the food issue

Eat, Drink & Be Merry!
PEACE, LOVE AND SOUP
Literary Nibbles

FATAL FOODS  Good Food, Good Design
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CONTENTS
07: An Irish Affair
Why you want to study in Ireland
08: Peace, Love and Soup
Soup Kitchens
09: Ganbarou Nippon
Taste of Japan
11: Literary Nibbles
What writers eat to fuel their brains
14: When the Sun Goes Down
Sundown Festival Fun Meet Highlights
15: Nature’s Best
Taiwan’s Yilan County
16: Good Food
Is it a product of Good Design?
17: Blowing in the Wind
Singapore’s Vanishing Stalls
18: Eat, Drink, Be Merry
Reviews of student-friendly joints
20: Bollywood Veggies
A Gem in the Far North

REGULAR STUFF
04: Cheat Sheet: Impress @ Parties
05: Word on the Web: Bloggers
10: The List: Fatal Foods
12: Tech & Entertainment

Looking for interns:

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Visit www.campus.com.sg for more stories and contest details!

Looking for interns:

* Fine Arts: To create layouts, covers and amusing caricatures of other colleagues
* Graphic Design: To assist in conceptualisation and layout design for print and web
* Web Design: To help us develop, expand and enhance our site
* Writing & Reporting: To conceptualise, research and write original stories
* Beverage Dispensing & Affiliated Services: To operate complex, multi-function automated coffee dispensers, have a working knowledge oftake, make salads, etc., and remember what people want to order.

Interns receive a shared laptop space, free Red Bull, pizza during deadlines, unlimited use of in-house exercise facilities and a free floor space that can accommodate flexible learning. Depending on your skills, you might be creative, confident, and able to take direction, but still develop your own ideas. The office is a mix of lively and quiet; we work to realistic deadlines, and the work is fun. What we are looking for is a goal-oriented team of creative, enthusiastic, listening for other like-minded, impressionable young talents, to mould into our own, twisted image. We are not hiring right now, so don’t ask. But we are looking to nurture and develop future talent.

Anyone not put off by the above should email 75 words or less about themselves and what position they’d be keen to fill to campusinterns@gmail.com.

Join us at www.facebook.com/campus.singapore for goodies!
Mr Konsuke Matsushita's LESSON #1: “You cannot fail if you keep going until you do succeed.”

Somewhere in Fairytail Land... Blendies fight against the Frizz Zombies who terrorize the kingdom by frizzing everyone's hair...

We will not stop until we frizz all your hair!

There's so many of them! We can't hold out!

We've got the EH-HE70!

Why is it always the hair?

AH! ANOTHER DREAM!

WHEREEEEEE!

WHERE...?

If you abandon your goal before you reach it, that is as far as you will get.

Keep your hair straight for longer with platinum negative ions.

No, my hair is straight!

You have to keep working until you finally achieve success.

Use this and win the war!

For Longer Lasting Straightness and Healthier Cuticles.

Panasonic ideas for life
Cheat Sheet

Prabhjy Sidhu

Part of knowing how to be a bar crawler involves knowing your way around a bar. Whether you’re a teetotaller, a social drinker or borderline alcoholic, knowing your alcohol can earn you brownie points the next time you try to act all suave and sleek at a bar. You may not particularly care about what you’re drinking, but it’s always a useful fall-back conversation topic.

Here’s a quick-and-concise guide to most popular tipples in the world.

MALT-TEASERS

THE BIN

In the bar world, a bin is the storage area in a wine cellar that is not connected in atmospheres with wine collections. In our bar, the bin is the place where we store our wine bottles, allowing us to offer a wide variety of wines to our customers. We also have a variety of wine glasses available to choose from, allowing our customers to enjoy their wine in the way they prefer.

BLACK VELVET

When the gristy strength of stout meets the elegance of champagne, Black Velvet is born. The result of 2 alcohol types at extreme ends of the social spectrum, Black Velvet is a beer cocktail made from stout beer (usually Guinness) and traditional champagne. Preparation is easy; take a tall champagne flute, fill it with stout beer and a desirable amount of Coca Cola. Stir carefully and enjoy.

CHAMPAGNE SUPERNOVA

The first thing that comes to mind when you think of champagne is a bottle of white wine. However, there is more to it than meets the eye. Champagne is a versatile drink that can be enjoyed in many different ways, including as a cocktail. The champagne cocktail is a classic drink that has been around for centuries. It is made by mixing champagne with other ingredients, such as sugar, lemon juice, and black pepper. This creates a creamy and delicious drink that is perfect for any occasion.

