

CAMPUS

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THE HIPSTER ISSUE



TRIANGLES | MEANINGFUL PHOTOS THAT DON'T HAVE MEANING | OVERPRICED COFFEE
GOING RETRO BECAUSE YOU'RE RUNNING OUT OF IDEAS | READING MATERIAL TO LOOK SMART
HOW DID WE COME TO THIS? | AND MORE STUPID HIPSTER IRONIES

COVER IRONICALLY DESIGNED BY EUGENE SOH

STUDY IN FRANCE 2017

CAMPUS FRANCE

Programs in French and in English



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SINGAPOUR

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AND IN
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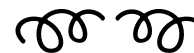
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Study **FOR YOUR DEGREE** *paris*

IN THE HEART OF

When Singaporeans study abroad, they generally focus on Anglophone (ie. English-speaking) destinations like Australia or the UK. Which are home to many distinguished schools, as well as thousands (and thousands) of other Singaporean students.

While it can be a comfort to talk cock with your friends from home now and then, if that's what you really wanted, you could simply save time and money, and never leave Singapore. After all, the essence of going abroad is to find something foreign. Discover something different. Even learn a language, and Australian English doesn't count.



Why Study in France?

Firstly, France is foreign and unlike Australia or the UK in many good ways. France played a fundamental role in Western culture and living there puts you right in the heart of its rich heritage in arts, culture and sciences.

Meaning beyond what you study, simply living in France automatically sets you apart. Whether or not you master the language, you'll hone your savoir être while cultivating the art de vivre à la française.

France itself is home to some of the oldest, most prestigious universities not just in Europe, but the world. These include the institutions of the Université Sorbonne Paris Cité (USPC), like SciencesPo, which offer top-ranked global BA degrees, exchange programmes and summer schools, completely in English, giving graduates the best of both worlds. Meaning you'll study your coursework in English, while being immersed in France's unique arts, culture, fashion, food, and of course the language.



Paris Named Top Student City

Paris was just named the world's best city for students for a 3rd year in a row by QS, meaning students at USPC are not only attending top schools, but doing so in the world's best student city.



About the Université Sorbonne Paris Cité

The Université Sorbonne Paris Cité, or USPC, is a consortium of some of the best schools in France in the social sciences and humanities, medicine, public health and life sciences, many of which offer exchanges, summer schools, as well as full BA and MA courses in English.

Both Paris Descartes University and SciencesPo offer English-based, interdisciplinary degrees, with Descartes (France's top medical school) offering programmes in life sciences, while SciencesPo is France's top-ranked school in social sciences.

Paris Descartes University

Paris Descartes University is France's fourth largest university, with almost 40,000 students. Part of the former University of Paris, or the "Sorbonne" (itself the world's second oldest modern university), Paris Descartes is home to France's most prestigious medical school that is renowned around the world for its high quality training and research excellence.

Paris Descartes is the only university of the Ile-de-France region to offer medical,



pharmaceutical and odontological studies, as well as top programmes in the sciences, economics and law. It is home to 9 faculties with a strong focus on health and human sciences, offering degrees in biology, chemistry and physics, as well as social sciences, psychology, and computer science.

The main headquarters of Paris Descartes is located in the city's Latin Quarter, an area known for its vibrant student life.

Sciences Po

Since its founding in 1872, Sciences Po has grown into one of France's top universities, and its leading school for the social sciences (ranked #4 worldwide for Politics & International Studies). The university consists of 7 campuses, each specialising in a specific region of the world, 3 of which offer full-time English-language degrees, including Le Havre (focusing on Asia), Menton (on the Mediterranean and Middle East), and Reims (on North America and Africa).

Sciences Po's interdisciplinary programme consists of a 3-year BA degree, focusing on key areas of social science including economics, history, law and political science. Students then spend their final year abroad at one of 470 partner universities across 75 countries.

Sciences Po also offers 9 dual-degrees, including a 2+2 year dual-degree with NUS focusing on either economics, history,



political science or sociology; a 2+1.5 year programme with Keio University focusing on social sciences and economics + Japanese language; and dual-degree programmes at Columbia, University of Sydney and UCL.

Sciences Po also has 7 graduate schools in Paris, offering 30 highly-ranked, English-language MA degrees, including International Affairs, Public Policy, Management, Urban Affairs, Security, Energy and Environmental Policy.

One of France's most international schools, 47% of Sciences Po's student body boasts over 80 nationalities, with 1 in 4 students receiving scholarships.

International students can also live the Sciences Po experience over the course of the summer. Sciences Po's Summer School conducts courses in June and July through its Pre-College Programme and University Programme.

Semester at the CRI

The "Frontiers in Life Science" (aka Frontières du Vivant or "FdV") programme is a semester-long exchange open to students with at least 2 years of tertiary experience in the sciences.

The UNESCO-endorsed and MCE Award-winning programme is run by Paris Descartes's world-famous Centre for Research and Interdisciplinary (CRI).

The FdV welcomes a diverse body of 20 international students during the international semester (semester 6), focusing on research-driven learning, under the tutelage of leading global

experts, exploring the interdisciplinary links between biology, chemistry and physics; biology, mathematics and computers science; or biology and medicine.

The FdV mixes both the practical and theoretical, as students hone their scientific methodology across a spectrum of skills, practicing experimental design, project management, writing and presentation, while critically assessing ethical issues in the sciences, analysing peer research articles and leading group discussions.

Applications for the FdV's annual programme open in June to October.



USPC
Université Sorbonne
Paris Cité

SciencesPo

INTERESTED?

Interested applicants can contact the Université Sorbonne Paris Cité (USPC) consortium's representative in Singapore, Dr. Mariana Losada at mariana.losada@uspc.fr.

For more, visit:
Sciences Po (www.sciencespo.fr)
Paris Descartes University
(www.parisdescartes.fr)
Université Sorbonne Paris Cité
(www.sorbonne-paris-cite.fr)
CRI (<http://cri-paris.org>)

GENTRIFICATION NATION

the mass mentality of total conformity

by Prabhu Silvam



South Pigalle and Berlin, the onset of gentrification has diluted the lifeblood of these once-thriving bastions of actual indie culture.

But the underlying reason behind Singapore's obsession with gentrification is more of a cultural evolution than anything else. Life in Singapore moves at a frenetic pace with landscapes changing dramatically and mercilessly in the pursuit of modernity.

As a result, what you have is a generation of people who are unable to associate their thoughts with a place, feeling or memory without fear of it being taken away one day - because nothing is permanent in Singapore except change. This fear of association in turn creates a longing for something that isn't there. The Portuguese term coined for this is called "Saudade" which translates into a "deep emotional state of nostalgic or profound melancholic longing for an absent something or someone, real or even imagined." This might just explain our incessant longing for nostalgia and all things alternative - a protest of sorts against the mind-numbing modernity of Singapore.



HIPSTER PRICING

In 2016, for the third consecutive year running, Singapore was named

world's most expensive city by the Economist. Skyrocketing property prices translate into cutthroat rentals, which is the main reason why you end up paying \$8 for a cup of coffee that would probably cost you nothing more than \$2 at the kopitiam.



THE HIPSTER-PRENEUR

Another trend weaving its way into the local hipster scene is the "struggling artist syndrome". Aside from true blue dreamers who are actually struggling to make ends meet while pursuing their craft, a large chunk of cafe, fashion and business start-ups tend to be financed by large coffers (usually Daddy's or Mummy's). Despite the fact that they might already have well-to-do families to back them up in the event the business folds, they tend to play the "I fought the good fight" card, ironically earning them instant hipster street cred, while actual entrepreneurs who begin with nothing and sacrifice everything tend to keep a low profile, focusing on their craft--but often failing at the ostentatious, image-driven side of marketing the business. And then there are actual entrepreneurs who begin with nothing, sacrificing it all to make it big with everything on the line who tend to keep a low profile to focus on their craft.

In the famous opening words of hipster anthem Bohemian Rhapsody by Queen, "Is this the real life, is this just fantasy?" Is indie today all a facade? Well, you decide.

