



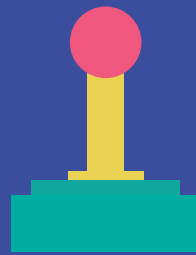
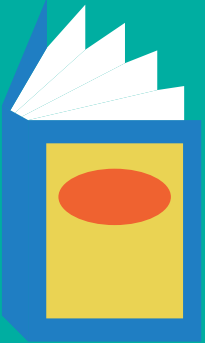
ISSUE 60

# CAMPUS

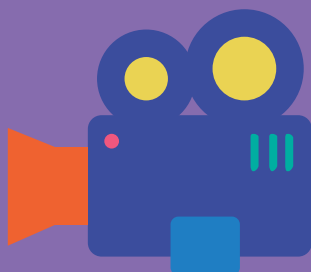
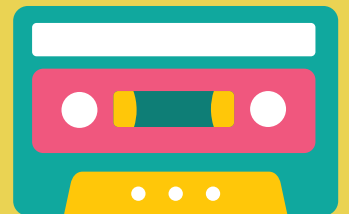
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## Retro ISSUE



# STRESS RELIEF

Feeling stressed out about exam results, finding internships, or job hunting? Take a breather with our little retro cut-out activity - not only will it give you an excuse to break out your scissors to get creative, you'll also get to learn about the glamorous fashion of the mid-century!

## Retro Dress-Up

Cut out my clothes and fold the tabs around me!

Cut out tabs X & Y; slot them together

Tab X

Tab Y

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## ISSUE 60 | APR '19 CONTENTS

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### 02 Mountains of Fun

Exploring Taiwan's great outdoors

### 04 Coca-Cola

The story of a legendary beverage

### 05 Boy Band Fever

The 90s was a decade for boy bands

### 06 From Joysticks to Consoles

The evolution of gaming

### 07 Faded Colours and Groovy Beats

The hidden genre of retro K-Pop

### 08 More Than Emoji

The art of text

### 09 Gender Roles

Then and now

### 10 Follow the Rivers

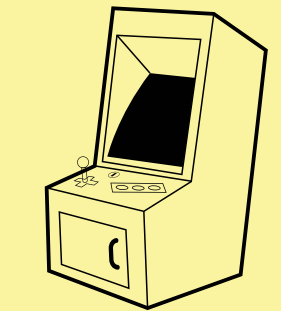
Exploring Thailand's waterways

### 13 Retro Restaurant

Old school dishes of the yesteryear

### 15 Popular Peeps

Influencers then and now



### 16 Movie Magic

The evolution of SFX

### 17 Up in Smoke

Golden age of tobacco ads

### 18 What Makes a Classic?

Evergreen classics in literature

### 19 When Fashion Meets Art

The evolution of old-school brands

### 20 Pulp Friction

Feminism in pulp literature

### REGULAR STUFF

12: The List:  
Classic Designer Goods  
14: Cheat Sheet:  
Big Hair Bands  
21: Out & About



Everyone's had a taste of Taiwan – sweet bubble tea, 'stinky' tofu, delicate soup dumplings – but beyond its gastronomic fame lies an entire island of mountain ranges and coastal towns. There's something for all tastes here. Most people start in the capital, Taipei.

# Mountains of Fun

By Yusuf Hamid

Exploring Taiwan's Great Outdoors



© Pan Chenchang



## TAIPEI

Life here moves a few beats slower than most other Asian megacities – residents simply amble along the streets with a snack in one hand, and either hoisting an umbrella (it rains almost every other day) or a cold cup of bubble tea in the other.

The gleaming and ultramodern **Taipei 101** aside, most of Taipei is a nostalgic throwback to the Singapore that our parents used to live in. Medium-rise apartments and offices dominate the landscape, almost uniformly covered in geometric tiles (apparently an effective tool to keep humidity indoors low).

The best place to appreciate the view of the city is, surprisingly, from the very heart of it.



**Elephant Mountain**, or Xiangshan, (walking distance from Xiangshan Station) sprouts up right behind the Xinyi Shopping District, itself a 10-minute walk from Taipei 101. The 20-minute climb should help digest your dinner as you take in dessert—the sumptuous view from the summit. At 183m, it's just a shave taller than our own Bukit Timah Hill and completely manageable in regular attire.

The Taiwanese have also managed to do what we couldn't—



keep their bike rental services running—and the result is a well-used cycling trail that hugs the **Keelung River**. Set aside about 4 hours for this gentle riverside cycle that goes around central Taipei. The entire trail runs about 32km, and costs about NT\$80 on a YouBike. End your ride at Jiantan Station to segue perfectly into your next adventure—**Shilin Night Market**.

It's Taipei's largest night market and as for what to do, simply walk up to the most attractive smells. There are hundreds of quality street vendors jostling for your tastebuds, and if you need a break from the hubbub there's plenty of other attractions like archery games or just... good old shopping.

Want something less touristy to do? Head over to **Dihua Street** to rub shoulders with locals as they peruse dried goods or herbs. The street runs to nearly a kilometre and is dotted with trendy multi-function cafes and art galleries. Souvenirs from this street will blow your gift-giving competition out of the water.

The **ASW Tea House** is also worth a visit. The Baroque-style structure still dominates the street it has lorded over for the last 100 years—but the pharmacy has since been replaced by a chic bookstore on the first floor and a tea-house on the second.



## OUTSIDE TAIPEI

Any similarities to Singapore disappear once you leave the city. Taiwan is (only) 50 times bigger than home, which is plenty of space to explore.

At least 16 indigenous groups coexist with the majority Chinese—although they clock in at a tiny 2% of the total population. Their culture and habits are still preserved in townships outside of Taipei, and especially in the coastal areas where fishing is still a dominant industry.

A hugely underrated feature of Taiwan's geography is the massive range of mountains that runs down the centre and east-coast—a result of two tectonic plates smashing together 4-5 million years ago. There are 258 peaks that cross the 3,000m range, and Jade Mountain is head and shoulders over the rest at 3,952m.

Feeling adventurous after stuffing yourself silly at the night market? Two to three days out of the city is more than enough to conquer a mountain and go home with a unique experience to brag about for once.



© Pan Chenchang



## TAIWAN'S MOUNTAINS

While you can easily access Taiwan's many low altitude mountains, like Teapot Mountain in the northeast, you'll need to get a permit for anything above 3,000m (that includes Jade Mountain and Snow Mountain). You can apply for permits via <https://npm.cpami.gov.tw>.

**Snow Mountain / Xueshan (3,886m)**  
Difficulty: Moderate



Xueshan, or Snow Mountain (yes, it snows in winter), is just 4 hours away from Taipei by road – but only visible (if at all) within a small radius; such is the density of the Xue mountain range that blankets the Shei-Pa National Park.

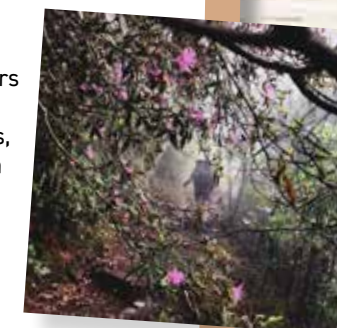
The steep vertical trail poses some challenges like steep rock falls and occasional scrambling through thick forests. The landscape changes dramatically with the altitude – from sub-tropical forests below 3,000m, to the moist and lush "Black Forest" closer to the summit.

From the trailhead to your first rest stop, 369 cabin, is a challenging uphill slog of about 7km. You'll be thankful for the brief stop at Xueshan's East Peak (3,100m), a sort of visual confirmation of how much further you'll need to go before the summit (3,886m).

Lodging is rudimentary and can be challenging for a first-time adventurer. There's no electricity or amenities, just a wooden slab for your sleeping bag (rentals available), a solid roof overhead, and your ability to keep your wits about you as the night deteriorates into a cacophony of snores and other natural human sounds.

But things always look better by the clear light of day—and it's on this second day that most climbers make the final push, up through the black forest of Taiwanese Firs, and then the slippery rubble path that leads to the summit.

If you summit early, spend a bit more time exploring the Black Forest on the way down. An experienced guide should be able to recommend some trails that lead to stunning 5-10m waterfalls or placid, dream-like riverbanks.





# Coca-Cola

by Léa Dorédjian

## The story of a legendary beverage



### 1886: The creation of Coca-Cola

The story of Coca-Cola began in Georgia, Atlanta. In his laboratory, Dr. John Pemberton was looking for new beverages that would make it easy for him to make money. He understood, in 1885, that he had to create a new type of soda because the following year, Atlanta would become a 'dry' city for a two-year trial period during which the sale of alcohol would be prohibited.

The challenge for Pemberton was to make a non-alcoholic drink with a flavour that provides the effects of bourbon. On May 8, 1886, the doctor presented his revolutionary drink – a cola syrup diluted with sparkling water. With the alcohol prohibition in effect in Atlanta, the success of this new caramel-coloured drink was immediate.

### The recipe of Coca-Cola

Prior to creating the formula for his drink, Pemberton was a morphine addict following an injury he received during the Civil War. So his alcohol-free recipe included fluid extract of coca, as well as caffeine-packed kola nuts, and sugar to mask their bitter taste.

Coca is not only used in Andean culture in rituals, it's also the source of cocaine. Kola nuts are packed with caffeine and can facilitate digestion, plus they have antidepressant and aphrodisiac properties.

Pemberton was convinced that he was making a new medical beverage that contains the virtues of coca leaves and kola nuts. Coca was the main active ingredient, which remained in the recipe until the end of the 19th century (cocaine was only banned in 1919).

Pemberton quickly launched the Pemberton Chemical Company with Frank Robinson to commercialise his product. Robinson suggested the name Coca-Cola – a combination of the names of the two medical ingredients – and the design of the iconic logo. The rest is history.



### From the soda fountain to the bottle

When it first came out, Coca-Cola used to be dispensed from soda fountains (soft-drink dispensers), but the distribution of the drink changed with the invention of its now-iconic container: the Coke bottle.



There used to be different sizes

In 1899, an agreement was made with a bottling company to independently bottle the drink. However, imitations of bottled Coca-Cola were prevalent and the company believed that the best way to counter that was to find a packaging of absolute originality. Hence, a brief to glassmakers called for a container that "you would recognise (it) by feel in the dark."