SHEAHEA NOT STIRRED

The word “James Bond” is synonymous with elegance, sophistication, and style. The character created by Ian Fleming is known for his impeccable taste and his love for the finer things in life. One of the things that makes Bond so iconic is the fact that he never drinks his martinis shaken, but always stirred. This has become such a classic that it has been incorporated into the world of cocktail-making, and today there are many different versions of the classic James Bond martini.

Q: WHAT WAS YOUR MOST EXTREME DINING EXPERIENCE?

YONG WEI

I am an empowering talker, maker, and actor. I am full of fun, fun, and more fun! I am happy to bring in any fun to make every day a laugh for everyone.

GAYATHRI

I love advising stylists for valuable deals and designs about being all crooked/drunk/flat store somewhere.

YING ZI

I am a very fun-loving girl who finds out for adventures all around the world.

JEN

I am really like cats and dogs. Not changeanny. I am funny.

HTTP://JENNAYEVE.COM TO ENJOY ANY DETAILS BRIEFLY DOCUMENTS WHAT I THINK AND TEACH BY FASHION AND TASTE. FOLLOW ME FROM NOW ON AND FOLLOW MY RECOMMENDATIONS.

HTTP://YONGWEI.COM TO ENJOY ANY DETAILS BRIEFLY DOCUMENTS WHAT I THINK AND TASTE BY FASHION AND TASTE. FOLLOW ME FROM NOW ON AND FOLLOW MY RECOMMENDATIONS.
Many will think and many will choose, but there’s only room for one victor. Leave no vote unturned because the only way for your favourite cutie, hottie and brands to walk away with our wicked frisbee awards is through YOUR approval. You have until 17 December to vote at www.mideayouthchoice.com, so act now.

Also, join us at the midea Youth Choice Awards 2012 at Zouk (voted ‘Favourite Nightspot’ last year)! Lined up are your favourite celebs strutting down the red carpet, incredible performances by local artistes and lucky draws with great prizes! We’re setting up an unforgettable night for all youths and the young at heart!

When: Friday the 13th January 2012
6pm - 9pm

Where: Zouk (Official Venue Sponsor)

Admission: Free

First 200 to RSVP to the event on our website www.mideayouthchoice.com will receive a goodie bag worth $200 and a non-alcoholic drink!
Peace, Love and Soup

Hunger is a great equalizer. It knows no class, no religion and no age. From the shanty towns of Africa to the refugee camps of Asia, its impact is universal. It is also the driving force that enables poor people to flourish in abundance.

The Many Masks of Poverty

The changing face of poverty has meant that hunger is a social problem on a larger scale than ever. A 2011 study by the Food and Agriculture Organization revealed that 1.3 billion people living in poverty have been left behind by developed nations, with alarming figures that have prompted governments of developed nations to address the issue.

Beyond Meals

The hierarchy of food soup kitchens provide is one of the most profound aspects of poverty. The soup kitchens often provide food to those who are hungry, but they also provide a sense of community and belonging.

One (Singapore)

Another group that is making waves in the social sector is One (Singapore), a grassroots advocacy and fundraising organization that brings food to those in need.

Soup Kitchen Project (Singapore)

The Singapore chapter of the Soup Kitchen Project is a non-profit initiative aimed at providing food to the homeless and elderly. Every Monday afternoon, volunteers serve up hearty meals for those in need.

Beyond Meals

The success of the Soup Kitchen Project in Singapore is a testament to the power of community and the importance of addressing poverty.

Ganbarou Nippon: Taste of Japan

In March 2012, the Japan旅游 industry launched a campaign to promote Japanese cuisine. The campaign was well-received, and many hotels and restaurants began offering Japanese dishes.