The term "hipster" is undoubtedly one of the greatest conundrums of the 21st century. Having undergone several permutations and having associated itself with varied connotations over the years, being branded a "hipster" is more of a derogatory jibe than a badge of pride these days. Originally used to denote a particular subculture of society, it has now evolved into a barometer of mass conformity and unfounded grandiosity--bordering on the lines of blatant cockiness with deep undertones of an underplayed bourgeois way of life.

Once considered the vanguard of alternative, boundary-pushing individuals, the term "hipster" is no longer the embodiment of the resilient underdog - those naturally drawn to paths less trodden, daring to dream different.



Instead, it has become a conglomeration of urban lifestyle cliches: a free-range grass-fed burger in a mildly toasted brioche bun served atop a grungy chunk of reclaimed railway sleeper; pre-loved sixties eyewear that offer nothing more than the onset of early cataracts because of its non-existent UV protection; vintage continental, steel-framed bike that Charlie Chaplain would approve of; imported selvedge denim spun on a Japanese loom; an unquenchable thirst for decadent cocktails and craft beers - the more atypical the tippie, the better and of course, a penchant for side-fading pompadours.

THE SINGAPORE HIPSTER

The gentrification of what it means to be truly "indie" is certainly not a local pandemic unique to Singapore. The long, unscrupulous arms of gentrification have struck indie enclaves around the world, its list of victims vast and multifarious. From East London to Portland to

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In with the Old

By Wong Si Jia

Item #2: Hipster Glasses



Decades ago, glasses were merely just that – glasses. Running the gamut from browline glasses to frameless ones, they have evolved from a form of necessary eyewear to a fashion statement, with each type hitting peak popularity at different times.

The round-lens spectacles, introduced in the early 1900s, first sparked off the trend. Coupled with the influence that followed celebrities of those times, their popularity managed to last till the 1930s, before browline and frameless glasses came into the equation – the former named after the thicker upper portion of the frame that simulates eyebrows (it was popular with Malcolm X). Then came thick-rimmed plastic glasses, made popular by Raybans' Wayfarers which were worn by icons like Andy Warhol and Bob Dylan.

The current 'glasses fever' has caught on to the point where satirical memes are created to address how they represent cultural savviness. Given their spec-tacular (get it?) popularity among the youth, it can safely be said that this fad isn't going to fade anytime soon.

Item #4: Fixies

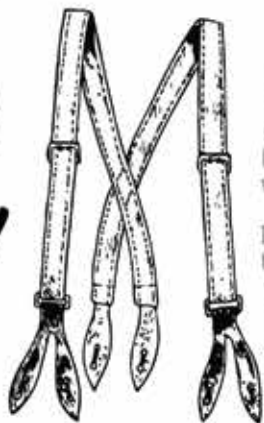
A fixie, or fixed-gear bicycle, comes with a front brake (or none in some cases), and no adjustable gears. First popularised by bike messengers, fixies are lightweight, trendy, and low-maintenance – elements which appeal to the hipster community. The lack of additional components also allows for a minimalist design, thus boosting their popularity.

In addition, fixies provide an outlet for minor rebellion, as there is the freedom to ride brakeless in defiance of local law – something that the hipster community appreciates.



As with everything, all things fade with the passage of time – even the hipster movement was not spared, only springing back in the 90s after a long disappearance from the cultural scene since the early 20th century. After the recent revival of hipster-ism, the culture has started to spread again, breathing life into trends long past and bringing back the vintage appeal of old-school items.

Item #1: Suspenders



A popular item for retro-themed events nowadays, the suspenders' humble beginnings date back to 18th-century France, where strips of ribbon were attached to the buttonholes of trousers. Benjamin Franklin was said to have worn them, but the claim is dubious, as suspenders were considered an undergarment not meant for public view back then.

The accessory then went through an evolution in the early 1820s, giving rise to the first known modern-day suspenders. It served as a fashion icon for a short while, then fell out of favour at the start of the 20th century, and eventually came back with a vengeance – made popular by hip-hop style icon Fonzworth Bentley.

From a one town's foiled attempt to ban gentlemen from wearing suspenders without a coat in 1938, to becoming a product of the hipster movement, it has been a long journey for this trendy accessory.

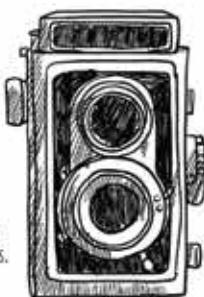
Item #3: Analog Camera

DSLRs may be the preferred camera choice in recent years, accepting of course most of us simply use our phones, but analog cameras – particularly the Lomo – are the go-to for the hipster community. There's just something about the nostalgia that comes with the grainy, rough feeling of film.

The art of analog photography has been around since the 19th century. However, the advent of digital cameras, followed by smartphones soon led to its decline; the market for analog only really picked back up again in the late 2000s, thanks to hipsters.

Using a vintage camera is no easy feat – it requires an actual knowledge of manual aperture/shutter speed settings – but that does little to deter interested parties, who see value in the 'accidental blurriness and happy mistakes of analog photographs'.

Not surprisingly, the perceived freedom and originality/novelty of analog have found favour with hipsters, though the high cost that comes with analog photography may be its downfall among consumers; only time will tell.



Conclusion

Contrary to the saying, 'Time is a great teacher, unfortunately it kills its pupils', the items of old are making a comeback, revitalised by the revival of hipster-ism. While they may be regarded as forgotten remnants of history, the increasing trend in the market indicates otherwise – after all, old is gold.

after all, old is gold.

HIPSTER FOODS

PRETTY CREATIONS OR TASTY DISHES?

BY KIRSTIN SOW

Hipsters reject mainstream culture and try to set themselves apart by forming their own culture. Food is no exception, as hipsters turn the ordinary into something over-the-top. Often, the dishes turn out trendy, albeit overly pretentious. And while hipster foods are visually appealing, they come with a hefty price tag.

Here are some popular trendy foods and what gives them the 'hipster' factor. Are they merely pretty creations or actually tasty dishes?



SOCIAL MEDIA WORTHY

Open up your social media applications and pictures of #foodporn flood your newsfeeds. Individuals are outdoing one another when documenting foods that are visually appealing and sharing it with their online circle. In turn, this phenomenon has driven chefs to create better presentations and aesthetics of their food creations to allow potential consumers to create a buzz on social media.

Examples of #foodporn include a plethora of salted egg yolk dishes. Think cookies, croissants, burgers, chicken wings drizzled with the golden sauce, or steamed buns filled with luscious salted egg yolk sauce that flows out when it is sliced open.

Another food hype is the rainbow craze where ordinary foods like bagels, grilled cheese sandwiches and coffee get the rainbow do-over. Besides giving a sense of childlike wonder and tons of Instagram likes, rainbow foods are popular because they are perceived as being more flavourful than their usual counterparts.

Similarly, milkshakes stacked with a combination of extravagant toppings like cheesecake, candy floss and cookies are viewed as a feat not only because of what is filled inside the glass jar but what is adhered to the rim as well.

HEALTH FACTOR

Touted as superfoods with superior nutritious value, consumption of health foods – from chia seeds to quinoa and brown rice – have been on the rise as hipsters started incorporating these nutritious food products in their diet. These food items also blend seamlessly with vegan or vegetarian diets which are also gaining traction amongst environmentally-minded individuals.

Aiming to bowl people over with various types of ingredients, Hawaiian poke bowls are now the rage – this popular appetiser is filled with slices of fresh tuna sashimi topped with fruits, vegetables and flavourful sauces and touted as one of the healthiest, freshest and tastiest food options around due to its low calorie content.

Similarly, matcha (Japanese green tea powder), which boasts superior health benefits, has given rise to as many matcha-flavoured products as possible. With its strong bitter taste, adding milk and sugar to quell the flavour unfortunately drives up its calorie content – a total opposite to the healthy diet that hipsters champion for.

PRESENTATION IS THE KEY

Instead of conventional tableware like plates and cups, food these days are being served in a huge variety of unthinkable ways. Are there points for creative culinary presentation or are businesses taking the trend too far and overlooking utility for flash?

