptance.

present blue and pink gender assignments until the 1940s. The development of this popular myth is similar to how Coca-Cola built up the overtly commercialised image of Santa Claus we know today, until it became the standard representation of St. Nick used across the English-speaking world.

COLOUR IS A MARKETING INFLUENCE

Without marketing influence, would we associate pink products with femininity? What are the negative repercussions? For one, reinforcing the idea of gender differences reinforces gender stereotypes. After all, stereotypes inevitably result in the social evil of discrimination towards people who do not conform.

What would you think if you saw a guy dressed in a pink suit, carrying a pink briefcase and driving a pink Bentley? Now imagine if he was dressed in a blue suit, blue briefcase and blue Bentley. The only difference is the colour, but that would no doubt taint most people's outlook. Would he be any less successful, capable, or even masculine?

So next time you get a pink umbrella, you don't have to be embarrassed by it if you're a guy – you're just saying that you're not influenced by gender-biased marketing. Instead you can remind yourself that men who wear pink can actually have an edge, as shown by a study commissioned by Cotton USA, in which dudes who don't pink earn £1,000 more a year.

CAFE LISTING

If you are a cafe hopping addict or you just love food, then check out these upcoming cafes! For further information check out our reviews at www.campus.com.sg



DoSiRak

With the concept of convenience in mind, DoSiRak's rice buckets are packed in paper tubs, and offer fresh ingredients with no MSG, corn syrup, or even refined sugar. Each and every one of the 24 options available on the menu offer a completely wholesome meal packed with grains, fibres and proteins.

18 Cross Street,
#01-02, China Square
Central
www.dosirak.com.sg



Sol 55

Popcorns, chips and soft drinks have always been viewed as movie snacks – but Sol 55's offerings would change that perception. Just outside of The Cathay's cinemas, there's not only Thai Ice Tea for sale here, but also snacks such as grilled bananas with coconut cream and Thai kaya with steamed bread.

The Cathay, Level 5,
2 Handy Road
facebook.com/Sol55five



Karafuru

A feast for the senses, the creations offered here are very true to the name of the place – colourful. Featuring an array of edairs, parfaits and sodas, one would be spoilt for choice here, with options ranging from champagne-infused edairs to unique Japanese-influenced flavours such as Sakura Rose.

8 Jalan Nagi
facebook.com/karafuru.sg



Maki-San

If customisable sushi and salad are what you crave for, Maki-San would be familiar to you. To cut down on waiting time, there are 3 ways to order your food: at the counter, on their website, and via their mobile app. Their unique specials change often, so if you aren't feeling creative, try their creativity instead.

The Cathay, #01-17/18,
2 Handy Road
www.rollwithmakisan.com



I Want My Noodle

Quite unlike your typical cafe, I Want My Noodle specialises in handmade Chinese egg noodles in a variety of flavours, while dishing up other commendable delights such as ultra large wonton skins, sago pudding and avocado smoothies. Tucked in a quiet corner of Orchard Road, it has both indoor and outdoor seats.

Shaw Centre,
1 Scotts Road
www.iwantmy noodle.com



Wrap & Roll

For some classic no-frills Vietnamese dishes, Wrap & Roll offers staples such as rice paper rolls and pho (rice noodles), ingredients of which are imported from Vietnam, along with their sauces. A restaurant chain popular in Vietnam and Australia, DIY options are available for those looking to craft their own dishes.

108 Orchard, #03-19,
2 Orchard Turn
www.wrap-roll.com.sg



Som Tam

From the minds behind Thai-Chinese restaurant Gin Khao, this interesting Thai fusion restaurant delivers authentic Thai flavours, albeit infused with a twist. Enjoy burgers, pasta and even fries with a unique Thai twist, such as Tom Yum Truffle Fries, Thai Green Curry Pasta, as well as Tom Yum Pasta.

Orchard Central,
#00-12,
181 Orchard Road
www.somtam.com.sg



Jinjja Chicken

Most places serving Korean fried chicken would normally offer just wings and drumlets, however Jinjja Chicken also serves half or whole chickens to satisfy your poultry craving. It's probably the only place in Singapore where you can also get Tteokbokki fries, Jjajangmyeon and Jjamppong with your chicken.

Regis Village,
209 Victoria Street
www.jinjja.chicken.sg



BY JETHRO WEGENER

HUMAN TRAFFICKING: THE UNKNOWN VICTIMS

Human trafficking is most commonly associated with the sex trade, where young women are bought and sold, almost always against their own will. With the recent release of various films like the Taken series, this issue has been brought to the forefront of the public consciousness.