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THE LIST

FATAL FOODS

Blowfish (Fugu)

Poison: Tetrodotoxin

Symptoms: Numbness, tingling, nausea, paralysis, death

Mushrooms

Poison: Various toxins

Death: Vomiting, diarrhea, hallucinations, death

Octopus

Poison: None

Risk: Choking to death

Polar Bear Liver

Poison: Vitamin A & B

Risk: Severe headaches, blurred vision, death

Bullfrog

Poison: Various toxins

Risk: Kidney failure, death

Cassava or Tapioca

Poison: Cyanide

Risk: Death

Apricot Seeds

Poison: Cyanogenetic glycoside

Risk: Death

Potatoes

Poison: Glycoalkaloids

Risk: Diarrhea, coma, death

Casu Marzu Cheese

Poison: None

Risk: Diarrhea, vomiting

Death Cap Mushroom

Poison: None

Risk: Diarrhea, vomiting

EAT THIS IF YOU'LL CROAK

If you're an avid foodie, you should know there are some foods that might give you a nasty illness, while others can cause death. You've been warned...

Casu Marzu

While the meat is safe, just 300g of the liver contains enough vitamin A to kill a human.

See the maggots?

These are some of our contributors eat to get creative:

JESSICA TENG

"I love to nibble on a packet of Millets! Simple because it is my favorite chocolate brand and chocolates make me happy! With Millets, I am able to curb my brain juice flow as I write!"

PRABHU SILVAM

"I can go through 2 packets of mixed fruit and nuts in a blink while writing and editing, if ever, torn to my keyboard. Preferring the crunch of fruit, I break up lazy afternoons.

RAYNA MASAYU

"Nothing like a can of Mala that helps keep the sparks going with my masterpiece. Perfect for non-coffee drinkers like me since Red Bull has long stopped giving me wings."

Literary Nibbles

What some famous authors eat to fuel their brain juice:

F. Scott Fitzgerald

Canned meat and apples

Lord Byron

Vinegar (mostly as an appetite suppressant. He had eating issues)

Truman Capote

Shots of coffee, mint tea, sherry and martinis

John Steinbeck

Cold tea and iced coffee

Mary Roach

Near raw beef pate

Daniel Handler

Aka Lemon Snicket

Rear, impaled carrots

Juliaakan Luckner

"Cheesy Cheddar Cheese Crackers make a lovely companion while writing long and tedious articles. A fun and fulfilling childhood snack, best enjoyed with ice-cold lemonade!"

Rosmini Kapur

"It tends to get rather frustrating when you have piles of work to finish (writing, editing etc.) and you cannot afford to snack on high-calorie food like chocolates, cakes or a packet of chips. So a packet of almonds or sunflower seeds is the best remedy. Plus studies have also shown that almonds are good for the brain (even better when you need your creative juices to start flowing!)."

Eugene Sohr

"I like munching on potato chips while editing photos. Coffee hot and spicy."

Clara Lock

"My tea for my cold, flu and overall well-being at night. The kind of remedy when home runs slower than a thousand oaks!"

Kylie Chia

"I thrive on writing whatever, wherever and whenever. I don't think about doing work or chilling in front of the computer. It keeps me awake and stimulated while I indulge in my Vitamin C intake (otherwise I can't donate blood)."
**TECH AND ENTERTAINMENT**

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

**facebook**

**CAMPUS.SINGAPORE**

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**MOVIES**

**NEW YEAR'S EVE**

*(8 December)*

Cast: Halla Berry, Robert de Niro & more

Romantic comedy “New Year’s Eve” celebrates love, hope, forgiveness, second chances and fresh starts, in interweaving stories told amidst the pulse and promise of New York City on the most dazzling night of the year. The star-studded cast includes Halle Berry, Zac Efron, Katherine Heigl, Aaron Foxman and Robert de Niro.

**THE MUPPETS**

*(8 December)*

Cast: Kermit the Frog, Miss Piggy

When Walter, the world’s biggest Muppet fan, his brother Gary (joins) and Gary’s girlfriend Mary (Mia) and their friend Scooter (Steve) discover the rundown theme park Miss Piggy’s old step-brother has opened, their world is changed forever.

**MOVIE TIX UP FOR GRABS!**

**THE GIRL WITH THE DRAGON TATTOO**

*(3 January)*

Cast: Daniel Craig, Rooney Mara

Based on the best-selling Swedish book, journalist Mikael Blomkvist (Daniel Craig) and his female associate – hacker Lisbeth Salander (Rooney Mara) – get tangled up in the underworld when they are hired to solve the 40-year-old mystery of a missing girl from a powerful family.

**UNDERWORLD AWAKENING (3D)**

*(2 February)*

Cast: Kate Beckinsale, Bill Nighy

After awakening from a fifteen-year coma, Selene (Kate Beckinsale) discovers she has a 14-year-old vampire-lycan hybrid daughter and that they must stop a 34-foot company from creating an army of super-lycans.