Think bread served in a shoe, coleslaw and fries in a trolley, meat platter on a chopping board and steaks served in a (mini) toilet bowl. Drinks are no longer served in glasses but in mason jars, light bulb bottles and test tubes. Desserts are placed in flower pots and food sauces served in syringes.

To shame businesses that serve foods in the most ridiculous manner possible, We Want Plates, a heroic organisation, publicises the most outrageous food presentations on their social media channels.

Hipster food trends are all but just a costly fad as they come and go in the culinary scene. While we eat with our eyes, the key ultimately lies in the taste of the dish, which many businesses tend to neglect in the process of achieving an unconventional food presentation in favour of publicity.



BY VIOLET KOH

WHEN EVERYONE IS HIPSTER, IS ANYONE REALLY HIPSTER?

The term 'hipster' dates back to 1940s during the jazz age and only became more widely used in the 1990s, where their beliefs are rooted in counterculture and anti-consumption.

This explains their love of craft beers, vegan food and vintage clothes for the very reason that they are unheard of. This is reflected in their entrepreneurial mindset of owning a small business selling their novelty artisan products. As a unique business, products sold are naturally priced higher due to lesser resources.

Take for example the café scene in Singapore, a cup of coffee can easily cost up to \$6 and a main course, \$18. The hipster businessman charges high prices and the hipster customer is willing to pay, too. This is all aligned with their philosophy of anti-establishment and supporting mom and pop stores.

So when you have a crowd willing to pay such premium prices, what happens when companies and multinational corporations want in on the hipster market? Peculiar foodstuff and fancy coffee that were once found in the nooks and crannies of Singapore began sprouting at almost every corner; it's a hipster's worst nightmare - hipster has gone mainstream.

This phenomenon is known as the 'hipster paradox', theorised by Professor Jonathan Touboul - it's a mathematical formula he came up with that shows how when everyone follows trends outside of the

Vegan food



Craft beer



Artisanal coffee



mainstream, they become mainstream. Hipsters used to stand for counterculture, and in practice waited for the current trends to surface before working against them. He explains that when nonconformists try to stray from mainstream trends, oftentimes they end up following the same trends because they are too slow to react, causing a convergence towards conformity. In other words, everyone ends up looking the same.

This conformity is exacerbated by multinational corporations exploiting the potential capital gains of commercialising the hipster trend - through mainstreaming hipster products. This strips away the core of being a hipster which is centered around independent thinking and going against social conformity.

Flannel shirts and rugged jeans that could once only be found in thrift stores swamped Forever21, H&M, ASOS and other retail stores. Dr Martens became a fashion statement amidst the humid weather. Holga, Polaroid and Diana cameras saw a comeback in light of the digital age. Thick-rimmed glasses were a stylish must-have to complete the image. Fixie bikes were not only a mode of a transport, but a fashionable accessory. Veganism began establishing its presence, and acai bowls sold like hot cakes.

So when everyone dresses the same, hangs out in the same place and has the same stuff, can they still be called hipster? What does it mean to be a hipster? It seems as though the word has lost all meaning and reduced to a mere ironic lexicon.

There is a question that bugs me, though. Where have the authentic hipsters, the ones who still truly believe and stand by their fundamental philosophies, gone? Have they gone mainstream - the counter to hipsters is mainstream, right? - or have they gone so far underground that we can't find them?

Plaid flannel shirt



Browline glasses

Dr. Marten's shoes

Vintage cameras

By Natalie Kwan

Living like a hipster

Trends to follow that will earn you brownie points with the hipster squad

Hipster Reading Materials



Materials for a hipster's reading pleasure are carefully curated: mainstream magazines are definitely a no-go. In their place are alternative, independent publications such as Cereal and Kinfolk, which generate travel and food-centric content with minimalist photography. As for books, they go for unusual titles such as The Diary of an Oxygen Thief, Whiskey, Words and a Shovel and for old souls, classics such as The Catcher In The Rye, just to name a few.

Hipster Coffee Joints

Unlike the average Singaporean, hipsters don't fancy a Toffee Nut Latte from Starbucks. Rather than patronising franchise coffee companies, they flock to small cafes tucked away in residential areas that roast their coffee beans in-house, providing them with a rich and unique flavour. Hipsters would gladly trudge their way through a remote street to suss out the best cafe in the neighbourhood to sit down and chill with a good book.



Hipster Cribs



Hipsters are adept at designing their homes to look like it belongs to a movie set. Tapestries adorn the bed frame, draping from each side canopy-style. Indie band posters fill up the walls along with abstract polaroid films and dim fairy lights. Either that, or everything is black and white - for hipsters who like a clean, minimalist and monochrome vibe. There is usually soft music playing, from some band not many have heard of. Due to their frequent need for a caffeine fix, hipsters also tend to own a personal french press at home.

The World Through Hipster Lenses

One tell-tale sign of a true blue hipster is one with a visually appealing Instagram feed. Go to any hipster's feed and expect to see low-saturation photos taken at abstract angles, featuring faded hues with mysterious captions. Hipsters are also experts at taking whitewashed top-down shots of scrumptious-looking cafe brunches, so it really might be worth taking a leaf out of their books. Try the Hypebeast filter on the popular photo editing app, Vscocam for a start!



Flower Power



Roses are red, violets are blue - but not always. Hipster florists have become a blooming business in recent years, creating gorgeous bouquets using exotic seasonal blooms; some are even handpicked and curated for special occasions. You can often find a snapshot or two or such floral arrangements on a hipster's Instagram feed. Unlike the usual plastic wrap, they come in bespoke packaging, presented in burlap and pastel-coloured ribbons. One can even find rainbow-coloured roses. So if you're single this Valentine's Day, order a customised bouquet just for yourself-thistle cheer you up.

Hipster Wardrobe



As hipsters tend to be trendsetters and not trend followers, they don't necessarily keep up with the latest fashion. Among other key apparel, plaid shirts and bucket hats are their staple items of a young hipster, not forgetting a trusty, beat-up pair of Converse. Distressed jeans are popular to complete the look. Don't forget to top it off with a good pair of thick, oversized glasses. We're told an authentic pair of Ray Ban's Wayfarers do the trick (it doesn't matter if you have 20/20 vision! No one cares).

¿Hablas Español?

HIPSTER CITIES OF THE SPANISH-SPEAKING WORLD



When it comes to travel, hipsters sure know where to look for the trendiest cafe or bookstore no matter how obscure they are. But beyond the usual major cities – New York, Tokyo, Taipei, London, etc – few have yet to venture into, or maybe even heard of, hipster hoods in the Spanish-speaking world. Here are just some up-and-coming hoods that might just convince you to get out of your comfort zone and take up Spanish.

Because to be a true hipster is to go forth where no other (hipster you know) has gone before.

SPANISH TIP:
¿QUE BOLA?
(WHAT'S UP?)

CUBA: HAVANA

Havana is probably what you might call 'original hipster' – think about original 50s cars, artisanal rum, and grungy colonial architecture. The drinking culture hasn't gone beyond classic mojitos, daiquiris and Cuba Libres, and beer (in 2 versions). However, the influx of tourists is creating a rapid revolution – and you can see it in the UNESCO-listed Habana Vieja, or Old Havana.

Small-scale boutique hotels are popping up in run-down backstreets, housed in restored 18th century palaces with louvered shutters, decoratively tiled floors, high ceilings and rooftop terraces. Jackhammers are giving way to new restaurants, shops, and art studios, but it's not difficult to see the charm in its cobbled streets, colourful colonial buildings and street performers.

Plaza Vieja is a great night spot with live music and a handful of bars with decent crowds, while Plaza de Armas is for Cuban culture buffs who are into books, political posters and the like.

While parts of Cuba may seem familiarly hipster, don't be surprised if you don't get free wifi anywhere – internet connection throughout the country is known to be patchy at best.



Known for its trendy cafe culture and nightlife, Madrid's popular hipster areas are conveniently located in the centre of town. Malasaña, a trendy hood known for its counterculture scene dating back to the 70s movida (slang for hipster) movement, is popular with the younger crowd due to its laid-back cafes – think organic stuff – and boutiques, as well as clubs and bars. Barrio de las Letras (aka Huertas) was once home to many of Spain's famous literary figures, while nearby Ptocha is home to some of the best museums in Madrid. Naturally, these chic hoods are home to trendy bars and restaurants.