However, there is another side to the ugly world of human trafficking which often goes unseen. A side where a large percentage of the victims are male. And the scariest thing is that most of us contribute to it on a regular basis.

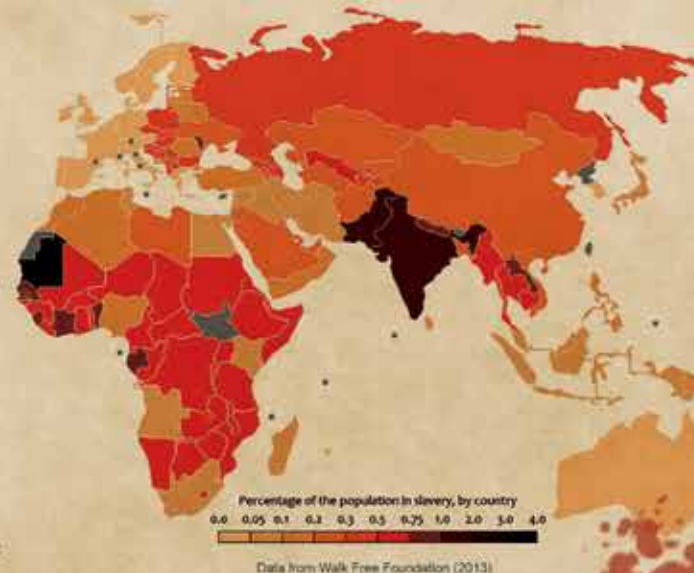
WHO ARE THEY?

While as many as 80% of victims of human trafficking worldwide are sold into the sex trade (according to National Coalition Against Domestic Violence, Feb 2014), millions of people are also turned into modern-day slaves and forced into manual labour. Known as 'labour exploitation', this is a lesser known form of trafficking whose victims are largely made up of men from economically vulnerable communities.

It is estimated that there are about 35 million slaves in the world today, according to the 2014 Walk Free Global Slavery Index. That is about seven times the population of Singapore.

In Asia, a very large majority of the men who are trafficked are Rohingya migrants from Myanmar's Rakhine State, widely acknowledged as one of the most persecuted minorities in the world. Denied citizenship by their own country and fearing attacks from the locals, many try to make it to the relative safety of Malaysia or Thailand any way they can. Most of the time, this involves hiring the services of human traffickers that are paid to get them there.

The traffickers, however, are not trustworthy. Exploiting the migrants' vulnerability, they find ways to make more money en route, holding the migrants for ransom. Then, if the families don't pay them off, they sell them into slavery. Females usually go to brothels, while men are sold for labour. It's not just the Rohingya either, as boys and men from Cambodia, Thailand and other neighbouring countries are frequently enslaved in their desperate search for a better life elsewhere.



FROM FREEDOM TO SLAVERY

Their journey usually begins on rickety old boats that are supposed to transport them from the Bay of Bengal to the safety of Malaysia. Many never make it though. The traffickers regularly take their charges to various camps hidden in the jungle on the border between Thailand and Malaysia. These camps are brutal, terrifying places, where beatings and worse are common. Just last year, several mass graves were found, containing the bodies of those that never got their dream of a better life.

The lucky ones are released after their families pay their ransom, they manage to escape or are rescued by aid groups. The unlucky ones are sold for profit. They face a life of servitude, treated no better than the slaves of Ancient Egypt.

MORE THAN JUST THE SEX TRADE

Most of us know about the illegal sex trade, one of the most profitable illegal businesses in the world. In fact, the illegal slave trade as a whole makes about USD32 billion dollars a year for those involved. The question that arises then is, where do the men in Thailand that are trafficked end up?

Most end up at sea. Told that they need to work off their debt, men who have never seen the ocean before are dragged out of hot, grimy jungle camps, brought to the docks and sold to sea captains as slave labour. This is a huge problem in Thailand. The country's high employment rate means that there is a small manual labour pool. Couple that with the small salaries the boat captains can afford due to the dwindling fish stocks and the lax maritime laws, it is just more profitable for a captain to use these migrants as a cheap workforce.

Most men are sold to the boats for about US\$900 and traded from boat to boat at will. In fact, these slaves cost 95% less than they did at the height of the 19th century slave trade, according to anti-trafficking activist Kevin Bales.