In 1915, Roots Glass of Indiana produced a fluted bottle for the company, designed by Alexander Samuelson. The smooth waist and streaks evoked a feminine silhouette that was very fashionable at the time.

### International development

In 1896, the soft drink was distributed around the United States, as well as Canada, Hawaii and Cuba. It wasn't until 1926 that the Coca-Cola Export Corporation was created to facilitate global distribution.

Today, the brand is the third-largest food company in the world, after PepsiCo and Nestlé. In 2016, it had a turnover of US\$46 billion. Every second, Coca-Cola sells US\$2.100 worth of drinks, and represents half of the world's soda market, with Mexico being the world's largest consumer (22.5 litres per person per year). Coca-Cola has had an interesting history over the years, and thanks to clever marketing and design, it's grown to become the mega brand that it is today.

### The creation of the Coca-Cola Company

For \$2,300, the business was bought by Asa Candler, who became the sole holder of the secret Coca-Cola formula.

Candler began his career in business by running a drugstore and became a well-known businessman thanks to his purchase of the Coca-Cola Company in 1888. Thanks to a very good marketing strategy, he was able to earn several million dollars on his investment.



From a hazardous drink made from cocaine to a flourishing global multinational brand, the history of the Coca-Cola company has spanned centuries. Since 1886, the company has evolved to become one of the most consumed beverages in the world, and one of the symbols of the United States.



# BOY BAND FEVER

## THE 90S WAS A DECADE FOR BOY BANDS

BY IAN FOO

The boy band phenomenon burst onto the music scene in the 90s with the emergence of bands like Westlife, NSYNC, Take That, and Backstreet Boys. The far east too saw the inexorable rise of the boy band movement in the 90s with Japanese boy bands like SMAP, Tokio, and Arashi, and Korean groups like Seo Taiji and Shinhwa. Crucial to their success was a well-worked formula which combined their ability to sing, their manifest good looks, boyish charm, and their expertly synchronised dance sequences. It was the start of a new decade, heralding a change in musical influence and artistry.

### A NEW TYPE OF MUSICAL INFLUENCE

Bands like Westlife, NSYNC, Take That, and Backstreet Boys were to the 90s what The Beatles, The Who, The Rolling Stones, and Cream were to the 60s. They dominated the 90s with a combination of catchy pop songs and romantic R&B ballads, producing memorable songs like "Bye Bye Bye" (NSYNC), "I Want It That Way" (Backstreet Boys), and "Back for Good" (Take That) which elevated the status of boy bands worldwide and cementing their place in musical folklore.

Their emergence saw a shift from the masculine rock genre of their musical antecedents from the 70s and 80s, whose themes surrounded a controversial culture of sex and drugs. Conversely, boy bands were instantly accepted by society because lyrics to their songs, like "I swear by the moon and the stars in the sky" (from "I Swear" by Boyz II Men) and "That makes you larger than life" (from "Larger Than Life" by Backstreet Boys), focused on love, life, and dedication.

The adulation garnered worldwide had a significant impact on not only girls, but guys as well – their adoption of a more mellow and romantic musical vibe allowed guys to set aside their machismo and explore their more sensitive side. Battle of the bands no longer involved guys sporting green mohawks rocking

their electric guitars, screaming lyrics to rock anthems. Instead, they had to come up with a synchronised dance and collectively serenade the audience with romantic ballads.

The advent of music videos (MVs) gave boy bands greater publicity and appeal as they were able to market themselves on television by combining their catchy songs with dance. At the height of MVs, Backstreet Boys' "Larger Than Life" music video cost over US\$2 million to produce in 1999.

Boy bands were not only about the music and dance, but also about their collective image, brand, and marketing value. Each member of the group possessed a unique trait or style which appealed to fans, mainly girls, creating hotly debated topics by enthusing over who was the best looking, the shyest, the most talented, or the most eligible of the group. The group dynamics gave them identity, and their love songs endeared them to millions, emulating familiar signs of musical fanaticism seen previously in 60s, especially with Beatlemania.

### ASIAN BOY BAND FEVER

The Asian boy bands of the 90s enjoyed unbridled success as well, and are musical influences to today's mega groups like BTS and SHINee. Matching the upbeat tempo of their music with bright and colour-coordinated outfits, Asian boy bands – or 'idols' – enjoyed

huge success in the 90s, especially in their respective countries, since they also appeared on radio, television (mainly variety shows), and film.

Japanese boy band SMAP was the first in Asia to hit mega fame, whose success formula was emulated by other Japanese acts like Arashi and Tokio, as well as by their Korean counterparts like H.O.T. and Shinhwa. In terms of music, Japanese groups focused on radio-friendly sing-along karaoke tunes, while Korean groups like H.O.T. embraced hip-hop.

Regarded as Japan's national treasure in the entertainment industry, SMAP went on to become the best-selling group in Asia, paving way to a wave mega K-pop groups we all know today.

### BOY BANDS AND THEIR INFLUENCE

Boy bands may have sung their way into the hearts of girls around the world, but they also paved the way for guys to explore their sensitive side. Although the golden age of the western boy band is over, their legacy has left an indelible mark that defined the sound of the 90s. Gary Barlow from Take That to me is right up there with the greatest singer-songwriters of the 20th century, and their hit song "Back for Good" remains one of my personal favourites.



# FROM JOYSTICKS TO CONSOLES

BY YUKI KOH

## THE EVOLUTION OF GAMING

Games have come a long way from when it was just board games and tic-tac-toe. As gaming trends come and go, we take a look back on the origins of gaming, as well as how far we have come in terms of technological advancements and gaming innovations.

### THE 50S AND 60S: A NEW BEGINNING

It was the 50s and 60s. Physical board games were the rage, with The Game of Life, Scamney, and Feeley Meeley being one of the many board games produced for entertainment.

Digital games kicked off as simple single-player games such as tic-tac-toe, played on big, now-obsolete computers, sometimes with the computer as the opponent – boasting the prowess of science and technology.

This changed when the game titled *Tennis for Two* (1958) was released, becoming the first game made for the purposes of recreational entertainment. This marked the start of new possibilities.



### THE 70S TO 90S: RETRO ARCADES

The idea that games could be played on a digital space lured people in, especially with the creation of arcades, which ushered in the Golden Age of Arcade Video Games from the late 70s to 80s. Arcade machines could be seen in every corner of shopping malls where hordes of students spent much of their after-school time hypnotised by the sight of unseen- before, brightly-coloured 2D graphics on screens. These games ranged from *Space Invaders* (1978) to the iconic *Pac-man* (1980) and *Donkey Kong* (1981).

By the late 80s, the arcade age reinvigorated itself through the creation of fighting games such as *Street Fighter* (1987), *Mortal Kombat* (1992), and *Tekken* (1994). Since these games allowed players to leave behind their digital scores,



it spurred many players to drill hours into building up their skills to beat the highest scores.

Despite waning popularity, these arcade games changed the face of gaming entirely, allowing companies to further create newer consoles and platforms for different types of games. These included consoles like the *Atari 2600* (1977), *Sega Master System* (1985), and the *Nintendo Entertainment System (NES)* (1983), which introduced new ways to play games.

### FROM JOYSTICK TO CONSOLE

With the dawn of newer, faster technology, companies like Nintendo and Sega began producing more home-based or handheld consoles. Many of these consoles have evolved into the well-loved Playstation (1994), XBOX (2001), and Wii (2006) consoles.

While many consoles had imitations of the aforementioned arcade games, they gave birth to many more innovative games that opened up avenues to new genres, like role-playing (*Final Fantasy*, 1987; *Pokémon*, 1996), side-scrolling platform (*Super Mario World*, 1990), and first-person shooter (*Doom*, 1993; *Quake*, 1996; *Half-Life*, 1998) games.



Furthermore, the advent of 3D graphics gave players a different virtual experience from that of the 2D one. In fact, *Quake* was the first game to involve 3D objects for all its characters, props and weapons, boosting its popularity in the late 90s.

### ESPORTS ERA

Today, games are further developed by hopping onto the multiplayer platform; gamers can now play with others within their region or the international arena. For instance, multiplayer online battle arena games (MOBA) like *Defense of the Ancients 2 (DOTA 2)* (2013), massively multi-player online role-playing games (MMORPG) such as *World of Warcraft* (2004), and first-person shooter games (FPS) such as *Call of Duty* (2003) and *Overwatch* (2016) connect players all around the globe.

Thanks to these games, being a professional gamer in the eSports arena is a viable career in the 21st century. Teams from all over the world are pitted against each other in a series of tournaments such as the Evolution Championship Series (EVO) for fighting games, The International for DOTA 2, and the Overwatch League.

Of course, not every gamer is hardcore. Simpler social-network games and mobile games – like *Candy Crush*, *FarmVille*, and *The Sims* – remain popular for the masses.



OVERWATCH

CANDY CRUSH SAGA



The evolution of gaming mirrors a book, where every chapter is a new possibility. If so much can change just within the past few decades, we can expect the next chapter of gaming to look completely different in the future. As we dip our toes into the possibilities of virtual and augmented reality, games might take a deeper dive into merging reality with fantasy.

# Faded Colours and Groovy Beats:

BY LINDSAY WONG

## THE HIDDEN GENRE OF RETRO K-POP

Retro K-pop could be considered a “hidden genre”; it exists, even though we don’t often discuss it. However, many Kpop artists have used the retro concept for their music. In fact, some of our favourite and most beloved songs fall under this sub-genre. Artists like Jonghyun, SHINee, Day6, Triple H, EXID, Wonder Girls and more have dabbled with this concept. So, what is retro K-pop?

### “RETRO”: REMINISCENT OF THE PAST

First and foremost, “retro” is a term basically indicating nostalgia and being imitative or reminiscent of the past. Retro music has always been popular because it is so different from what we might be used to today – it gives insight into the trends and styles that previous generations enjoyed.

While they may be produced very recently, retro K-pop all emulate a look and feel that harks back to the 1980s. Just last year alone, plenty of K-pop groups released some great examples, including ‘Shinin’ by Jonghyun, ‘I Want You’ by SHINee, ‘Retro Future’ by Triple H, ‘days gone by’ by Day6, and ‘Lady’ by EXID, just to name a few.