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**M6 ELECTRONICS HEADPHONES**

Over-ear design makes the M6 perfect for use during activities such as running, cycling, and other exercises where other headphones may fall out. Even if you just want supreme comfort, or that stage monitor style, the M6 is the answer. And sound great too! The sound is perfect for movies, pop music, and electronic, reaching at 97 db, 16 ohm. We’re giving away 3 pairs of M6 (2 black, 1 white).

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**PLAYING HOUSE**

**30 SOFTWARE AIDS ARCHITECTS IN INTERIOR DESIGN**

Set to release their first product in December 2011, Benjamin Chia, 23, and Shanon Lee, 24, have developed software to allow architects to provide their clients with a 3D image of potential room designs. The two co-founded the start-up Shape Industries and went on to receive a grant of $58,000 from Singapore to progress the technology further.

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**HAPPENING**

**9 December 2011, 11pm & 10 December 2011, 6pm**

*Tix $219* (Aljunied Hall) Singapore Indoor Stadium

**2011 Girls’ Generation Tour**

Toppers from SBS1’s Girl’s Generation is the most expensive K-pop act held in Singapore of $2.5 million. Complete with LED screens, advanced platforms, pyrotechnics and lasers, these girls are set to put on an excelling show.

**31 December 2011 - 1 January 2012**

*Tix $299 (cold at door) includes 1 drink*

**GET THE FUNK OUT: 2012/2013**

The largest street rave / new year’s eve party of the year! GET THE FUNK OUT! 2012/2013, Singapore’s largest MDF Street Fair Event of 2011, celebrates her final edition with slick and special appearances and performances from all sectors of Singapore.

**9 January 2012, 4pm**

*Tix $299*

**LASALLE College of the Arts**

**HIBIKIYA**

Takako drum concert

Popular in Japan & China, this game full of controls & puzzles is now coming to Singapore. This is the art of design to come from Japan. The objective is to escape within a fixed time. The catch is that your ability to escape is based on the player's movement. For more info, visit [Hibikiya Escape Game](http://www.facebook.com).

**27, 29, January 2012**

*Tix $299*

**20 February 2012, 4pm**

*Early bird $125*

Fort Canning

**Judas Priest**

After dominating the world for over 40 years with their special blend of heavy metal, this concert is the only show in Southeast Asia on their EPIPHONE Permanent World Tour. It’s your last chance to catch the band that has been dubbed as the “Gods of Metal”. For more info, visit [Judas Priest](http://www.facebook.com).

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**Visit us at facebook.com/campus.singapore**
WHEN THE SUN GOES DOWN

Among hundreds of screaming teenage girls, Campus Magazine's Update Your Mate winner, Allison Koh, bought through the Sandown Festival. She met at Novena Square. In addition to a network of Sandown Festival concert tickets at his first place prize, he got to jump into the press ring at the fan meet for the event. A few artists performing at the festival attended, including Japanese band VIVID and Zhang Yun Jing, plus the up-and-coming Korean group TEEN TOP.

VIVID

This five-member Visual Kei group from Japan was formed in Tokyo in 1999. If you haven't caught them live - with their dramatic theatrics and on-stage top performances - just watch the anime "Bleach", where their single "One" was used as the opening theme song for episodes 17 to 34.

TEEN TOP

Still new to the scene, TEEN TOP's six-member boy band from South Korea got their start in 2010. The boys, ranging from 14-19, are known for their live vocal abilities and better choreography earning them the nickname, "Choreography King.

1. Hit a place where life takes a slow pace, away from your work stresses and noise through the Ilan Dangoshan River Bike Path. The fresh air and refreshing scenery will do you good and if you think it's a bit too slow for your liking, race down the 8km track with your pals - the path is wide enough for you to have your own version of Taiwan Cup - the Less Fast and Less Furious version.

2. Take a break at the end of the Ilan Dangoshan River Bike Path and take a leisure stroll around the National Center for Traditional Arts. Immerse yourself in the culture, the part of the surrounding, and walk down the quaint, little cobble streets lined up with interesting shops from the typical souvenirs to quirky finds you can boast to your friends back home.

3. For the food-lovers especially, head on down to Longpan Night Market, the famous multi-grove spot in "Yaou, eat yourself with mouth-watering local snacks and enjoy a quick retail therapy with its fashionable shops!