Most of those who are sold will never see land again for years and years. While no official records exist, the Thai government estimates that up to 300,000 men are enslaved on Thai fishing boats, 90% of whom are vulnerable migrants.

Conditions on-board are inhuman. Reports of savage beatings, execution-style murders and suicide are common. Cuts and scrapes go untreated so that they get infected, sickness is rife and the men are subjected to gruelling 18 to 23-hour shifts, pulling in heavy nets, lugging barrels of fish across the deck and mending broken nets. Even though they are told that one day they shall be set free, most will never see land, or their families, again.



WE CONTRIBUTE TO IT

The worst thing about this awful trade is that, unbeknownst to most of us, we are guilty of contributing to it. So, how do we feed the cold-hearted treatment and trade of people for labour? The answer is so simple that it will send a chill down your spine.

Almost every one of us has eaten a prawn before. We love prawns – we put them in burgers, on pizzas or even eat them on their own. However, chances are that for each of those prawns that we buy, we're giving money to the slavers.

You see, the farmed prawns we buy in our supermarkets have to eat. Usually, they are fed the unwanted fish that fishermen find in their nets. This 'baitfish' is ground up in factories and distributed to the major prawn providers. Thailand's US\$7.8 billion dollar fishing industry provides most of the world's seafood, including the prawns and baitfish. With so many of the fishing boats are crewed by slave labour, a lot of the seafood produced by the country has gone through the hands of these unfortunate men.

The Thai government has acknowledged the issue and is trying to curtail it. Recently, they have working hard to crackdown on slave labour, freeing trapped fishermen, arresting the traffickers and closing down the jungle camps. However, they are fighting an uphill battle, as many boat captains still find the slave trade to be the more lucrative business.

Next time you go to the supermarket, keep in mind that the seafood – even cat food – you see on the shelves could have been caught by a man who is on a boat, thousands of miles from home, hurt, afraid and missing his family. Try to buy food that has been fairly traded and sourced – read the labels carefully so that you won't be feeding the exploitation of desperate people.



MEN & WOMEN

On dates and more

by Nina Chen

It's no secret that men and women behave differently in many aspects of courtship. Men tend to be to the point, while women tend to beat around the bush. While, granted, numerous studies don't have much diversity in their research subjects, some of these facts and traits that have been unearthed are not that uncommon in everyone.



1 Men check out other men too

While both genders check out women, men also have a tendency to check out other men (some may not admit it). It's not a gender preference thing, either. A study on Internet searches (Ogas, 2010) has shown that men also Google for other men – in particular, other men's junk (apparently the bigger ones). Studies show that men seem to produce more sperm when faced with a competing male who appears to be more badass.

4 Women are more emotional than men

We've all heard of the 'needy girlfriend' who is more into a long-term relationship goal than her boyfriend who is probably going through a very 'physical' attraction phase. According to research (Carpenter, Nathanson & Kim, 2009), women tend to develop a greater sense of physical enjoyment by middle age. We know these women as... cougars. Men, on the other hand, get more emotionally mushy the older they get. It seems that older men and younger women share the same emotional goal, while older women and younger men have the same sex drives.



5 Men and women on jealousy

Both genders do experience jealousy, although men and women react to different aspects of infidelity. According to psychotherapist Michael Formica, women tend to get more jealous if their partner has emotional links with another woman, while men tend to react violently if their partner gets physical with another man. In a small number of men, however, jealousy can trigger zelophilia (a fetish involving being jealous).

2 Women are pickier than men

According to a report on the New York Times, men are almost three times as likely to swipe right on Tinder than women. Take into account that biologically speaking, females have more to lose than men.



However, a 2009 study in Psychological Science has found that women are only choosier if they're approached by men – after swapping the roles, it was the men who were the picky ones. This could mean that it's not that women were picky with males, it's probably that men were often making the first move.



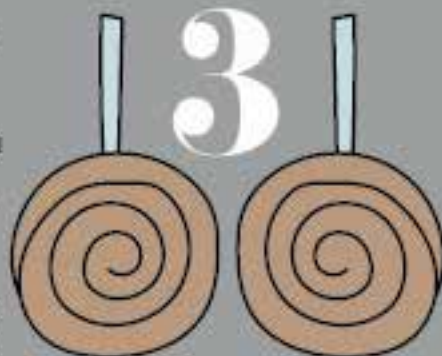
6 Women are attracted to facial hair

Facial hair has always indicated virility and authority, and recently it's become a hipster badge of honour. But beware – not any beard will do for women. Strike off those patchy ones that make you look like you're molting, and discount the Papa Smurf full beard or the sketchy stalker-like mustache. A 2013 Australian study showed that the most attractive length of beard is the 'heavy stubble' that comes after 10 days of growth (for those who aren't follically-challenged, that is).