In a K-pop context, the retro revival style covers an entire concept – from music to fashion and even filming styles.

### ELEMENTS OF THE 80S

The first element of retro music is in its vibe. All the songs are upbeat and have a steady tempo that will have people dancing on their feet in no time. Compared to other retro-style videos that are seemingly more modern, like BTS’ ‘Boy With Luv’ or Blackpink’s ‘Kill This Love’, these songs bring listeners back to the retro 80s past which typically incorporates a kind of electronic pop with prominent synth beats.

Perhaps one of the biggest elements of the retro style is fashion, including crazy hair-sprayed hairstyles. Retro concepts typically feature group members wearing baggy or wildly-patterned clothes, and jackets with shoulder pads reminiscent of the fashion during late 20th century. Girl group members in particular often wore body suits, leg warmers and long skirts.

The music videos for these songs include wild colour combos and vintage-looking sets with old school TVs. It’s evident that the filming style for these retro music videos is also different. The filter makes the lighting grungier, with faded neon colours and blurry effect that feels as if they were recorded on older cameras. The transitions, some of which resemble kaleidoscopes, also add to the 80s concept.

### MODERN INCARNATES

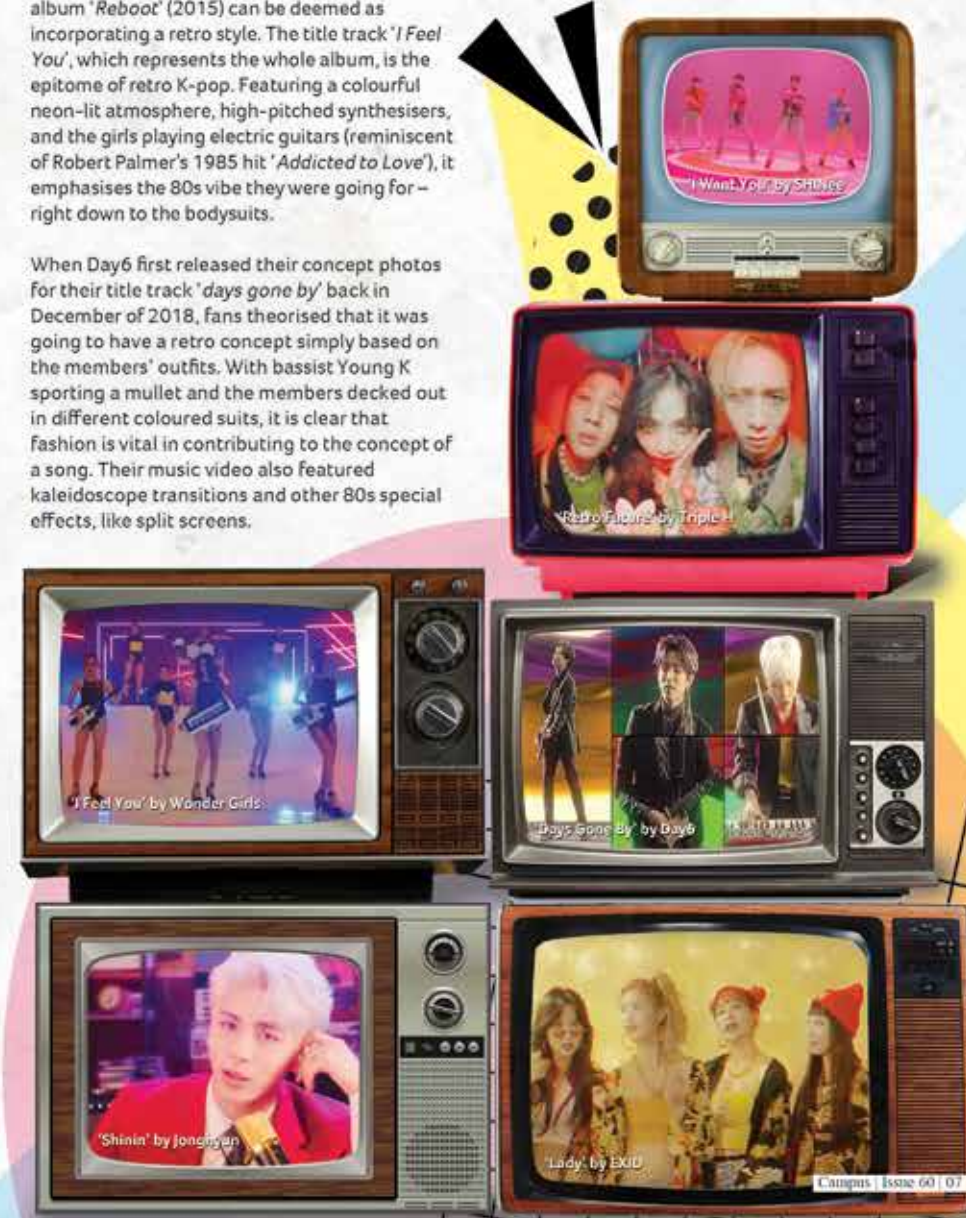
One iconic girl group that is known for their retro concepts is Wonder Girls. In fact, Wonder Girls’ album ‘Reboot’ (2015) can be deemed as incorporating a retro style. The title track ‘I Feel You’, which represents the whole album, is the epitome of retro K-pop. Featuring a colourful neon-lit atmosphere, high-pitched synthesizers, and the girls playing electric guitars (reminiscent of Robert Palmer’s 1985 hit ‘Addicted to Love’), it emphasises the 80s vibe they were going for – right down to the bodysuits.

When Day6 first released their concept photos for their title track ‘days gone by’ back in December of 2018, fans theorised that it was going to have a retro concept simply based on the members’ outfits. With bassist Young K sporting a mullet and the members decked out in different coloured suits, it is clear that fashion is vital in contributing to the concept of a song. Their music video also featured kaleidoscope transitions and other 80s special effects, like split screens.

### RETRO IS RECYCLED

Retro concepts have always been a part of the K-pop industry. As long as groups keep churning those out, the retro concept will continue to come up and incite that nostalgic feeling in all of us.

Nowadays, retro music typically brings us back to the 80s timeline; during the 1980s, styles popular from the 60s made a comeback, highlighting that the “retro style” is cyclical. As time passes by, retro K-pop in the future will probably incorporate styles from the early 2000s or even be reminiscent of our current fashion and trends.





# More Than Emoji

## :The art of text:

by Yin Loon

Do you use symbols like :) or (^-^) in your text or emails? Then you may be familiar with ASCII. This form of digital "art" dates way back to the beginning of the digital age – before the World Wide Web – and the ASCII system has been used for much more than just creating funny faces. The culture grew so fast, it developed as a form of PC communication for internet users of the 1990s.

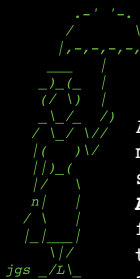
### What is ASCII?

ASCII (pronounced "ass-kee") stands for American Standard Code for Information Interchange, a system created in 1963 to represent 128 English characters as numbers. It was developed because text-based images were used in place of graphics (early printers couldn't print images), and the file sizes were small so transferring them via floppy discs or email was fast.

By the 70s, people started stringing ASCII characters together to make art, emojis, comics, animation, and even porn, proving that there's nothing that a bunch of text can't do.

### Basic ASCII Art

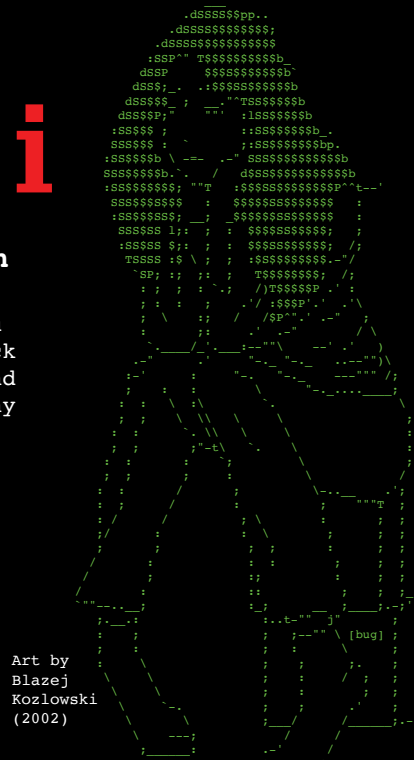
We've all created simple ASCII art – like emojis – without realising it. There's also a variant called kaomoji (face emoji) where the face appears vertical (0\_0).



It didn't take long for underground online art groups to use ASCII for something more. Just head to sites like **ASCII Art Archive**, and you'll find a whole load of text-based art. ASCII artists often go by their 3-letter callsigns – like Faux\_Pseudo ('F\_P'), Blazej Kozlowski ('bug'), and Joan Stark ('jgs').

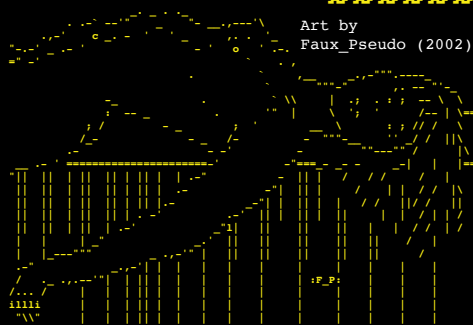
There are also ASCII comics; Nerd Boy, created by Joaquim Gândara, consists of 600 strips of simple characters.

Many ASCII artists use a simple text editor to produce their art, both in monochrome and colour, which adds to the complexity of the design. There are also online ASCII art generators and smartphone apps that can translate images into ASCII art.



Art by  
Blazej  
Kozlowski  
(2002)

### // ASCII Level Up //



Art by  
Faux\_Pseudo (2002)

characters like Darth Vader and C3PO are uncanny. It's only about 40% complete as of 2015, and scenes play out impressively with the help of captions, since there's no audio.

**Overkill** is a free 2D platform multiplayer shooter game designed entirely in colour ASCII art, featuring weapons and armour, as well

as the ability to walk, jump, creep, and climb. It also has ASCII hero animations that include rolling guts and gushing blood.