For an artsy experience, check out La Tabacalera's rotating contemporary art exhibits, all housed in a repurposed graffiti-covered old tobacco factory. You can also step back in time at Platform 0 (aka Ghost Platform), a metro station that's preserved exactly as it was when it closed down in 1966. You'll see vintage ads and typography that hark back to the swinging 60s.

Shopaholics should check out Mercado de los Motores, a monthly market in the Madrid Railway Museum complete with food trucks, vintage clothing, and live music against the backdrop of vintage trains. Other uber-hipster places to eat include San Gines with its famous early morning, post-clubbing churros, or Mercado de San Miguel for tapas like their unique bandarillas – an edible Spanish flag.

SPANISH TIP:
¿QUE CHULO?
(IT'S AWESOME)

Speaking Spanish

With over 550 million speakers, Spanish is the fourth most commonly spoken language in the world. If you decide to go to Central or South America, or Spain, knowing the language will give you insights into the people and culture that a non-Spanish speaker would never have access to, especially considering that a great number of Spanish speakers do not speak English.

MEXICO: MEXICO CITY

Mexico City is divided into colonias (neighbourhoods), each with a distinct identity, and the epicentre of the city's hipster culture is Roma. Returned to its former glory with restored colonial homes, it's chock full of tree-lined streets accentuating colourful Art Deco buildings.

Roma and neighbouring Condesa are home to plenty of little boutiques filled with knick knacks from vintage clothes to independent designer goods (think glasses made of wood). One should not miss the famous El Pendulo bookstore with its cosy, vintage charm.

For food, Mercado Roma is a chic covered market that's choc-a-bloc with food counters from the city's most popular eateries. Then there's Casa Quimera, another market with a huge selection of vegan versions of Mexican staples (there are also meaty options). By nightfall, the laid-back vintage bar Lilit serves very creative cocktails. If you're feeling flush, check out Romita Comedor with its high-ceilinged greenhouse structure. Don't forget to try mezcal (the hipster tequila) and pulque, an agave-based beer-like brew which is making a comeback among the young and hip due to its short shelf life and low alcohol content. The only word you need to know here is chido – cool.

SPANISH TIP:
¿QUE PEDO, WEY?
(WHAT'S UP, MATE?)

PANAMA: PANAMA CITY

Panama City is easily the most cosmopolitan city in Central America, and it's a vibrant metropolis in the midst of a surge of renovation, particularly in its oldest hood: the UNESCO-listed Casco Viejo.

Casco Viejo is where sexy and slum coincide to create a unique cocktail; crumbling stucco neighbours an organic cafe, while rows of Panama hats are for sale just steps from the Presidential Palace. Thankfully, gentrification hasn't pushed out all of Casco's original inhabitants, and it retains enough diversity to be acceptably gritty, by hipster standards.

More and more hip B&Bs and design hostels are opening up, thanks to a continual effort of preservation and restoration. You'll find accommodation in a former bakery, a 17th century inn, or a former office building. Hipster dining options are aplenty – you'll find fresh fish on every corner, from taco trucks to fish markets. Coffee lovers can try Cafe Coca Cola, established in 1875, for some diner-style rice and beans.

You can also get bottomless margaritas at some bars, or pop over to La Rana Dorada for craft beer where you can get a free tasting flight. There's also a hidden bar (tucked in an alley) called La Vencidad, which is run by an ex-gang member.

SPANISH TIP:
¿QUE SOPA?
(WHAT'S UP?)

SPANISH TIP:
¿QUE MAS?
(WHAT'S UP?)

COLOMBIA: BOGOTA

Mention 'Colombia' and you might think of Narcos, but despite a history of violence, Bogota is now a hotspot of urban cool – it even has a thriving craft beer scene. Unlike the more blingy city of Medellin, Bogota has managed to nurture its vibrant cultural scene and international outlook, resulting in an artsy city full of alternative places to eat, shop and party, mostly located on the city's eastern corner on the foothills of Monserrate.

Head to La Macarena, a bohemian hood where you'll see plenty of repurposed buildings housing quirky cafes and restaurants. Trendier still is the chic residential neighbourhood of Chapireno Alto, with its pockets of bars, restaurants and clubs. For your coffee fix, try Cafe de la Estacion which is housed in a charming old-fashioned train carriage, or Parque El Chico where you can sip your coffee from the top of a London double-decker bus.

Whip your Lomo out and take a graffiti tour (donation-funded) and take in Bogota's thriving street art tradition. For a one-stop hipster shop, check out A Seis Manos, an artsy multi-purpose venue for music/art events, vintage shops, and cafe.

ARGENTINA: BUENOS AIRES

SPANISH TIP:
CHE (HEY)

The shabby-chic capital of Argentina is probably the original hipster capital of South America; its bohemian vibe runs through its street-art-lined walls, vintage fashion stores, cafes, and trendy locals (porteños).

The suburb of Palermo Viejo, with its quiet tree-lined cobblestone streets, reveals a staggering range of restaurants, bakeries, bars, and the like, popping up in recycled houses, former warehouses and elegant Spanish homes.

Since Argentina has so many European immigrants, there's a strong cafe culture. La Poesía is often visited by famous authors, while Boutique de Libro is a charming cafe in a bookstore. No matter where you drink, be sure to have a cortado (macchiato).

Head to the open-air markets on Plaza Serrano and Plaza Armenia, both featuring plenty of cafes and bars, and artisanal vendors. The hipster scene is best experienced at night at traditional grill houses (parilla) and bars/clubs. The vicinity of Plaza Serrano has many craft beer bars, while Niceto hosts plenty of indie acts. There's also a password-protected cocktail bar in Palermo Hollywood: The Harrison Speakeasy.

Of course, Instagrammable street art is everywhere – look eye out for murals and graffiti adorning street corners, or take a graffiti tour.

BUSINESS IN THE SPANISH SPEAKING WORLD



The Spanish-speaking world is incredibly diverse, stretching from the southern US and Mexico, to the edge of the Antarctic in Chile and Argentina, to Spain in Europe, and a string of territories and countries across the Caribbean and even Africa.

Rather than individual countries, the Hispanic world is a vast, culturally-related, and increasingly economically inter-linked network of countries which in many cases share similar cuisines, cultures, and outlooks; all of which can be traced back to their common mother tongue and shared ancestry.

THE HISPANIC-GLOBAL ECONOMY

It's estimated that Spanish-speakers constitute 9.1% of the global GDP. And with over 550 million Spanish speakers worldwide, it's the second-most spoken language after Mandarin, and actually has more native speakers than English.

Economically and culturally, the Spanish-speaking world is generally grouped into 3 main parts: Spain, where it all started, Latin America, where it flourished for centuries, and increasingly the US, where it's growing exponentially.



SPAIN

Iberia is where it all began, and prior to the GFC, Spain's economy was going strong. What most people don't realise, is that even at its worst in 2009-2010, there were still regions within Spain, like the Basque country and Catalonia, that were bucking the trend. Today things have picked back up, and Spain is the 14th biggest economy in the world – roughly the size of Hong Kong, Malaysia, Singapore and Thailand's economies combined.

LATIN AMERICA

Despite what many people think, Latin America overall is home to many strong, economically and politically stable countries which have enjoyed decades of growth, like Chile, Mexico, Panama, and Costa Rica. Meanwhile, other major countries like Colombia and Peru have huge populations, and are now emerging as fast-growing regional players, with booming sectors like tourism and services.

HISPANIC AMERICA

The US alone has over 50 million Spanish speakers, the second highest of any country, ahead of even Spain (at 46 million), and second only to Mexico (at 121 million).

This means the Spanish language is increasingly a gateway to a huge part of the US economy; for instance, California alone is the world's sixth largest economy (well ahead of France, Italy and Russia), and today nearly 40% of Californians speak Spanish. Add to that the huge latino diaspora in the US, and it's easy to see the potential the US's latino market presents.