Yilan is a county on the northeastern coast of Taiwan whose name comes from the aboriginal Kavalan tribe. Surrounded by mountains on three sides, the county is home to a wealth of cold and hot springs, and diverse aboriginal attractions making it an ideal place to escape the hectic city life.

NATURE'S BEST TAIWAN'S YILAN COUNTY

CHEAP EATS

Shi-Jia Dessert (Taipei) - 15% off any product
Wei Chiang Taipei Sunny Cafe (Taichung) - 15% off any product

CHEAP SLEEPS TAIWAN

Best Western Taipei - 15% off per night

NATIONAL PALACE MUSEUM (Taipei) - 50% off
TAIPED 101 OBSERVATORY - 20% off

CHEAP TRIPS TAIWAN

If you're a school student, get this for great discounts across Taiwan.
FUNCTIONALITY

Is The Design Relevant To The Purpose Of My Food?

Every designer will attest to the fact that the basis of any design is to fulfill a certain functionality. Food is no exception. The structure, shape and ingredients utilized in the preparation of food are all cleverly crafted to add to the visual aesthetics of the particular food type.

The most cited example of this is bread - a staple dish that is featured in almost every culture. Having been baked, steamed and fried for the past 30,000 years, it has woven itself into cultural and political stances and manifested itself across various shapes, sizes and textures in different regions across the globe.

Designers all around the world are constantly molding and pushing the boundaries of design by introducing visually scintillating concepts in areas like fashion, communication and interior design. Another integral aspect of design involves something that is both essential but often overlooked. It is infused in our day-to-day lives and is also a welcomed savior to many - food!

In a nutshell, “Good Design” is defined by 3 basic parameters: Functionality, Desirability, and Commercial Conduciveness. By applying these parameters to the basis of culinary arts we will be able to find out their effectiveness in promoting the field of food design.

DESIRABILITY

Does It Make My Food More Desirable?

It has been scientifically proven that we associate food with emotions. Our memory receptors identify key emotions with specific food types. For example, as a child, the smell of freshly toasted nutmeg emanating from my kitchen could only mean one thing: spicy apple pie. In this case, my brain has been programmed to associate the smell of nutmeg with a fond, nostalgic childhood moment thus explaining my weakness for scrumptious apple pies.

Food often allow people to inculate strong associative feelings and memories towards them. The craving for hot tortellini soup on a rainy day, caramel popcorn at the movies and pepper rolls after a long trip overseas are just some of the common examples. Have you ever wondered what Christmas would be without a generous slice of sugar plum cake?

COMMERCIAL CONDUCIVENESS

Is It Cost Effective?

Food has become a medium for aspiring designers to express their creativity. Apart from serving as a visual and culinary treat, it has integrated itself into a holistic experience for the senses. This includes extravagant ingredients like the sprinkling of edible gold flakes onto your dish of Crème Brûlée as well as risquéé dining which involves food being served atop partially decomposing matter.

One does stop to question, if it is justifiable to be paying twice or even thrice of the actual cost price for something that has been beautifully packaged and presented. I guess its just as stupefying as spending a sizeable chunk of your salary on a designer bag over a regular one!

IS GOOD FOOD A PRODUCT OF GOOD DESIGN?

-Text and layout by Amrita Sareen
Haagen-Dazs
Review by Jessica Teo, Photo by Valerie Woon and Haagen-Dazs

Diet and Cakes
Review and Photo by M dell A ng

A. Venue
Review by Deborah Young, Photo by Choon Ang

At the final location of the
Epicurean, we were presented
with 3 main selections: Roast
F ood, Love in Paradise
and Christmas Carouse. All of
them paired with irresistible
ice cream and chocolate cakes.
The 3 dishes are just a few of the Christmas delights available across all Haagen-
Dazs outlets until January 2.
All Haagen-Dazs outlets
We www.haagendazs.com.sg

The lighting and decorations along
Orchard Road hint that Christmas is on
its way! Continuing the festive spirit, I was
invited to a homey atmosphere of warm
lighting and joyful Christmas songs
in the lounge in A. Venue. The atmos-
phere immediately gets your appetite
ready for indulgences.