Artist Vuk Ćosić has even coded entire movies, like the *Star Trek* series and *Psycho*, into ASCII. While the latter looks like a jumble of moving letters, you can make out the movie's iconic stabbing scene.



Star Wars ASCIIimation



Overkill FPS game

Some ASCII art has been recognised by the art and cultural world worthy of putting into museums or art galleries. For an art movement that began as a solution to slow internet and dot matrix printing, credit has to be given to ASCII artists who have put their time and effort into translating images into a jumble of 128 letters, and making us "see" differently.

ASCII art doesn't need to be static. The *Star Wars ASCIIimation* by Simon Jansen is an animated ASCII of Episode IV, and the renderings of iconic

WRITTEN BY HO WEI JIAN

# GENDER ROLES

## THEN AND NOW

Decades of successful women's rights movements, as well as the dwindling labour force, have given women much more support and opportunity to participate in the workforce. Today, we see conservative family values being abandoned for a more egalitarian culture. It's fair to say that gender roles have evolved, evident from the increase of stay-at-home dads and breadwinning mothers.



### THE GOOD WIFE'S GUIDE

In 1955, Housekeeping Monthly published *The Good Wife's Guide*, which advises housewives how they should act around their husbands. Part of the 15 tips include "A good wife always knows her place" and "Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him."

Such views would be scandalous and labelled as sexist today, but in the past they are viewed as the cultural norm.

Women were seen as caretakers for the household, as well as providing support for the man, while a man's role was of the breadwinner, providing financial support for the family.



### THE PROBLEM WITH PATRIARCHY

Despite the constant evolvement of gender roles, our attitudes and stereotypes remain largely patriarchal. So effective were such stereotypes, that despite the progress in campaigning for equality, many policies still remain anti-egalitarian.

### WOMEN'S JOBS IN THE PAST

As society has evolved to become more liberal, we see women advance further in their education and occupation.

This is not to say that women have not contributed extensively to the workforce in the past. During both World Wars, while the men were in the frontlines, women worked in factories to produce weapons to aid the war effort. Others worked as nurses and the exceptional few even fought on the frontlines.

After the war, women have also taken on the role of programmers to help shape the technology we



Margaret Hamilton



Dr. Grace Hopper

use today. From the 1940s up to the 1960s, where most women were secretaries or stay-at-home mothers, brilliant women worked as the world's first coders and programmers. Examples include Dr Grace Hopper, a Navy admiral who was one of the first programmers of the Harvard Mark I computer, and Margaret Hamilton, who led the coding team that charted Apollo 11's path to the moon.



### AN EGALITARIAN SOCIETY

Fast forward to the 21st century, and more women are enrolling and graduating from universities compared to men. In 2018, the National University of Singapore (NUS) enrolled more female undergraduates (15,361) compared to male undergraduates (14,737).

In addition, we see more women being employed in the workforce. According to the Ministry of Manpower, in 2008, 84.5% of women aged 25-29 participated in the labour force. By 2018, that number rose to 89.4%.

While it is common to see two parents working to support their child these days, it is not uncommon these days to have stay-at-home husbands. According to statistics in the United States, stay-at-home dads in 1989 numbered at 11 million. In 2012, that number rose to 2 million.

In Singapore, a working mother is entitled to 16 weeks of paid maternity leave compared to a mere 2 weeks as a working father. These policies would seek to enforce the stereotype that only women should manage the household rather than men.

Other stereotypes include the loss of "masculinity" that a man would feel if they played the role of caretaker.

Stay-at-home dads – even those who do 100% of housework – are often subjected to a level of societal prejudice to the point that they

are labelled as lazy or apathetic, since they are not the household breadwinner.

It is certainly a positive step in the right direction that men and women are now given the same opportunity to be part of either role. Hopefully, we can remove the stereotypes of patriarchy that go against the notion of equality. In the future, do not be surprised to see a woman astronaut or a household husband, but instead marvel at the steps that we've undertaken to make a more egalitarian society.





## FOLLOW THE RIVERS

# EXPLORING THAILAND'S WATERWAYS

Thailand is home to numerous rivers, which are a source of natural wonder and breathtaking scenery. Not far from Bangkok are two provinces worth visiting for their unique river environments – one is famous for its WWII history, while the other features a cornucopia of floating markets.

## SAMUT SONGKHRAM: MAE KLONG RIVER

About 1.5 hours south of Bangkok is the town of Samut Songkhram, located along the Gulf of Thailand. Straddling the Mae Klong river, the city is famous for its markets.

### MAEKLONG RAILWAY MARKET

One of the most famous markets is the Maeklong Railway Market, or the folding umbrella market, named after the awnings that are folded whenever a train comes along. This street market, selling fresh vegetables, food and fruit, literally sits on the railway track and so when a train comes – 8 times a day (4 times each direction) – vendors quickly move things off the tracks to let the slow-moving train pass.

You can ride the 8.35am train from Bangkok's Wongwian Yai Station to Mahachulalongkornrajavidyalaya Station to Ban Laem and arriving in Maeklong at 11.10am; the train goes through the market by 11.07am.

Railway market



## FLOATING MARKETS

One of the most interesting attractions about Samut Songkhram is its collection of weekend floating markets. You can take a leisurely boat ride through the canals and see how people live along the water.

This area is famous for producing things like coconut sugar, coconut oil, and even honey. From the boat merchants you can also procure a number of Thai specialties, like fried oyster omelettes, grilled meat skewers, and 'boat' noodles typically found in floating markets.

### AMPHAWA FLOATING MARKET

One of the most famous floating markets in Thailand, the main draw here is eating seafood grilled on the wooden boats moored around the famous central bridge. You can see diners perched on the narrow steps leading down to the water, where food is brought from the boats onto tiny tables.

Lining the canal are restaurants and shops selling souvenirs and snacks. Along the streets, you can find an array of local food sold on pushcarts in the weekends. Just across the river is Wat Bang Kung, a picturesque little temple swallowed by the roots of a banyan tree. By evening, hop on a river cruise to see the firefly-lit mangrove patches. (Operates Fri – Sun; noon to evening)

Amphawa floating market



Wat Bang Kung



Boat Noodles



Nativity of our Lady Cathedral

### BANG NOK KWAEK FLOATING MARKET

This floating market is over 150 years old, and is famous for its local Thai food peddled on wooden boats. Genuine rustic wooden houses and shops line the waterway, providing a sheltered walkway; there are free boat rides up and down the river. Nearby is the French Gothic-style Nativity of our Lady Cathedral. (Operates Sat & Sun; morning till late afternoon)

### BANG NOI FLOATING MARKET

At over 100 years old, it has been revamped with footpaths and bridges, so you can explore the canal comfortably. The market is known for its handmade souvenirs, as well as its shrimp paste and pickled limes. (Operates Sat & Sun; morning till late afternoon)

### THA KHA FLOATING MARKET

A very local market, merchants sell colourful agricultural products. Hop on a boat ride to admire the floating houses and procure some cheap, local food from the khlong peddlers. The market is located within a coconut plantation, adding to its charm. (Operates Fri – Sun; morning till lunchtime)



Tha Kha floating market

## KANCHANABURI: RIVER KWAI

Accessible by car (2.5 hours) or train (4 hours) from Bangkok, the peaceful town of Kanchanaburi was once home to one of the darkest pages in WWII history. In addition to history, it's also known for its scenic river views.

## HISTORY: DEATH RAILWAY & BRIDGE

Straddling River Kwai is Kanchanaburi's most photographed landmark: the Bridge over River Kwai, built by Allied POWs under the Japanese army during WWII as part of the Death Railway. You can walk across it or take one of the twice daily trains that run along it. Visit the nearby DEATH WAR MUSEUM, housed in replica POW bamboo huts, to learn of its history.

The entire Death Railway stretched 414km into Burma, cutting through some of the most rugged terrains, resulting in the death of over 100,000 POWs. Trace this impressive piece of engineering by hopping on the train from Tha Kien station to Nam Tok station (2 hours) – it crosses over scenic wooden viaducts that hug the cave-ridden cliff.



Bridge over River Kwai



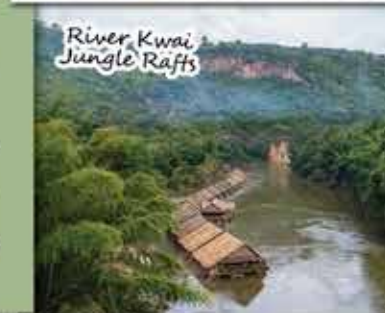
The Death railway

## NATURE: WATERFALLS

At an hour north of Kanchanaburi town are two gorgeous waterfalls: the 7-tier Erawan Waterfall (in Erawan National Park) with its fish-filled ponds and rock formations, and the Sai Yok Noi Waterfall (in Sai Yok National Park) near Nam Tok Railway Station, which cascades over limestone rocks.



Erawan Waterfall



River Kwai Jungle Rafts

## SLEEP: RIVER SCENE

In addition to rustic homestays and unique boutique hotels, you can also spend the night floating on the river.

### JUNGLE RAFTS

There are a number of jungle hotel rafts dotted along the Khwae Noi River in Sai Yok National Park; rooms consist of individual huts with private overwater decks. River Kwai Jungle Rafts offer rustic thatched huts with mosquito nets, while The Float House River Kwai is more fancy with air conditioning – both are surrounded by lush nature within the quiet park.

### X2 RIVER KWAI RESORT

A posh resort on the banks of Khwae Noi River near town, it offers both riverside accommodation in modern shipping container-like structures, as well as huge double-storey floating cabins with private decks and canoes.



The Float House River Kwai



X2 River Kwai resort

## CAFES: RIVERSIDE DINING

While there are plenty of chic and vintage cafes dotted around Kanchanaburi town, one of the best ways to soak in the river scene is to enjoy a meal by the river.

### DEJTSAPAK RESTAURANT

Boasting a scenic outdoor deck overlooking River Kwai, the tables here have a unique feature: right below them are holes cut out of the floor so you can dangle your feet over the river! You can also enjoy traditional Thai meals here on one of their airy netted platforms that dangle over the river.

### RIM NAM CAFE

Located opposite the Elephant Park, it's set along the Kwai Noi River against a mountainous backdrop, where you may catch elephants drinking along the river from the cafe's outdoor platform. The interior of this colourful, eclectic retro cafe is Instagram-worthy; you can also spend the night here in its retrofitted shipping container!