SPANISH IS THE...

2ND MOST IMPORTANT BUSINESS LANGUAGE IN THE WORLD

3RD MOST SPOKEN LANGUAGE IN THE WORLD (AFTER ENGLISH AND CHINESE)

2ND MOST USED LANGUAGE ON SOCIAL MEDIA

3RD MOST USED LANGUAGE ON THE INTERNET

facebook



ITS USE ON THE INTERNET GREW BY 807% BETWEEN 2000 -2010

SPEAKING OF DINERO...

According to the Index of Human Development, after English, Spanish is the second most-important business language globally, ahead of even third-placed Mandarin. If you are a Singaporean learning Spanish means you'll be in command of 2 (or all 3) of the most economically important languages in the world.

Spanish is also the third most-used language on the internet and the second most-used on social media like Facebook, making it a key communication tool for future businesses.

LATIN AMERICA - THE LAND OF OPPORTUNITY

It often feels like all the good, potential business ideas out there have either already been taken, or are out of reach, due to a lack of resources. And in expensive, mature markets (like Singapore), that's largely true.

So, if you're coming from Asia, where isn't already saturated and still offering opportunities? North America is already integrated with Europe and Latin America; Europe and increasingly Asia (read: China) are integrated with Africa; Australia is integrated with Asia.

Basically bridging the gap and bringing Latin America and Asia together is one of the last major hookups left to make. Home to over 70% of the global Spanish-speaking population, and with some of the fastest growing economies in the world, Latin America is one of the final entrepreneurial frontiers left for Asia to conquer.

RIPE FOR ENTREPRENEURSHIP

Recent findings by the IMF show that nearly 60% of workers in Latin America are employed by firms with 5 staff or less. And while that data may imply it's all tiny SMEs struggling to find their place in the broader economy, in reality it also means that the markets aren't completely dominated by major players, and that small, nimble start-ups can succeed at much higher rates than elsewhere.

SKILLS DEFICIT

When it comes to engineering, IT, tech and science, Latin America is relatively short on skilled employees, which leads to a lack of SMEs doing innovative tech. While this could also be viewed negatively (ie. it's hard to find skilled staff), it also reflects that the region's young firms aren't highly tech-driven yet, meaning there are gaps in the market for any potential would-be innovators. So if you have the tech skills and willingness to bootstrap a start-up, you'll have a huge advantage in Latin America.

Simply put, compared with tech-saturated markets like Asia where being skilled at tech doesn't make you special, there's still lots of room at all levels of the economy for innovation, apps and tech solutions in Latin America.

LATIN AMERICA HAS PLENTY OF ROOM FOR TECH INNOVATION



INTERESTED IN LEARNING SPANISH IN SINGAPORE?

Las Lilas School is offering a 30% discount on all Spanish lessons to JC, poly and uni students, at just \$280 for 20 hours of group classes (min. 3 people).

ABOUT LAS LILAS

Las Lilas School is the official representative of Instituto Cervantes in Singapore, Spain's official cultural and language body overseas, and has been teaching Spanish to everyone from students, to government officials and corporate executives since 2005.

WWW.LASLILASSCHOOL.COM

30% OFF FOR TERTIARY STUDENTS

INTERESTED IN LEARNING SPANISH IN SPAIN?

Later this year, Las Lilas will run their annual Study-Stay intensive language programme in Madrid from June 24th – July 9th. The programme includes 3-hour daily intensive Spanish lessons (Mon-Fri), plus exciting day-trips to Segovia and Toledo. The programme includes return airfare (and taxes), travel insurance, accommodation (in student housing), all meals and activities, plus 30 hours of intensive courses, with a maximum group size of just 25 (ages 16-29), for just \$5,000 per person.

DATE: 24 JUNE - 9 JULY
\$5,000 PER PERSON

FULL IMMERSION



HOME TO OVER 70% OF THE GLOBAL SPANISH-SPEAKING POPULATION

If you're interested in starting a business that would tick both boxes for being cool, and having a loyal following off the bat, may we suggest one that targets the hipster crowd. All you need is a trendy idea, product, or service that looks good - at least on Instagram.

Cheat Sheet

#46 Starting a hipster business

1. TYPE OF BUSINESS

Hipster businesses come in many forms. Here are some places hipsters are guaranteed to patronise:

CAFE

What's more instantaneously hipster than a cafe? All you need is a coffee machine, and the rest can be cobbled together from someone's leftover furniture. Mismatched chairs? Wooden crates? Tick. Just make sure you know how to make coffee look good - yes, we're talking about swirly latte art - and include a ridiculous number of ways to brew coffee (ie. French press, cold brew, etc.). Besides, there can never be enough cafes in a hood, right?



PAPER + GENERAL GOODS STORE

In this digital age, it comes as no surprise that the youth these days don't know the feel of paper so they'll swarm to products like actual greeting cards, notebooks, or wrapping paper. Preferably with some vintage illustration or clever quote. To grab more attention, you might add some quirky stationery or even something totally useless to put on a desk, like a toy tin VW bus. No one will blink an eye at the prices, because they're only going to use these products for show.

MEN'S GROOMING

While most guys are very comfortable with \$12 haircuts, there are many hipsters who tend to prefer a more experiential (read: expensive) treatment. You'll notice gentlemen barbers' popping up everywhere, making men look like either lumberjacks or metrosexuals. If you're versed with the art of pompadour- waxing or beard shaping, then stock some mustache wax and open up a gentlemen's barber of your own. As an add-on service, you can even have a tattoo parlour at the back - getting inked with inspirational quotes is the new hip thing these days.



2. NAMING YOUR BUSINESS

With so many hipster businesses trying to stay hipster (aka 'different'), they all tend to have the same idea of 'different'. If you want to join the international hipster club of businesses, you'll need to link two nouns with "and", or better still, with an ampersand ("&") or a "+". Example: Kit and Ace, Brawn & Brains, Mizzen + Main.

If you're not sure of which 2 names to pick, let this site pick it out for you: www.hipsterbusiness.name



3. LEARN THE ROPES

It may seem that setting up a cafe or a shop is an easy business to run, but if you're serious about it, you'll need to understand how a business works. This is where studying a business degree can pay off; you'll learn key skills like management, marketing, accounting and planning - all critical for any entrepreneur. Schools in Singapore like the University of Wollongong offers specialised BAs focusing on management and marketing, with upcoming intakes in May and August.

SECOND HAND SHOP

Your parents may frown at the idea of getting something second-hand, but hipsters these days love the old stuff. The rarer the better, and who cares if they're not usable? Anything can be scoured from dumpsters, flea markets and resold at a higher price. Not sure what to sell? Try old clothes, books, and even vintage vinyl - no one will complain that it's broken/used/dirty.



DESSERT SHOP

If it can be labelled 'artisanal', then you're good. Cupcakes, donuts, you name it as long as they look Instagrammable. Forget 'homemade' brownies that look like a dog's turd - these days, 'homemade' means something that looks like it came from a Cordon Bleu chef's kitchen. Can't bake? You can always make milkshakes loaded with so much sugary colourful toppings that even ants are scared to go near them.



VINTAGE SIGN BUSINESS

If you're not looking to set up shop, then perhaps you can help other hipsters set up their shop by providing artwork for them in the form of vintage-looking business signboards. After all, one can't be hipster if there isn't a vintage element. Just ensure that you are decent enough with pen and ink.



INSTAHIPSTA

Because there is nothing worse than a sharp image of a fuzzy concept

Curated by Eugene Soh

These were random photos Eugene found in his phone. We decided to randomly match them with quotes and they suddenly became Instagram zeitgeist.



We must accept finite disappointment, but never lose infinite hope
- Dr Martin Luther King, Jr



The person lives most beautifully who does not reflect upon existence
- Friedrich Nietzsche



A matter that becomes clear ceases to concern us
- Friedrich Nietzsche



Death is not the greatest loss in life. The greatest loss is what dies inside us while we live
- Norman Cousins

THE TRUTH ABOUT GENTRIFICATION

BY CHERYL TAN KAY YIN

THE PRICE OF GENTRIFICATION

No other city exemplifies gentrification like New York City. Places like Brooklyn and Harlem have seen an influx of resources thanks to the arrival of wealthy individuals. Unfortunately, this economic growth has displaced many racial and economic minorities.