Cafe Carret
Review by Ying Qi, Photo by Mellisa Ang

They’re a sweet mixture of soda
and sago syrup. As for their
food menu, currently they are
offering 1 for 1 pasta deal every
weekday from 2pm-4pm. I tried the
Seared Scallop Pasta with
Mollussoy scrambled eggs and
tossed with the Chicken Satakas
Sausage Pasta that was covered in
tomato sauce. Both were quite
yummy.

All Cafe Carret outlets
We www.cafecarret.com.sg

The first thing about A. Venue that
captures your attention are the rows of
drink stations. The pick and
mix surrounding the dining area adds
an outdoor theme to the restaurant,
creating an ambiance that is reflected in its food
casual, quirky and utterly
affordable.

A. Venue’s Buffalo Wings, a quintessential
pub grub, is a finely dressed basket of fresh
chicken portions coated in a sauce of
batter that will leave a spicy tinge in your
mouth. The batter sits
perfectly on the drumsticks and doesn’t leave a big
mess on your fingers so dig in, picnic style.

The Mozzarella Cheese Sticks are a light appetizer that is perfect
for a party of 4 or more. Accompanied by a generous serving
of sweet-and-sour sauce, it helps whet the appetite without considering
much of an overkill.

Another must try is their
creation of the powerful
Root Beer Float. As the
cold root beer served in a
tall slender glass topped
off with a heavily dollop of
vanilla ice cream, it is the
perfect accompaniment
to any dish on the menu.

Gatby Chendekar
Orchard 665-3429
DIN. 7533 2720

Women can enjoy mother’s
love at the table as a fresh
breakfast, a hearty lunch
and a sumptuous dinner
And whatever according to
the chef’s mood, the
Cream of Broccoli is
a smooth, creamy, dense
soup...
It is not everyday where we Singaporeans get to see the sprawling grounds of a vibrant vegetable farm, especially with skyscrapers and highways surrounding almost every part of our tiny island—except of course the Kranji Countryside.

Enter the beautiful and wild side of Singapore. Bollywood Veggies, an organic farm and bistro that is dedicated to hiring Singaporeans as employees and proudly serving the freshest produce that is either grown on the farm or purchased within a 3 hour radius.

Jans Ho Seng and Ivy Singh-Iam are the proud owners of this 10-acre large plot of land and their philosophy is to bring Singaporeans back to the basics. The kampung days may have been lost or forgotten by the new generation of Singaporeans, but Kranji Countryside, especially Bollywood Veggies is here to change the mindset of locals who think farming is a backward, traditional, boring lifestyle.

Through Poison Ivy Bistro’s food menu, the farm tour (a showcase of all the farms with large varieties of fruits and vegetables), the Bollywood Food Museum and even the cooking school, Ivy Singh and her team of friends, family and employees have made it their mission to promote sustainable farming and educate the public on further development of organic farming at more than a trend, but a lifestyle.

While exploring the Kranji Countryside, I grabbed dinner at the Bistro and had a chance to try these organic, fresh delights for myself. The warrior curry here is the house specialty and with the variations in curry textures you’ll be spoilt for choice. For the brave, you can choose to go with white rice or brown rice. As for the drinks, be surprised by the light yet refreshing taste of the Iced Pig Tea. I also recommend the Chai Omelet packed with fluffy fish meat and spices, and the Banana Masala for anyone who has never eaten banana AND curry together.

After the food, you can burn off the calories by paying $3 per person to walk around the farm if it’s not too hot.

Do this first:
1. Cut out the 2 dice and assemble them. Or use a real dice if you have one.
2. Prepare all the ingredients listed on the board.

What’s your number?
Count the players. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

- Now each player pick their own poison
- Settle! Roll the dice and cross your fingers.
- You are permitted to pray too.
- Next, look at the dice again and mix your base according to the number you’ve got.
- Satisfied? No! Keep rolling with the dice and add up the ingredients.

Warning: No changes or negotiations for the selected number!
EVER DREAM OF STUDYING IN IRELAND?

Every year thousands of international students choose Ireland for some of Europe’s most prestigious schools and top programmes. This year, one of the best reasons to choose an Irish education is employability.

Nine of the top 10 global pharmaceutical and technology companies—from Yahoo, Microsoft, Google, IBM, Intel and HP, to Facebook and Pfizer—have moved their European HQ’s to Ireland.

The reason is simple—the high quality of Irish grads that come job-ready right out of the classroom. That’s why thousands of international students are choosing Ireland this year.

The choice is yours.

Your future starts here
WWW.EDUCATIONIRELAND.COM