### MEENA CAFE

While it's not by the river, this chic cafe's glass-walled front and various scattered platforms boast impressive panoramas of lush paddy fields, with the pagodas of Wat Tham Sua and Wat Tham Khao Noi in the distance. Explore the ever-changing paddies along raised boardwalks. There are also a number of other cafes/ restaurants dotted around the paddy fields.



Dejtsapak restaurant



Rim Nam Cafe



Meena Cafe



Wat Tham Sua & Wat Tham Noi

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THAILAND

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BY QUEK YOKE LING

# THE LIST

## CLASSIC DESIGNER PRODUCTS

### BURBERRY TRENCH COAT

For one of the greatest fashion icons in modern era, the Burberry trench coat certainly has surprising beginnings. Thomas Burberry, an English gentlemen's outfitter, designed the coat specifically for military use in 1912. Every feature of the coat served a practical purpose: the storm shield on the upper back, for instance, kept the wearer dry by allowing water to run off its surface.

Since then, the coat has evolved from army wear into a fond favourite of many. Although its design has remained largely unchanged, the modern trench coat has a looser fit, in 4 lengths and 4 fit styles.

Numerous celebrities, from A-listers Jennifer Lawrence to influencer Alexa Chung, have been captured donning the Burberry on camera.



### ROLEX WATCH

Boosting over a century's worth of legacy, the Rolex is adored by collectors worldwide - and it's not that difficult to see why. Although each watch costs an average of S\$10,000, we reckon this figure is justified given the excellent craftsmanship and timeless designs. The fact that Rolex

is famous for being an investment piece doesn't hurt, either: Rolexes tend to hold their value well, with some models even appreciating over time. Since its debut in 1925, Rolex's Submariner line (e.g. Submariner 3513) has been highly sought-after for its water-resistant properties.

### HERMES BIRKIN

The "It" bag. Ever since the release of *Sex and the City* (2001), Hermes Birkin has won the hearts of celebrities and luxury bag collectors alike; Victoria Beckham has over 100 of them. Available in limited quantities every year, the Birkin was so in-demand that waiting lists lasted up to six years - it is

now only available for purchase in store. Even though the price can hit US\$212,000, it's one of the most coveted bags in the world, and holds its value very well. There are several sizes available, and also comes in exotic skins, including ostrich and crocodile.



### CHANEL - TWEED JACKET AND NO. 5

"A girl should be two things: classy and fabulous," said Coco Chanel. This statement certainly applies to one of Chanel's most popular creations: the tweed jacket. Made from buckled tweed - the cousin of tweed fabric - the jacket elevated a woman's appearance without restricting her mobility (unlike typical female fashion circa the 1930s). Its straight and fluid cut is decidedly unapologetic and sexy, which

is perhaps why it is the pick of influential women with the likes of Beyoncé.

Together with the jacket, Chanel No. 5 - the world's best-selling perfume for the past 90 or so years - embodies and celebrates female sexuality. Born from a collaboration between Coco Chanel and celebrity perfumer Ernest Beaux, No. 5's distinctive scent has a "champagne-like sparkle".



### THE DVF WRAP DRESS

With over 50 years of history, the Diane von Furstenberg (DVF) dress - named after its creator - deserves its spot at the top for being versatile and easy to style. It's a classic dress with patterned material that wraps around the body, crosses at the chest and cinches at the waist. The dress put the 26-year-old

designer on the fashion map back in 1974. Originally intended to be a two-piece (comprising a top and a skirt), von Furstenberg explained that she later changed her mind and made it a dress instead. "It was so effortless, and it allowed women to go to work and still feel like women".



Bags, shoes, and all that bling bling - it seems like the demand for luxury products is not about to cease anytime soon. We explore six of the most celebrated pieces in history that haven't gone out of style:

CRAFTS

INFO

FINANCE

TO-DO

SHOPPING LIST

CLOSET

# RETRO RESTAURANT

## OLD SCHOOL DISHES OF YESTERYEAR

by Nina Can

From hearty stews to breaded dishes and flaming desserts, plenty of classic dishes were the staple of many restaurants - and some exclusive steakhouses. While we don't see these dishes around much, they were very popular throughout the 20th century, but fell out of favour due to the many choices we have today (although they still exist in some old-school restaurants in Singapore). Here are some retro dishes that you may (or may not) know of:

### Appetiser

#### 1 Shrimp Cocktail

It's a simple dish of peeled shrimp - with remaining tails that 'hook' onto the rim of the serving glass - which you dip into a cocktail sauce (a piquant tomato-based sauce) or thousand island dressing. It was the most popular hors d'œuvre in the UK and USA from the 1960s to the late 1980s, usually associated with posh steakhouses and cocktail lounges.

#### 2 Waldorf Salad

This salad consists of apple, celery, and walnuts, dressed in mayonnaise and served on top of a bed of lettuce. It was created at the famous Waldorf-Astoria Hotel in New York in 1896 by the maître d'hôtel (not chef). The original recipe consisted only of diced red-skinned apples, celery, and mayonnaise; walnuts were only integral to the dish in later years.

### Entrée

#### 3 Oxtail Stew

This old-school British comfort food was popular from the colonial era till the 60s, and has roots in Singapore (in Eurasian and Peranakan menus). The oxtail meat is braised for hours until fork-tender, cooked with local spices and seasonings with traditional English ingredients like Worcestershire sauce.

#### 4 Chicken à la King

The dish consists of diced chicken and vegetables (peas and carrots) in a mushroom cream sauce served over pasta, rice, or more commonly, bread. Some say that it was created in the 1890s in Philadelphia by William King, and became a popular dish from the middle to late 20th century when quick recipes used canned cream of mushroom soup for its sauce.

#### 5 Chicken Maryland

While the dish appears in Maryland (USA) as fried chicken served with a cream gravy, the more popular version in Singapore is similar

to the one in the UK - thanks in part to the Hainanese chefs who used to cook for the British back in the 1900s. The dish consists of battered chicken breast, served with bacon, banana fritter and pineapple rings... sometimes with a side of cornbread.

#### 6 Lobster Thermidor

Boasting expensive ingredients, it's lobster meat cooked in a cream sauce (often with brandy), topped with mushrooms, egg, and cheese, baked in its own shell. It was created in 1894 by a chef at Paris' Maison Maitre restaurant, named after a famous play called Thermidor. A similar dish, called Lobster Newburg, was created in New York in 1876.

#### 7 Chicken Kiev

The dish is made of chicken fillet pounded and rolled around herb-flavoured butter, then coated with eggs and breadcrumbs, and either fried or baked. Popular from the 50s to the 70s, the dish gets its name from Kiev (the Ukrainian capital), but was supposedly created in Russia by a French chef in the 1800 - that's according to one account.

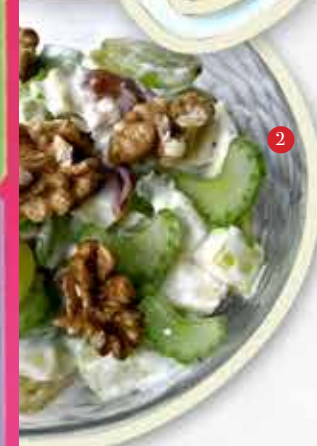
#### 8 Beef Stroganoff

This Russian dish consists of sautéed pieces of thinly-sliced beef with mushrooms and onions, served in a creamy brown sauce over pasta or rice. French chef Charles Briere won a St. Petersburg cooking contest in 1891 with this dish, named after a wealthy Russian family. The dish also became a sensation in Shanghai and the US, before spreading worldwide.

### Dessert

#### 9 Baked (or Bombe) Alaska

This dessert has an ice cream inner core and a sponge cake base, encrusted with a spiky outer meringue layer. Before serving, it's flamed (it's doused with brandy or rum) to brown the meringue. The dish was created in 1867 in New York to celebrate the USA's purchase of Alaska from the Russians.





You may know of bands like Guns n' Roses or Aerosmith, but did you know they came from an era when hard rock defined the sound of the 80s (late 70s to early 90s)? It was a time when big hair, tight pants, and electric guitars ruled – until the genre was slowly edged out by the grunge rock era of the 90s. So read on, and get your Spotify list ready for some of the best 80s glam metal (aka big hair) rock hits that you need to know.

# Cheat Sheet

## #60 Big Hair Bands of the 80s



### THE MUSIC

The 80s rock music is a combination of hard rock, catchy pop-influenced chorus, and the all-important guitar riffs. The term 'air guitar' came from this genre, where one would mime the act of playing a guitar solo. The feel-good music made you sing along and bob your head.

The composition of a song would normally start with a relatively slow intro, which then builds into the catchy chorus hook before a big guitar solo. You can follow this structure in songs like *Living on a Prayer* (Bon Jovi), *Here I Go Again* (Whitesnake), or *Notting But A Good Time* (Poison).

Catchy guitar riffs are a glam metal trademark, with the most famous probably being *Sweet Child O' Mine* (Guns n' Roses), *Walk This Way* (Aerosmith), and *Back in Black* (AC/DC) – all of which are played at the beginning of the song. When these bands perform live, it's not unusual to watch guitars smashed on stage, but another common feature of 80s rock is the high screaming, almost raspy vocals that showcased their voices – like in *Paradise City* (Guns n' Roses), *Gypsy Road* (Cinderella), or *Dude Looks Like a Lady* (Aerosmith).

But rock isn't all about the guitar; sometimes it's the catchy drum rhythms that draw you in – *Highway to Hell* (AC/DC) and *Four Seasons in One Day* (Def Leppard) are some examples. Some of the most popular songs of the genre also featured synthesizers, for example in *The Final Countdown* (Europe) and *Jump* (Van Halen).

The 80s really gave birth to the "power ballad", which every good band has in their repertoire. Bands like Firehouse almost exclusively made their name with ballads, like *Love of a Lifetime* and *When I Look Into Your Eyes*; so did Mr. Big with their popular *To Be With You* and *Wild World*. Other classic ballads include *Heaven* (Warrant), *I Remember You* (Skid Row), *Two Steps Behind* (Def Leppard), and many more.