Even Paris has experienced the effects of gentrification. More and more of France's working class millennials have become increasingly captivated by the

central part of Paris, resulting in social divisions between the wealthiest citizens and the large working class.

In Berlin, Germany, the quality of life for many citizens is starting to change. Known for its affordability, many local entertainers and young artists flock there to live. This in turn has given incentive for Berlin politicians to grow the city's economy by bringing in wealthy investors. Unfortunately, this resulted in many

young people being edged out of the city due to rising property rates which led to protests and riots.

This effect was also felt in London where the displacement of society's poorest members caused a riot in 2011 at London's quintessential hipster cafe, Cereal Killer which charged £4 cereal bowls in a borough where thousands of poor families can't afford to feed their children.

IS GENTRIFICATION A BAD THING?

Seeing the social and economic downfalls of this phenomenon, is gentrification really a wolf in sheep's clothing? Not always. First of all, it brings about an improvement in infrastructure and provision of better quality resources that other shabby neighbourhoods could only dream of having.

Walk down the once-gritty neighbourhood streets in Tiong Bahru, and the tell-tale signs are all around you. The arty coffee bar tucked in a laneway selling \$5 lattes and gourmet cold-brew coffees, high-rise luxury condominiums going up at record speed, a new microbrewery with jazzy vibes and an artisan pastry shop with that famous egg tart or salted egg yolk bun.

This is urban gentrification in action, the process by which middle- and upper-middle-class populations move into formerly lower-income neighbourhoods, attracted by lower cost housing, and then transform the area, first by cleaning up the neighbourhood by making sure the area is clear of rubbish - either by hoarders or litterbugs - and in the process slowly eradicate mosquito-breeding habitats.

While this form of gentrification benefits existing locals, all this effort also attracts hipsters who love the mix of old and new. This leads to the next step that affects the local lower-income residents: when more expensive (read: hipster) cafes start buying out existing kopitiams and sundry shops, the cost of living shoots up.

When the lower-income residents are not able to drink at their local kopitiams or buy cheap sundry, they start to

Hipster hoods are gaining traction in every city around the world, turning once-shabby districts into desirable places to live, eat and hang out. This creates a dilemma that displaces the existing low-income tenants: as they receive an influx of inquisitive visitors who intrude their privacy, the irony is that these 'intruders' are pushing the prices of their housing and consumables beyond what they can afford. Some have referred to gentrification as the new colonialism.



GENTRIFICATION
DISPLACES
LOW-INCOME
RESIDENTS

feel the pinch. Soon, they are forced out of their own neighbourhood, and an old way of life dies.

Perhaps the most vivid illustration of gentrification killing off a way of life can be seen in Shanghai at various 'shikumen' (Stone Warehouse Gate), which were basically city blocks that functioned as gated communities. Before the 1950s, they sheltered about 80% of Shanghai's populace, but today these hoods - like Xintiandi - have been reduced to tourist attractions.

THE PRICE OF PROGRESS

Much as there is dissatisfaction from existing residents in a suburb that has or is undergoing gentrification, the phenomenon still reflects social progress.

Twenty years ago, few middle-class people would want to live in suburbs where sanitation and facilities were sub-par and poorly-planned roads contributed to congestion and pollution.

Gentrification has greatly improved the quality and diversity of life and culture enormously in these neighbourhoods; for better or worse, we have the influx of 'hipsters' and middle-class folks to thank for these changes.

Perhaps if the gentrification process was more sensitive to original inhabitants - by hiring local or giving back to the community - then everyone can share the neighbourhood.

THE EVOLUTION OF SINGAPORE HIPSTERS

BY ADRIAN ROSARIO

Hipsters, a group of people whose life source is bespoke coffee drinks, wearing plaid shirts, and coming across as poor artistic souls. Although, believe it or not, they didn't always look or act like this. This timeline of obscure fashion trends and sideways thinking began in the early 2000's.

2002

The Indie Music hipster appeared when Baybeats was first launched at Esplanade Theatres by The Bay, where bands such as Electrico, The Great Experiment and Plain Sunset - considered leaders in the indie rock genre - all performed. Even being seen hanging around the stage area of the Esplanade Theatre would drastically increase your street cred.



2003

In the year that Myspace was launched, the Poor & Playlist hipster emerged on the scene. One could spot this type of hipster at parties sharing playlists. At night during parties these hipsters would interact by sharing their playlists with others to check their compatibility of songs.



2004

The same year that Facebook was launched, we saw the birth of the the Coffee hipster. Because of the lack of independent coffee joints, international chains like Starbucks and Spinn were all the hype. If you wanted to look hip in 2004 then you had to linger at Spinn's in the now defunct Heeren Mall, or the outdoor area of Starbucks at Marina Square.



2007

While Apple moved a step forward with the release of the first iPhone, our next hipster moved a few steps back. The Hippie hipster shopped for all things retro - that included sifting through flea markets the likes of those at *SCAPE. Indie stores started popping up around Kampung Glam catering to more shoppers looking for torn jeans and 80s printed clothing (aka their parents' clothing).



2009

Now that fashion is recycled, it's time for DIY hipsters to start making their own things instead of getting pre-made items off the shelf. Thanks to stores like Papermarket, hipsters are also getting into their own businesses selling all sorts of frivolous (read: expensive) things from hand-sewn toys to homemade candles.



2011

In 2011 a new page turned when the Liber hipster formed. They can be found at either BooksActually reading a thick book to look intelligent, or at Forty Hands buying a flavoured latte, and then drinking it for 2 hours to milk the opportunity of looking sophisticated. However, these two establishments created what is now regarded as Singapore's hipster central: Tiong Bahru. And the birth of Instagram in 2010 helped propagate those lovely latte and grungy neighbourhood shots.



2013

By this time, hipsters all started to look the same on the outside, creating a unique condition termed 'normcore'. So they focused on their bodies instead. Fitness hipsters are credited to the boom in CrossFit boxes all across Singapore, where boys and girls aspired to become urban warriors... by flipping tyres. Those who weren't masochists looked towards yoga - and in a balmy city like Singapore, naturally, hot yoga became uber hipster.



2015

Bourgie hipsters, normally from upper middle classes, tend to frequent hipster cafes with their overpriced coffees just because the barista is all about 'community-sourced beans', or they patronise restaurants that serve expensive pesticide-free salads or vegan options so that they can Instagram their food and pretend to be 'saving the environment' while they sleep in air-conditioned bedrooms.



Hipsters' TOUCH

BY ESHWARAN (ASH)

hipster "hipsta"
A person who start the latest trends and fashions, especially those regarded as being outside the cultural mainstream.



WHO ARE THEY?

Hipsters are a collective of people whose aim is to be the leaders of culture, not followers. They want to be seen as independent thinkers who question every aspect of culture and find the best way to oppose it. They have very progressive views of the world and appreciate developing art forms. The image they want to portray is one of creativity, intelligence and wittiness.

• HIPSTER LOVE/HATE •

They are a group of people we either admire or despise. Their habits and appearance act as a representation of their need to be defy the norms. Because of their distaste for the normal, they are a very open community that accepts alternative lifestyles and choices.

They are also some of the most daring. They are willing to try new foods, styles or experiences. As long as it appeals to them, they will dive in head first to try it. That willingness to try and do new things means they always have something to talk about – whether it's about a book, a

new friend they met in North Korea, or a new cafe business they're starting.

However, there is a curse that follows hipsters. Anything they are interested in or choose to adopt becomes expensive – it's almost like they have the Midas touch.

First was the indie cafes. These new businesses used to price themselves competitively, in an attempt to draw new customers and create brand loyalty. But then hipsters got involved; they brought in their classic wooden furniture, rustic

ambiance and Instagram-worthy food art, resulting in an incredible price hike. Now a basic coffee starts at \$6, and food soars close to \$20 a plate. And this isn't restricted to just food.