Men are obsessed with boobs

It's not a big surprise, and even women are in on the obsession – why else would they squeeze into push-up bras or even go for surgery? Studies for size preference have indicated that those who prefer bigger sizes tend to display sexist behaviors and were less financially stable, while men who are more well off and those seeking stable partners preferred smaller sizes.

Basically no matter what the size, men will always love mammaries.

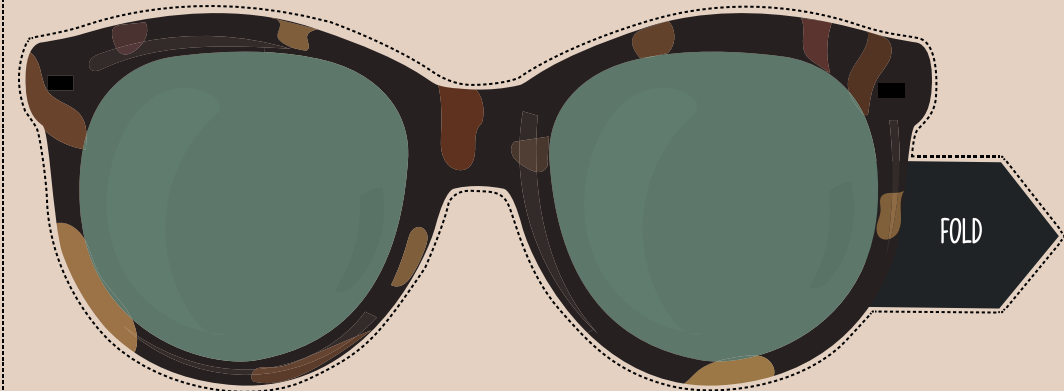


When most of us think of fetish, Christian Grey's chamber of singular tastes come to mind. However, almost everything – from feet to quills and to cars – can trigger fetishism. One of the most common fetish is the foot, simply because the brain region for your groin is nestled against the region that manages your feet. Others, like pain, are due to neuroreceptors that make pain feel similar to post-coital satisfaction.