### THE RECORDS

The best way to acquaint yourself with the era is to arm yourself with these classic albums:

- *Appetite for Destruction* (Guns n' Roses), 1987
- *Back in Black* (AC/DC), 1980
- *Dr. Feelgood* (Motley Crue), 1989
- *Hysteria* (Def Leppard), 1987
- *Long Cold Winter* (Cinderella), 1988
- *Permanent Vacation* (Aerosmith), 1987
- *Slippery When Wet* (Bon Jovi), 1986

### THE LOOK

When it comes to glam metal, the 'look' is as important as the music. We're talking about long frizzy hair, super tight pants, piercings, and black leather jackets/vests. For many, an integral accessory is the bandana. The look was inspired by earlier glam rock bands like Alice Cooper and Kiss in the 70s, but without the dramatic make-up. Of course, many bands had pretty boys with long blond hair as their frontmen: Axl Rose (Guns n' Roses), Bret Michaels (Poison), Jon Bon Jovi (Bon Jovi), Sebastian Bach (Skid Row), and Vince Neil (Motley Crue).

### THE MEMBERS

The composition of a classic big hair band usually consists of 1 vocalist, 1-2 guitarists, 1 bassist, and 1 drummer. While many people recognise bands from their lead singer, often both the vocalist and lead guitarist are equally important as front men. Their chemistry is obvious on stage, and great examples include Axl Rose and Slash from Guns n' Roses, Jon Bon Jovi and Richie Sambora of Bon Jovi, as well as Steven Tyler and Joe Perry of Aerosmith.



### THE GROUPIES

Whenever these bands go on tour, they would inevitably be followed by a group of super fans called 'groupies'. Back in the 80s, it was common for these groupies to have sex with band members, with the lead vocalist, lead guitarist and the drummer being the most sought-after. Most girls end up as notches on a rock star's bedpost, while others became short-term lovers.

# POPULAR PEEPS

BY QUEK YOKE LING

## Influencers – Then and Now

Who is the first person that comes to your mind at the word "influencer"? Chances are, someone who shot to fame via the online sphere. Influencers in the 21st century essentially refer to people on social media platforms, such as YouTube and Instagram, who post regularly on topics running the gamut from beauty to technology. They earn money mainly by endorsing products, with many having cult-like followings lapping up their content on a daily basis.

The origin of the word is unclear: some consider 18th-century English potter Josiah Wedgwood to be the first influencer, while others trace the word's beginnings back to the early 20th century. Whichever the case might be, what's certain is that modern influencer tactics differ vastly from those used by past influencers.

### Role of the influencer through the ages

Back in the day, traditional sources like the TV and magazines gave us the lowdown on all our favourite stars. Popular influencers in the '80s included Michael Jackson, Princess Diana and Cindy Crawford, all who made frequent appearances in the media, and greatly influenced the public in areas such as fashion and music.

Capitalising on their popularity, companies started hiring them to endorse their products, with some finding much success. For example, in 1984 – a year after Michael Jackson appeared in one of their TV advertisements – Pepsi recorded a revenue of US\$77 billion.

Another prominent '80s influencer was Princess Diana. Because of her royal status, "Lady Di" often appeared on TV shows and in newspapers, capturing the attention of the press with her fashion sense, such as the beret-and-dress combination she wore to the Braer games in 1981.

### Redefining the concept of "influencer"

Times have changed, however: these days, the word "influencer" is more likely to be associated with people such as Jenn Im and Marie Kondo (yes, the "spark joy" cleaning guru). The modern influencer is likely to be a combination of these things: young, handsome/pretty, popular, and rich (optional). Crucially, now anyone with access to the internet can potentially become the next Big Thing.

With an increase in internet usage worldwide, influencer marketing is seen as a cheaper, more effective alternative to traditional marketing. Once scoffed at and dismissed, Youtubers and Instagrammers are admired especially by the younger generation (many whom grew up with technology), with such jobs viewed increasingly as viable options.

Pewdiepie, the #1 influencer on YouTube, has a staggering 95 million (and growing) subscribers, with a net worth in 2018.



estimated to be between US\$30 and 50 million. In comparison, then-top supermodel Cindy Crawford was paid almost US\$600,000 for a 20-day modelling stint with Revlon in 1989.

With increasingly shortened attention spans (no thanks to technology), influencers are forced to step up their game to beat the competition. Back in the 1980s, there were fewer distractions, and fewer influencers, which meant that fans devoted more time to them.

However, in stark contrast to TV and magazines, which have fixed time slots and distribution, the modern influencer can keep followers updated throughout the day (e.g. via Instagram stories). Engagement levels can be further heightened with the occasional poll and Q&A session, a departure from the predominantly one-way communication in the past.

### Today's Influencers

Since consumers have more choices thanks to the internet being fast and cheap, influencers have started voicing their opinions on controversial topics, which sometimes become newsworthy. Petra Collins, for instance, is a staunch advocate for feminism. Her Instagram feed comprises provocative images which celebrate the female body the way it is – cellulite, freckles and all.

Influencers are also no longer expected to be perfect. Whereas the appeal of past influencers lied in carefully-curated, picture-perfect images, young influencers such as Reese Blustein are defying the trend by uploading raw, unfiltered photos of themselves, which makes them more relatable, especially to younger generations.

Although the tactics influencers employ have changed, what remains constant throughout the ages is the fact that emotional appeal is often used both in capturing and retaining a loyal fanbase. With technology – and influencers – deeply intertwined with our everyday lives, influencers of tomorrow will have to find new tactics to obtain and retain their own fanbases.



# MOVIE MAGIC

## THE EVOLUTION OF SFX

In the history of movie-making, special effects (SFX) have been used to create an illusion or things that do not exist in our world, and can transport us to a different fantastical dimension through our screens. Let's explore how SFX have evolved over the years.



THE EXECUTION OF MARY STUART (1895)

### Early Beginnings

Primitive forms of special effects can be seen from as early as the 1800s. The first motion-picture special effect was a re-enactment of the beheading of Mary scene, in Alfred Clark's 18-second-long film, *The Execution of Mary Stuart* (1895). Mary steps up to the block and just as the executioner raises his axe, the camera cuts and the actor is replaced by a mannequin whose head gets chopped off when the camera rolls again.

Other early special effect techniques were borrowed from theatre, such as the Schufftan process of using strategically-placed mirrors to reflect actors onto the scene, with rear projections of backgrounds behind them. Some techniques were predecessors of modern SFX techniques. Matting (the masking of areas of a frame to prevent exposure) and matte paintings of backgrounds acted like modern green screens, allowing different shots to be combined. As computer graphics advanced, digitised matte paintings gave way to early CG animation — seen for the first time in *Young Sherlock Holmes* (1985) when a knight jumps out from a stained-glass window.



YOUNG SHERLOCK HOLMES (1985)

CASPER - THE FIRST 3D FULLY CGI LEAD CHARACTER



### Popularity in sci-fi films

The most common genre where SFXs are applied — even today — is science-fiction. One of the most highly-acclaimed films for its use of SFX is 2001: *A Space Odyssey* (1968) which pioneered some new techniques, like front projection (combining foreground action with background footage) to create the African landscapes, and the slit-scan technique to create the distorted, hallucinogenic effects.

Another legendary film renowned for its SFX is George Lucas' *Star Wars* (1977). Effects supervisor John Dykstra developed a computer-controlled camera rig dubbed the "Dykstraflex", which allowed for precise camera motion useful for filming the dogfights between the X-Wings and Tie Fighters. That same year, Steven Spielberg's *Close Encounters of the Third Kind* reintroduced intentional lens flares for UFO lights. Once seen as mistakes, it's a popular effect in today's sci-fi films, from *Star Trek* (2009) to *Super 8* (2011).

Another SFX method was stop-motion animation — a technique used as far back as the early 1900s — which was used in movies like *Jason and the Argonauts* (1963) for the skeleton warriors, and *The Empire Strikes Back* (1980) to animate a tauntaun.

### SFX today: Computer-generated imagery

Nowadays, computer-generated imagery (CGI) has become the go-to SFX technique for creating realistic-looking characters, settings or objects. The first photorealistic CG creatures were the dinosaurs in *Jurassic Park* (1993); before that, life-like animatronic puppets — created by the legendary Jim Henson's Creature Shop — were used extensively in movies like *Dark Crystal* (1982) and *Labyrinth* (1986).

The first use of 2D computer graphics in film was in *Westworld* (1973), where the pixelated infrared sensors seen from the Gunslinger's point of view were created with bitmap graphics. 3D graphics were first used in *Westworld's* sequel *Futureworld* (1976), in the form of an animated hand and face in the control room scene, taken from a student computer science project.

Movies where actors interacted with SFX-generated characters date back to 1919 with *Koko the Clown*, using the rotoscoping technique (tracing over a motion picture to create realistic motions). As technology continued to advance throughout the 80s, optical printers allowed animators to blend live-action shots with non-tangible

characters, as seen in *Who Framed Roger Rabbit* (1988). By the 1990s, *Casper* (1995) became the first feature-length live-action film with a fully 3D CGI lead character.

CGI continued to chart new frontiers into the 2000s: *Avatar* (2009) used a real-time virtual camera system that super-imposed the characters in CGI backgrounds, while innovative facial performance capture cameras mounted on the actors' heads precisely captured their expressions.

As technology continues to advance, CGI and SFX have progressed to a point that it can be hard to differentiate what is real and what is not. Special effects are bringing to life characters and alternate worlds that we never knew could exist, allowing filmmakers to be more creative. With more and more movies today being completely CG animated, it's not hard to imagine that one day, movies might not even need humans to act or lend their voices.



# Up in Smoke

## THE GOLDEN AGE OF TOBACCO ADS

by Léa Dérédjian

From the 1950s to the 1970s, cigarettes were one of the symbols of consumer society. Cigarette consumption really exploded after WWII with the rise of advertising and the development of large tobacco companies like Philip Morris.

Back then, it was a product people bought to affirm an attitude or simply to enjoy. It was a new trend first among men, then among women and young people. Smoking was a fashion, a social gesture, and a way to integrate into society. The industry implemented powerful and varied marketing strategies to seduce future smokers and comfort established smokers in their habits.