It has affected clothing, accessories, gadgets, furniture, and footwear. Dr Martens were basically just another pair of boots, until hipsters started to wear them, and now some retail for as much as \$300 a pair! It is clearly expensive to remain at the bleeding edge of culture and fashion.



The Irony of a Hipster

The very bond between all hipsters is the need to adopt the unconventional. They are the first to accept new ways of thinking, and love to have a good discussion over a vegan brunch at an indie café, in the middle of Duxton Hill.

They would question why people behave and respond a certain way to current events, and discuss what they feel or assume, should be the right reaction to it. They would share notes about the latest hipster (aka alternative) fashion, destination, or brew. To them, society is bonded by the need to fit in, to conform, and they want no part in it.

Yet with every fibre of their being thriving on the need for independence and individuality, their



system for achieving said 'individuality' is shared by so many who also claim to be hipsters. The reality is when a group of hipster get together, that perception of individuality melts away. The half-framed glasses, plaid overshirt from a thrift store, a pompadour haircut, slim fit khakis and leather boat shoes suddenly seem the norm. What made them stand out from the crowd now ironically blends them in.

While hipster-ism was once a counterculture bent on individualism, it is now part of a culture thriving on their adherence to a perceived norm, which demands uniform individuality. These days, it's become very difficult to distinguish between members of the counterculture and members of the so-called establishment.

OUT & ABOUT

HAPPENINGS



Singapore Polytechnic End of Year Showcase (EoYS)

When: 21 Feb - 2 Mar
10am to 5pm
Where: Atrium, URA Centre,
45 Maxwell Road
Admission: Free

Singapore Polytechnic is holding its annual graduation exhibition for its Diploma in Architecture (DARCH) & Diploma in Landscape Architecture (DLA) programmes. Based on the themes of 'Stretto' and 'Interlude', the showcase features graduating students' design projects as they explore residential & commercial typologies, and user-centric landscape designs.



NUS Arts Festival 2017 - Brave New Worlds

When: 10 - 25 Mar
Where: NUS University
Cultural Centre
Admission: \$19-\$27

This year's NUS Arts Festival, entitled Brave New Worlds presents a fortnight of immersive experiences themed on Aldous Huxley's eponymous, dystopian novel. It features more than 25 dance, theatre, music and film events from 10-25th March, bringing together students, academic thought leaders, and local and international artists, with special student rates to ticketed events at just \$19. For more, visit www.nusartsfestival.com.



Study in France 2017 Education Fair

When: 11 March / 11am - 6pm
Where: Suntec City
Convention Centre
Admission: Free

Ideal for anyone interested to really explore their tertiary options overseas, this year's official French education event in Singapore will include numerous French universities, and leading schools in the arts, business, sciences and more, showcasing a range of exchange programmes, BAs and MAs available in France.



PSB: The Pitch Business Plan Competition for Good

In line with the opening of their swanky new, tech-centric campus at Marina Square, PSB Academy is launching their first-ever business plan competition, The Pitch. If you're looking to change the world as an entrepreneur or innovator, present a business plan for your novel idea and stand a chance to win \$8,000 in cash and prizes. Registration is free and entries open on 6 March 2017, with multiple categories for ITE, Poly, PEI, A-level, university and grad students. Visit www.psb-academy.edu.sg/thepitch for more.

MOVIES



T2 Trainspotting

Release: March 3
Cast: Ewan McGregor, Johnny Lee Miller, Ewan Bremner, Robert Carlyle

The follow-up to Danny Boyle's subversive, genre-defining Trainspotting (1996), which we'll assume all hipsters have seen. Twice. This time it's set 9 years later, bringing back Mark (McGregor), Simon (Miller), Daniel (Bremner) and Franco (Carlyle). While generally clean, they all remain addicted to something, or as Mark puts it: "Choose Facebook, Instagram and Twitter and hope that someone cares." In the ultimate hipster move, Boyle waited until the original cast had visibly aged 20 years to make the 9-year gap in the story feel real.

Raw

Release: March 16
Cast: Garance Marillier, Rabah Nait Oufella, Ella Rumpf, Laurent Lucas, Joana Preiss

What's more hipster than an emotionally-twisted Scandinavian, vegetarian-turned-cannibal movie? And a French one, to boot? After a French veterinary school meat-eating hazing ritual goes wrong, newbie student and dedicated vegetarian Justine (Marillier) starts down a dark path of cannibalism, in this moody, blood-soaked romp that *Variety* described as a "deliciously fevered stew of nightmare material."



The Dandy Club

By Nina Gan

HIPSTERS CHANGING AFRICA & THE MIDDLE EAST

If the ideology of a hipster is to repurpose the old and make it their own, then there is no better specimen than the dandy man. Much envied for their visual compositeness and smugness, modern-day hipsters - like the dandies of the 19th century - also place particular importance on their physical appearance and leisurely hobbies.

The uniform of the ideal 4-season dwelling dandy includes sharply-tailored 3-piece suits, preferably accentuated with pocket squares, fob watch chains, and fingerless driving gloves. Of course, the look isn't complete without slicked pompadours and (if they're able to grow them) lush beards.

Today, this fashion vernacular applies not only to wealthy cities like Singapore, Melbourne or New York. This global 'gentleman's club' has spread its membership in the most unlikely of places.

CONGO: Sapology

FASHION FOR THE PEOPLE

Central Africa is another place you would least expect to find well-dressed dandies, sporting suits that can cost as much as US\$5,000. Welcome to Brazzaville, capital of the Republic of Congo, and home to the dapperly-dressed members of the 'sapology' movement, which is derived from SAPE - 'Société des Ambianceurs et des Personnes Élégantes', or 'Society of Ambiance-Makers and Elegant People'.

These men, called Sapeurs, are a part of Congo's cult of elegance, and take extreme pleasure in extravagant clothes that have absolutely no practical reason to be worn. In a country that has made headlines for strife and corruption, these men have found solace in impeccable tailoring and expensive shoes - because, after all, living well is the best revenge.

Well, not technically 'living' well - most of the sapeurs are working-class men: taxi drivers, carpenters, mechanics. And in a struggling Central African country, things like European menswear cost more to procure, so these men would sacrifice the chance to buy a car, move to a bigger house, or pay for their children's education. Still, like the monarchs of a bygone era, these men are admired for their ideology of death before dishevelment.

Dressed to the nines in tailored 3-piece suits (even in tropical heat), and accessorised with cravats, pocket squares, ties, designer watches, and custom Italian shoes, these men strut their stuff regularly with their posesses. Everywhere they congregate - usually in a local watering hole - the community would follow like star-struck fans.

When the Republic of Congo and neighbouring Democratic Republic of Congo broke free of Belgian and French colonial rule in the 1960s, it was the sapeur swag that kept the country's spirits alive. Even though both countries were torn apart by colonialism and poverty - streets lined with crumbling concrete homes and littered with sewage - these men rose like dandy phoenixes in defiance. It's hard not to take pride in the movement.

Sapology is still strong in both Brazzaville and neighbouring Kinshasa in DR Congo ever since it started over 40 years ago, and today the Sapeurs range in age from teens to their 60s. While this seems like excessive consumerism, the dandy movement has a strong whiff of hipsterism. But the true silver lining for this phenomenon is that it is a sign of better things, like stability and peace - because one cannot be uncouth and violent while elegantly dressed.



IRAQ: Mr Erbil

FASHION FOR AWARENESS

Of all the words you'd associate with Iraq - war, Saddam, Bush - fashion is probably not one of them. Iraq is probably more known for its war on ISIS than a war on stray beards, but thanks to a small band of Kurdish men in the autonomous region of Kurdistan, that image is evolving.

Just head to the Instagram page of Mr. Erbil - named after the ancient citadel in the middle of Kurdistan - and you'll find dandy men in a photoshoot straight out of the pages of *Monocle*, sporting coiffed pompadours and luscious beards and dressed in sharply-tailored suits. The Kurds may be deep in war against ISIS and battling an economic crisis, but these men are using fashion as a tool to raise awareness about Kurdistan's modernity as a way of looking forward.