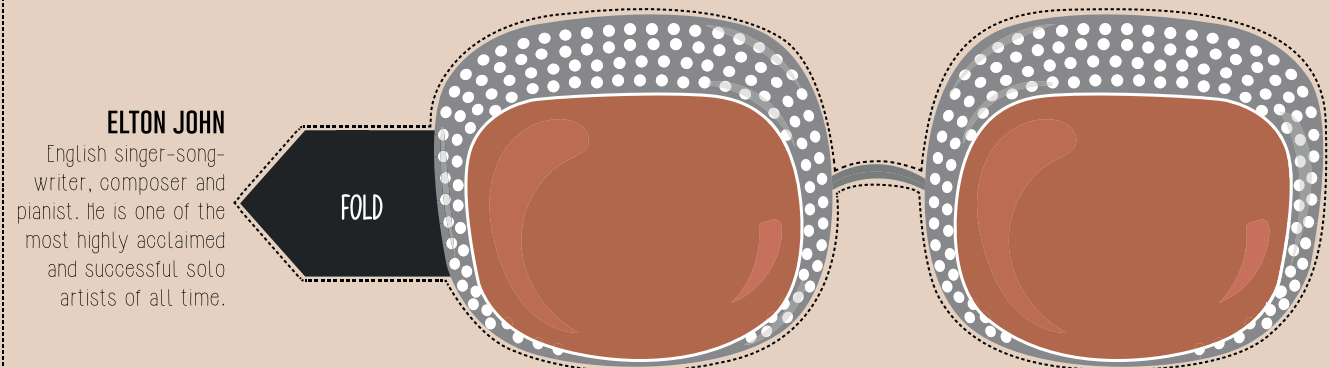
7 Fetishes equal bondage

STRESS RELIEF

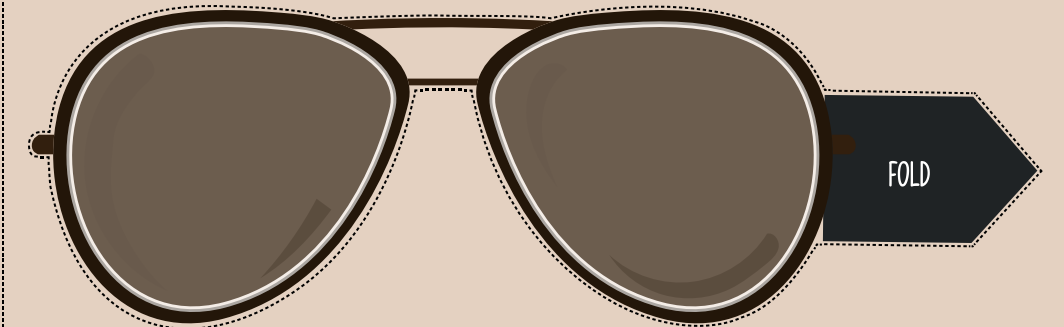
If you are looking for a fun diet plan then play "Dice Your Food"! The food items are below 500 calories, so they are also healthy for you!



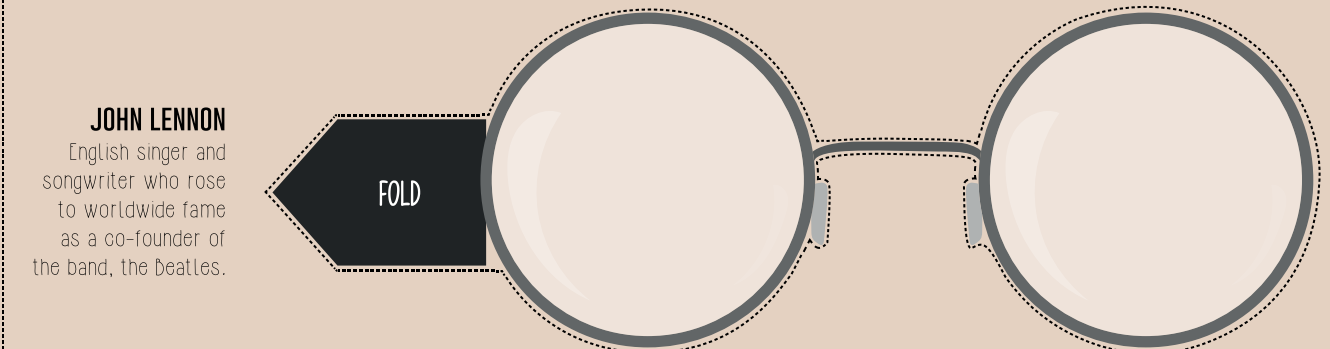
AUDREY HEPBURN
British actress and humanitarian who is recognised as a film and fashion icon.



ELTON JOHN
English singer-songwriter, composer and pianist. He is one of the most highly acclaimed and successful solo artists of all time.

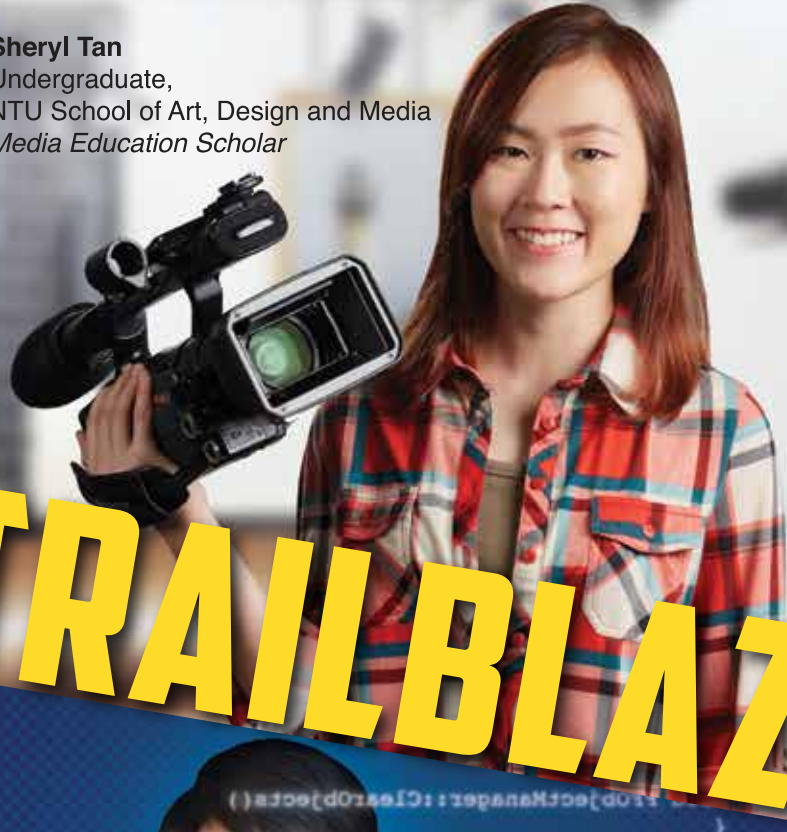


VICTORIA BECKHAM
English businesswoman, fashion designer, model and singer. Beckham rose to fame with the all-female pop group Spice Girls.