However, since 2003 all tobacco advertising has been prohibited by the WHO Framework Convention on Tobacco Control (FCTC). Today, the challenge is quite different: we must demonstrate its harmfulness. This is why you don't see cigarette ads, and cigarette packets have to contain unsavoury images.

Here is a brief history of the evolution of cigarette perception over the years:

Let's go back to the history of tobacco advertising. While it was a common consumer product by the end of the 19th century, cigarettes hadn't been advertised for long. Ironically, the very first ads focused on health issues — promoting smoking for good health!



An advertisement for Cigares de Joy reads: "Asthma, cough, bronchitis, hay-fever... Cigares de Joy give immediate relief". Meanwhile, Marshall's cigarettes apparently are the magic cure for all throat diseases, colds, hay fever, asthma and even bad breath!

Somehow, cigarettes became a product that was approved by doctors over the decades.

In 1930, Lucky Strike finds an unstoppable argument for trust: "It's toasted" (apparently this removes the dangerous irritants that cause coughing). According to an ad by Camel, throat specialists report "not one single case of throat irritation due to



Lucky Strike (1930)

smoking Camels". Others stated that "More doctors smoke Camels than any other cigarette." Smoking has also been "recommended" by dentists, claims a Viceroy's advertisement.

Apart from doctors, who are the best qualified to deal with health and lifestyle issues? Athletes! Numerous ads featured athletes — like baseball star Willie Mays — endorsing their products. A 1937 Camel ad declaring that smoking assisted digestion was endorsed by a world champion hurdler.



Camel (1950)



Viceroy's (1950s)

Chesterfield (1950s)

Because children can't smoke, the tobacco industry advertises to young parents instead, to inform them that smoking was not dangerous to their baby...



Philip Morris (1956)

Marlboro (1957)

### The end of the tobacco glory years and the beginning of awareness

In 1953 Time magazine published an article announcing that "it is proven that tar from cigarette smoke causes cancer in mice." Then, in December, the New York Times published medical reports "showing that it is smoking and not another environmental factor that is causing the sharp rise in lung cancer in humans, visible in disease statistics over the past two decades".

From that moment, tobacco prevention campaigns were launched, taking the form of posters, TV ads, and later video clips.

By 2004, cigarette packs in Singapore were decorated with "shock" images: necrotic lungs, damaged teeth, intubated patients, sick children... These photos were supplemented by warning messages like "Smoking kills". However, according to a study by the University of Illinois, it turned out that "shock" images would simply be... useless.

So, the FCTC recommended the implementation of standardised packages: uniform colour, font, and size, with no logos or marks except mandatory warnings. By

2020, all cigarette packs sold in Singapore will not be allowed to carry logos, brand images, and any promotional information.

According to a recent study by the Cochrane organisation, a neutral cigarette pack would reduce smoking prevalence by reducing the attractiveness of tobacco. It's a promising theory to be explored in the coming years.



Campus | Issue 60 | 17

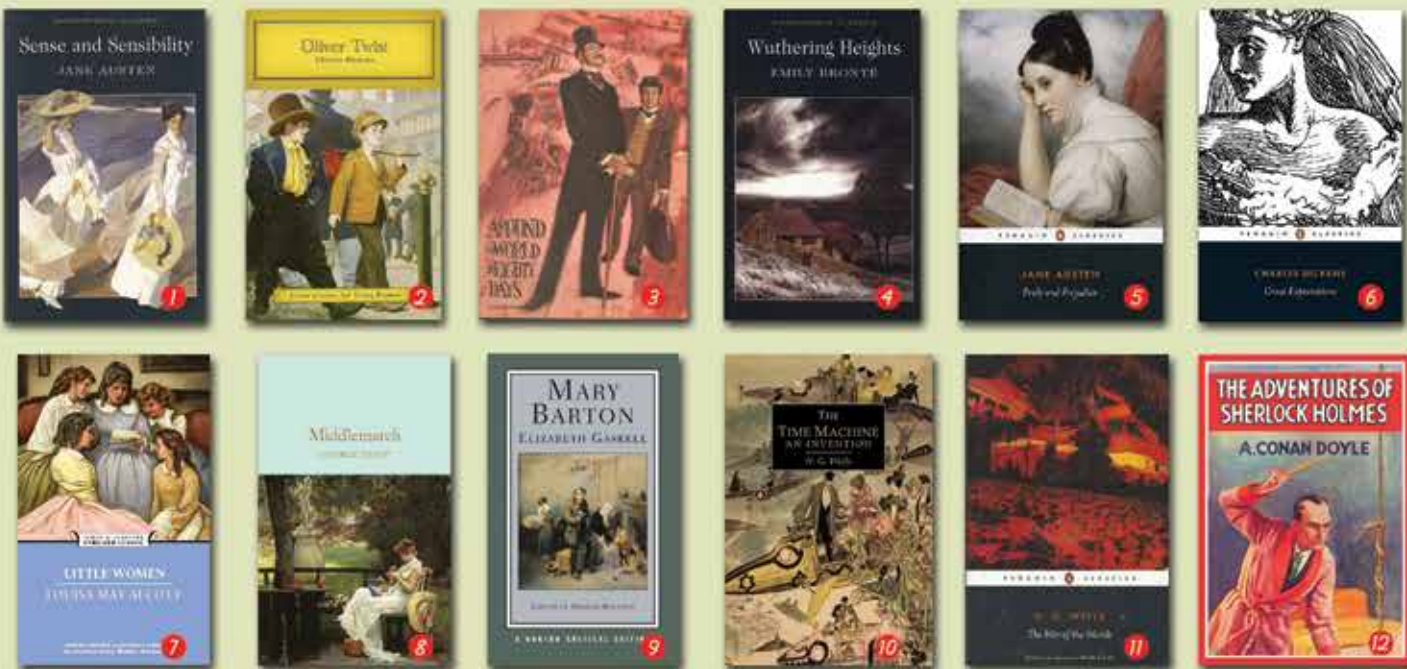


# What Makes a Classic?

## EVERGREEN CLASSICS IN LITERATURE

Classic literature can go as far back as the Victorian era, stretching into the 1940s and 50s. Even after centuries, they are still beloved by many around the world today. But what makes these classics so classic, even after mindsets and societal standards have changed over the years? We will cover novels from the Victorian era, a period where a lot of the most well-known classics came from.

BY LYDIA TAN



### THEMES AS OLD AS TIME

One reason that makes classics so relevant today are the themes present in the books. You see themes of love in stories like *Sense and Sensibility*, suffering in *Oliver Twist*, and adventure in *Around the World in Eighty Days*. These are universal themes that are still very relevant to modern literature and in our lives.

These themes can also come in different interpretations, making them more diverse and multi-dimensional. For example, the theme of "love" can be defined as romantic love between a couple, or between friends and family members, or even unrequited love. The same theme of love can also be twisted in a negative, toxic relationship, like the one between Heathcliff and Catherine in *Wuthering Heights*. A more recent comparison would be Nick and Amy's marriage in Gillian Flynn's *Gone Girl* (2012).

### LOVE 'EM OR HATE 'EM

The characters in classic novels are memorable because they evoke a strong emotional feeling — they're either very likable or detestable. One example would be *Jane Eyre* as a headstrong feminist heroine with strong values — set in an era where women were expected to be compliant to men, she earns readers' respect. You also see characters with different sides and traits that are gradually revealed, changing the reader's perception of them. For example, George Wickham

from *Pride and Prejudice* was initially introduced as Darcy's charming friend but is later revealed to be scheming and manipulative.

When the reader is able to follow the characters — like Pip from *Great Expectations* or the March sisters from the *Little Women* series — through their ups and downs, they connect more emotionally with the characters. This is known as the "bildungsroman" format, which follows protagonist's life from youth to adulthood, allowing the reader to watch the character grow and develop as the story progresses.

### BLAST FROM THE PAST

Literature allows you to explore fictional worlds; with classic novels, you have an insight into how people used to live back in that time period. You learn about the conservative views towards courtship and marriage in romance novels of the Victorian era like *Middlemarch* and *Mansfield Park*, and discover the stark class differences in novels like Elizabeth Gaskell's *Mary Barton* and *North and South*.

One interesting genre of classics in which you can truly experience fictional worlds is the sci-fi genre. Believe it or not, sci-fi isn't just a 20th century theme; it existed back in the Victorian era, when technology was so primitive! Reading novels like *The Time Machine* lets us see how people imagined the future, and how that ideal relates to today's reality. It's also interesting to see how authors of

the past imagined common themes of sci-fi we're familiar with today, like extraterrestrial beings in *The War of the Worlds* and otherworldly creatures in Jules Verne's *Voyages extraordinaires* series.

### INTO THE NEW WORLD

With many classics being adapted into movie and TV series, it's clear that classics are here to stay. The timelessness of classics also makes it easier to adapt into modern settings and still be believable. One prominent example is *The Lizzie Bennet Diaries* (2012), which transforms Jane Austen's *Pride and Prejudice* into a vlog-style web series with a racially-diverse cast reflecting modern American society.

Today's authors are even taking pages out of Victorian novels (pun intended) and writing stories inspired by classic literature — like Claire O'Dell's futuristic retelling of *The Adventures of Sherlock Holmes* featuring two black queer women in *A Study in Honor* (2018).

Print and on-screen adaptations have been around since the 1900s, which shows how long these classics have been popular for. Whether or not you've read the original novel, you can still appreciate the story through its modern adaptations and might even be encouraged to check out the original version if you haven't already. These contemporary retellings of classics show that classics live on in our modern context and literature, and continue to interest readers of all ages.

Fashion is by its very nature ever-changing, only looking back in order to go forward. Teaming with an artist potentially turns a consumer into an art collector, a humble T-shirt into a collectable. It's a great way for fashion houses to reach out to the masses and for artists and designers to push the limits of traditional fashion and art trends. Over the years, old-school luxury brands have evolved in the way they market themselves and in their product designs, which can be more unconventional.

It all started with my quest for work-compliant leather sneakers that was trendy yet robust enough to protect me from chemical spills and dry ice in the research laboratory I work at. I chanced upon a pair of maroon leather sneakers from Reebok; imprinted on the creamy white insoles were "Reebok x FACE Stockholm". The shoe was a collaboration between FACE Stockholm's cosmetic colour palettes and Reebok's Classic sneaker design.