These gentlemen - ranging from 18 to 32 years old - are part of an outward-looking generation of students, doctors, engineers and shop owners who have grown up in an environment not too different from Singapore's: they shop online, speak English, and are attached to their smartphones, only that they're doing so in Kurdistan.

Established last February, the group holds frequent gatherings - dubbed 'Gent Gathering Erbil' - to showcase Iraq's first gentlemen's fashion club to a global audience.

This year's gathering will continue along the same vein of showcasing a classic 1920s trend known as the 'effendi' style, and introducing national Kurdish outfits.

Much like the well-dressed literati who discuss daily matters at tea houses (chaikhana) in Erbil's historic citadel, Mr. Erbil got together to discuss the latest trends. The group also highlights the works of amazing women who have made a positive change in the country - these include Ruwayda Mustafah, a noted socio-political author in the Kurdistan region, and Dashedi Khan who has dedicated her time to helping refugees and female ISIS survivors.

Since starting their gentlemen's club, the group have already seen a change in local fashion, as many men have started to pay more attention to their attire compared to a decade ago when jeans were the norm. While some members of Mr. Erbil share their wardrobe, the plan is to create their own clothing line that is more affordable, using organic local goods. So far, they've already created a men's grooming product line that wouldn't be out of place at a gentlemen's barber anywhere in Singapore. It's easy to dismiss Mr. Erbil as urban peacocks, but the change they've instigated is like something out of a hipster textbook.



SOUTH AFRICA: Swenkas

FASHION THAT TRANSCENDS CLASS BARRIERS

It's not difficult to confuse the Swenkas with the Congolese Sapeurs - for one, both are prominent representations of African dandyism. But where the Sapeurs express their creativity in a Congolese diaspora, Swenkas are South Africa's working-class Zulu men, a product of the urban environment in Johannesburg - a global metropolis that has been built on the backs of thousands of migrants of different tribes. Hence a Swenka is less about dandyism, and more about ethnic pride as a Zulu.

Comprised of men in poor neighbourhoods, sharp tailoring may not be on the list of must-haves, but these men drop thousands of hard-earned rand in designer clothing while their families scabble to survive on country farms. Most Swenkas earn about US\$400 a month and a tailored suit costs about US\$1,200, but that doesn't stop them from shopping because they pay for them on instalment plans.

Yet these men find support in their frivolous endeavors, simply because donning a well-tailored suit is such a transformative experience, that their style is helping them transcend class barriers.

The Swenkas - a term which derives from the English word 'swank' - began in the 2000s, when amateur competitions that are part fashion show and part choreography were held. Competitors paid for their entries, and winners would walk off with a portion of the door takings - but even these won't cover the cost of one outfit, and some Swenkas own up to 30 suits.

While at first glance their outfits aren't as sharply-tailored or on-trend as Mr. Erbil's or the Sapeurs, the movement fosters dignity and self-respect among men who don't have a lot of hope.

For many of these auteurs who grew up in less-than-ideal situations, fashion represents a freedom of speech. Clothes really do maketh the man: dressing well empowers them to stand tall in defiance of their circumstances.

A LIBER HIPSTER

By
Nina Gan

BOOKS FOR ALL KINDS OF HIPSTERS

When it comes to reading material, you won't find books like *Fifty Shades* in a hipster's library. As we all know, hipsters are more about experimentation (the more removed from the real world, the better) and existential crisis involving a youth wondering about aimless wanderings. Better still is if it is a big, thick book with lengthy footnotes and obscurely worded mumbo jumbo.

MODERN LITERATURE

When it comes to modern hipster literature, let's not forget to add in elements of pastiche – borrowing elements from celebrated classics. Because it's totally hipster to upcycle everything including original ideas.



1Q84 (Haruki Murakami): A smart title that harks back to Orwell's classic, 1984 ('9' is pronounced 'Q' in Japanese). Murakami's latest title is experimental, involving a number of wandering young women in plenty of long, dreamy sequences. It checks all boxes for a hipster classic – bonus points for existential angst. 'I can bear any pain as long as it has meaning.'



The Kraus Project (Jonathan Franzen): Another title that borrows from a classic – this time a collection of essays from Austrian cultural critic Karl Kraus. Hipster author Franzen references these papers to rail against modern life; you know, the 'media-saturated, technology-crazed' technosensationalist products like Google, Instagram, and Apple. It's also got long footnotes.



Whiskey, Words and a Shovel (R.H. Sin): What's more hipster than fiction? Poetry. Sin's latest book is actually a collection of poems that resonate with a hipster's life – particularly those pertaining to relationships. Hipsters tend to love his negative ponderings: 'It's like sunshine peeking through dark clouds. I should be happy but I'm not.'

HIPSTEROTICA & SATIRE

If you're wondering why the above books resonate so strongly with contemporary readers without once referring to hipster clichés like 'café' and 'gentrification', then you'll probably want to check out a number of satirical genres that take jibe at hipsters.

These include 'field-guide' type books – like *How to Spot a Hipster* (Jeremy Cassar) or *Hipster Animals: A Field Guide* (Dyna Moe) – and those that target particular folks, like dads (*Dads Are The Original Hipsters*, by Brad Getty) and even, ahem, Hitler (*Hipster Hitler*, by Archana Kumar).

Then there's the category of 'hipsterotica' (yes, they do exist), which involve hipsters in a variety of deliciously clichéd settings such as music festivals and hipster cafés, where the barista grinds more than just organic coffee beans. If you are above 21 and aren't faint of heart, check out Hannah Wilde's hipsterotica titles (we warned you).

CLASSIC LITERATURE

To give modern hipster literature some context, it's essential to brush up on some classic titles that were once considered too risqué for the public. It's possible that you actually carried these books with you on the train so as to seem on-trend.



1984 (George Orwell): Orwell's nightmarish vision of the world is eerily prophetic in the way that he describes the perpetual war, omnipresent surveillance, and public manipulation in a superstate that's under the control of the privileged elite. Given the bizarre happenings around the world today, it's an essential read for any hipster.



The Catcher in the Rye (J.D. Salinger): This is a classic novel of teenage angst and rebellion, seen through the eyes of a wandering teenage boy as he leaves his privileged life to go underground in New York City. Sex, innocence, loneliness, and lots of profanity are perfectly articulated in this novel of mixed pain and pleasure.



Thus Spoke Zarathustra (Friedrich Nietzsche): Hipsters love quoting Nietzsche, for the simple reason that he is against the mainstream. This philosophical book is his most influential, which argues that the meaning of existence should not be about meek submission to religion or authority.

FOR HIPSTER ARTISTS

If you're not the reading type – don't worry, you can still look the part with a pair of fake glasses – you can opt to be the artistic type with *The Hipster Coloring Book*, which features a collection of drawings that are familiar to hipsters: the coffee shop, the flea market, the queue for an indie film show.

Illustrator Charlotte Farmer has made keen observations of hipster settlements, so you too can immerse yourself in the hipster world as you slowly colour in these drawings. Just make sure you're using organic crayons made with pure vegetable oil.

In case you haven't noticed, it's easy to make fun of hipsters.



STRESS

RELIEF

Now you too can do some hipster spotting! Simply cut out the game board below, make some copies for your frenemies and family then head down to your local hipster hangouts to play. The first person to get 5 in a row wins!

CUT OUT
THESE
HIPSTER
BINGO
CARDS!

Hipster Bingo

 BEARD	 COFFEE SHOP	 ARTISAN DONUT	 ELBOW PATCHES	 THICK-RIMMED GLASSES
 KNITTING	 SKINNY JEANS	 CONVERSE	 VINYL	 TRUCKER HAT
 TYPEWRITER	 ZINES	FREE SPACE FOR ORGANIC COMMUNITY GARDENING PROJECT	 MOUSTACHE	 MICROBREW
 VINTAGE CLOTHING	 PLAID	 FOOD TRUCK	 BELIEVER MAGAZINE	 SCARF
 FIXIE BIKE	 BUTTONS	 BOW TIE	 BIKE BASKET	 DR MARTEN'S





{ insert own interpretation here }