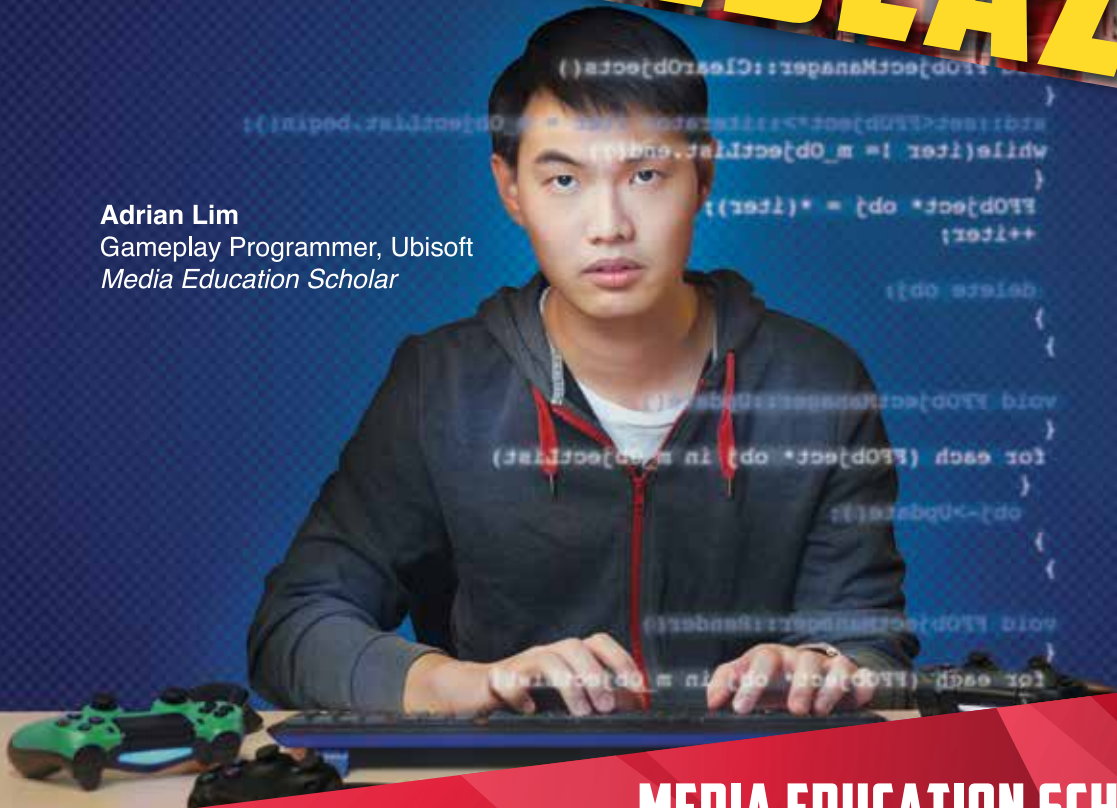
JOHN LENNON
English singer and songwriter who rose to worldwide fame as a co-founder of the band, the Beatles.

Sheryl Tan
Undergraduate,
NTU School of Art, Design and Media
Media Education Scholar



BE A TRAILBLAZER

Adrian Lim
Gameplay Programmer, Ubisoft
Media Education Scholar



MEDIA EDUCATION SCHOLARSHIP

The Media Education Scholarship (MES) has enabled Sheryl and Adrian to fast track their media careers, giving them opportunities to join outstanding alumni like award-winning filmmakers Anthony Chen (*Ilo Ilo*) and Kirsten Tan (*Popeye*), and Adeline Foo, author of bestselling children's book series *The Diary of Amos Lee*.

Sheryl is in her third year at NTU School of Art, Design and Media. She is excited to embark on a career at mm2 Entertainment after her graduation. Adrian swiftly landed his dream job at Ubisoft upon completion of his Bachelor of Science (Hons) in Computer Science at Digipen Institute of Technology.

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