This pair of shoes is by no means the only designer collaboration in recent years, bringing together old-school, classic designs with contemporary artists or non-designer brands.



Streetwear meets luxury:

### LOUIS VUITTON X SUPREME

Prior to iconic French luxury label teaming up with the godfather of modern streetwear, Louis Vuitton sued Supreme for knocking off its logo on their t-shirts. In doing so, Louis Vuitton made Supreme's knockoff box logo tees one of its most coveted items and set into motion what became a partnership that created everything from skateboard trunks to fanny packs, merging the best of both signatures and craftsmanship each brand is famous for. It became such a hotly anticipated launch in major global cities and as such, only the most dedicated shoppers and friends of each label, like Kate Moss and Rihanna, had invitation-only access to these items, further prompting a cycle of knockoffs and remakes.

## WHEN FASHION MEETS ART: THE EVOLUTION OF OLD SCHOOL BRANDS

BY CHERYL TAN



Haute couture meets homeware:

### SMEG X DOLCE & GABBANA

Haute couture brand Dolce & Gabbana collaborated with Smeg for the Milan Design Fair in 2017, releasing a series of toasters, coffee machines, kettles, blenders, and stand mixers that sent designer lovers into a frenzy.

If you love fruit prints and loud, bold designs, you'll be in for a treat. Richly decorated with the fruits and symbols of Sicily — such as golden lemons, prickly pears and bright red cherries — framed in traditional 'crocchi' motifs, the collection, Sicily is my Love, is an ode to the homeland of Domenico Dolce and Stefano Gabbana.

You'll be spending upwards of \$700 for a branded toaster, blender, or kettle, but it will be a limited edition and collector's item possibly worth thousands in the future.

Digital art set in motion:

### BMW X CAO FEI

The BMW Art Car series kicked off back in 1975 when Herve Poulain, a French race car driver, commissioned American artist/sculptor Alexander Calder to paint a BMW 3.0 CSL which Poulain later raced in the 1975 Le Mans. To date, a total of 18 BMW Art Cars have been created, featuring some of the world's greatest artists, including Roy Lichtenstein and Jeff Koons.

In 2017, Cao Fei was picked as the next artist to design BMW Art Car #18. "To me, light represents thoughts. As the speed of thoughts cannot be measured, the #18 Art Car questions the existence of the boundaries of the human mind. We are entering a new age, where the mind directly controls objects and where thoughts can be transferred, such as unmanned operations and artificial intelligence." By employing augmented and virtual reality, Cao Fei, an internationally acclaimed Chinese multimedia artist, addresses the future of mobility such as autonomous driving, airborne cars, and digitalisation.





# PULP FRICTION

by Nina Gan

## EXPLORING FEMINISM IN PULP LITERATURE

Before there was Kindle or eBooks, pulp fiction were the primary source of reading material for the working classes in the USA from the 1900s to the 1960s. 'Pulp' was the cheap wood pulp paper they were printed on, and stories were usually sensational, lurid, or lowbrow. At their peak, they could sell up to a million copies.

Pulps often sport colourful covers worthy of framing, and genres included everything from sci-fi to superheroes. Because pulps were often

seen as inferior literature, they weren't really censored, so stories often addressed what at the time were deviant topics like murder and sex.

These juicy stories were a guilty pleasure, and female characters often represented the women of their time: they were either dames or virgins, forced to fulfill the perfect role of housewife-mother, and punished for being sexual or daring. While that was the status quo of the era, female writers took to pulp fiction to subvert the culture.



### FEMINIST BEGINNINGS

Fiction proved to be a great outlet for female writers to depict women as anything other than weak damsels or domestic beings.

During the 30s America suffered from the Great Depression, and Faith Baldwin's *Skyscraper* (1931) tapped into male anxieties about women taking away jobs. In it, Lynn, a successful young woman in banking, meets Tom and they both want to get married, but in doing so, she could be fired from her job. It's a classic love vs. career dilemma women still face today.

A popular genre during this era was *noir*, or crime. Typical male-written crime novels often featured hard-boiled male detectives saving overly-fragile dames, but Dorothy Hughes' *In a Lonely Place* (1947), upturns all these conventions with her uncanny grasp of the connection between violence and misogyny.

In the story, Dix Steele is a jobless, ex-WWII fighter pilot. Hoping to recapture that feeling of power again, he murders women, whose penetrating gazes threaten his masculinity. While he manages to evade authorities, he is eventually outsmarted by two women – his best friend's demure wife Sylvia and his "bitchy" neighbour Laurel. Unlike other books of their kind, this one doesn't blame his female victims for being too sexual.

### SCI FI FEMINISM

Perhaps no better genre of fiction lets writers explore ideas of feminism better than sci-fi, where imaginary worlds allow them to construct their own ideals.

Leslie Stone's *The Conquest of Gola* (1931) is about a matriarchal society of brilliant females who are perfectly capable of defending their land from a contingent of Earth men, while in C.L. Moore's *Shambleau* (1933), the main character Northwest Smith is an intergalactic smuggler who becomes a female alien's object of sexual desire, and has to be rescued from her clutches. The book explores the root cause of sexism and misogyny as a fear of female sexuality and empowerment.

Ursula Le Guin's visionary *The Left Hand of Darkness* (1969), set on a planet of ambisexual beings who alternate between male and female, is sci-fi's most famous examination of gender roles and identities, as seen through the lens of an Earth man.

### ON GENDER IDENTITY

In the 1950s, pulp began to embrace lesbian fiction thanks to the successes of *Women's Barracks* (1950) by Tereska Torres, a "frank autobiography of a French girl soldier", and *Spring Fire* (1952) by Vin Packer, about a college freshman and her sorority sister.

Most lesbian pulp were written by men for the titillation of other men, painting lesbianism as an "illness" that ends in death or insanity; in some stories, women were "saved" by men who helped them realise they were heterosexual all along. In fact, the laws at the time only permitted the publishing of lesbian pulp if they contained those endings.

Female writers brought authenticity to this taboo topic, bucking the trend. Claire Morgan's *The Price of Salt* (1952) is a story of two women whose mutual attraction led them both to reject the men in their lives. *The Girls in 3-B* (1959) by Valerie Taylor focuses on three working girls who rebel against domesticity, tackling sexual assault, workplace sexism, and unwanted pregnancies; one of them finds happiness with another woman.

### THE END OF AN ERA

The pulp era brought about the golden ages of detective fiction, science fiction, and lesbian fiction – and slowly sowed the seeds of feminism. While the women in the stories may seem tame by today's standards, one has to take into account the societal perceptions of being a woman back in the day. The books were written way ahead of their time, and paved the way for the modern feminism we know today.

# OUT AND ABOUT

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

f CAMPUS.SINGAPORE

ig CAMPUSSG

## FESTIVAL

### WHABBY! Music Carnival 2019

When: Jun 22  
Where: \*SCAPE  
Tickets: FREE

The carnival is a full-day affair filled with live music, dance and art performances, games, art and a village market that will feature local crafters and F&B brands. More than ten acts will be gracing the performance stage, including rapper Axel Brizzy, grunge rock powerhouse Knightingale, dance duo SoRach MaroS, and comedian, Hirzi.



## GIGS



30 Jul | 8pm  
Shine Auditorium  
Tickets: \$98-\$138  
**Maz Jobrani**

Known for his insightful and hilarious routine, Iranian-American comedian and actor Maz Jobrani will perform his new stand-up show 'Peaceful Warrior' for the first time ever in Singapore. Jobrani starred as the title character in the award-winning indie comedy, 'Jimmy Vestwood: Amerikan Hero', and has had Netflix specials as well as over 50 guest star appearances.

## PRODUCTIONS



Photo by Paul Ng

5-7, 12-14 Jul | 7.30pm  
Fort Canning Green  
Tickets: \$40

### Ballet Under the Stars

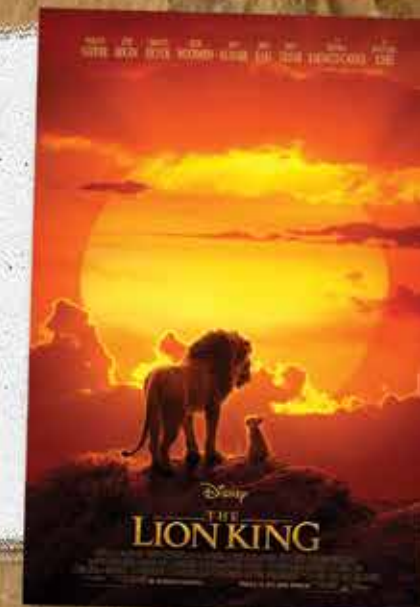
SDT is back for this iconic event, covering two weekends. The first will showcase a weekend of contemporary works like Linea Adora by Timothy Harbour and Evening Voices by Tim Rushton, while the second celebrates ballet classics like Giselle, Swan Lake, and The Nutcracker. Explore dance through the classical period that made ballet one of the world's greatest arts!

## MOVIES

### The Lion King (July 19)

Cast: Donald Glover, Seth Rogan, Beyoncé, John Oliver, Chiwetel Ejiofor

Simba (Glover), the son of Mufasa and the Prince of the Pride Lands, hopes to follow in his father's footsteps. However, his father is brutally murdered by Mufasa's brother, Scar, who plots to take over the Pride Lands. Simba is forced to flee his kingdom, where he will meet a host of allies in the guise of Nala the lioness (Beyoncé), Zazu the hornbill (Oliver), Timon the meerkat, and Pumbaa the warthog (Rogan). The young prince will have to face his destiny and learn the true meaning of responsibility and bravery in order to become the rightful King.



19 Aug | 8pm  
The Star Theatre  
Tickets: \$98-\$198  
**Trevor Noah**

Trevor Noah, host of the Emmy and Peabody Award-winning programme The Daily Show in the US, is coming to Singapore for the first time with his new stand-up show Loud and Clear. While a successful TV personality, his roots are actually in stand-up comedy. From his first one man show in 2009, Noah now sells out arenas across the globe and is one of the most successful comedians in the world.





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