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

LARGE AND IN CHARGE

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Want to see your name somewhere in this mag?

Want to get into the crazy fast-paced world of publishing, or do you just want to just have a thirst for writing? If you’re passionate about the art of word and love your research, then we’d love to hear from you.

Join us as an Intern!

Our doors are always open to those who want to learn the ropes about publishing from all aspects. If you love to write, you’ll not only get your articles published both in print and online, you’ll also get first dibs at any events (i.e. concerts) we’re invited to. We’ve also got space for designers and marketing peeps – you’ll get to dabble in all our social media and handle our website.

Be one of our Contributors!

If you want to write but don’t have time for a full-time gig at the office, fret not. You can be one of Contributors – this means you’ll get to write for both the website and the magazine, and still get to attend events we get invited to. While you won’t have to be in the office at all, you’re always free to drop by.

If you’re interested in any of these positions, drop us an email with your CV. We’d love to have you down for a quick interview to get to know you! Email us at interns@campus.com.sg

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Mountains of Fun

Exploring Taiwan’s Great Outdoors

By Yusuf Hamid

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 Singaporean 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 taste buds, 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.

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From a hazardous drink made from cocaine to a flourishing global multi-billion 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.

1886: The Creation of Coca-Cola
The story of Coca-Cola began in 1886, in Atlanta, Georgia. At his laboratory, Dr. John Pemberton was looking for a new beverage that would make it easy for him to make money. He understood, in 1886, that he had to create a new type of soda, one that would be acceptable to the public. Pemberton became a very popular drink in the United States. In 1886, Pemberton quickly launched the Pemberton Chemical Company and began marketing his product. Pemberton suggested the name Coca-Cola — a combination of the names of the two medical ingredients — and the design of the iconic logo.

The creation of the Coca-Cola Company
In 1886, the soft drink was distributed around the United States, as well as Canada, Hawaii, and Cuba. It wasn't until 1894 that the Coca-Cola Sugar Company 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$14.6 billion. Coca-Cola sells US$13.5 billion worth of drinks, and represents half of the world's soft drink market. Mexico being the largest consumer of 30% per person per year for its own sugar. Global sales have increased by 27%, thanks to a clever marketing and design. It's grown to become the mega brand that it is today.

A New Type of Musical Influence
Boys bands have been popular in the United States since the 1950s. With millions of fans worldwide, it's no wonder that they have been a constant force in the entertainment industry. From the early days of rock and roll to the present day, boys bands have been a staple of popular music and culture. In the 1990s, the popularity of boys bands reached new heights with the emergence ofAsian pop culture, and the rise of J-Pop and K-Pop. Today, boys bands continue to be a major force in the music industry, with new artists emerging every year. The influence of boys bands on music, fashion, and popular culture remains strong today.
FROM JOYSTICKS TO CONSOLES
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

The idea that games could be played on a digital space lived in, especially with the creation of pinball, which was born in the Golden Age of Arcade Video Games from the late 50s to 80s. Arcade machines could be seen in every corner of shopping malls where lines of students spent most of their after-school time hyped up by the sight of screens, bright colors, and big graphics on screens. These games ranged from Space Invaders (1978) to the iconic Pac-Man (1980) and Donkey Kong (1984).

By the late 80s, the arcade era was recognized itself through the creation of the，在 creation of the inaction games such as Street Fighter (1987), Mortal Kombat (1992), and Tekken (1994). Since these games allowed players to leave behind their digital scores, so many players to dirt house into building up the skills to beat the highest scores.

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

THE 70S TO 90S: RETRO ARCADES

Retro K-pop could be considered a "Golden Age"; 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, Days, 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 reminiscent or reminiscent of the past. Retro music has always been popular because it is different from what we might be used to today — it gives insight into the styles and styles that previous generations enjoyed.

While they may be produced very recently, recently K-pop artists have taken a look at the past, looking back to the 90s, a last time. "Retro" groups that have come to the fore include groups like SHINee, "Retro Future" by Tiffany H., and "K ming by the Day, 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.

THE 80S

The final element of retro music is the visual style. All the songs are upbeat and there is a sense of time that will have people dancing on their feet in no time. Compared to other retro-style videos that are appearing more modern, like BTS ‘Boy With Luv’ or Blackpink’s ‘How You Like That’, these songs bring listeners back to the retro 80s past which typically incorporates a blend of electronic pop with retro elements.

Perhaps one of the biggest influences of the retro style in fashion is including crazy hair-spray styled hair. Retro concepts typically feature 80s-themed set pieces, structured big and wavy hair, 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 turtlenecks.

MODERN INCARNATES

One scene girl group that is known for their retro concepts is Wonder Girls. In fact, their album ‘Relax’ (2011) can be described as incorporating a retro style. The title track ‘Tell Me’ which represents the whole album, is the epitome of retro K-pop featuring a colorful retro-style atmosphere, high-pitched synthesizers, and the girl’s playing electric guitars reminiscent of Robert Palmer’s ‘1985’ ft. Arrested (Love). It signifies the 80s vibe they were going for — right down to the headbands.

When Days first released their concept photos for their title track ‘Days games’ game by back in December 2018, fans theorized that they are going to have a retro concept simply based on the members’ outfits. With bassist Young K sporting a mullet and the members dressed 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 Korean pop industry, existing in groups keeping charming those out, the retro concept will continue to come up and its复古 nostalgic feeling in all areas.

Nowadays, retro music typically brings us back to the 80s interiors during the 1980s, styles popular from the 60s made a comeback, highlighting that the “80s style” is optical. At some points by, retro K-pop in the future will probably incorporate styles from the early 2000s or even be reminiscent of our current fashion and beauty.
More Than Emoji

The art of text:
by Yin Loon

Do you use symbols like 😂 or 🍒 in your texts or emails? Then you may be familiar with ASCII. This form of digital 'art' dates 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 “as-kee”) stands for American Standard Code for Information Interchange, a system created in 1963 to represent English characters as numbers. It was developed because text-based images were 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, animation, and even video. The result was ASCII porn, and nothing that a bunch of text can't do.

Basic ASCII Art
We've all created simple ASCII art - like emojis - without realizing it. There's also a variant called fanemoji, where the face appears vertical (ɔ 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 number of text-based art. ASCII artists often go by their 3-letter aliases, like Faux_Pawdo ('F_P'), Blaze_Enolowski ('Buq'), and Joan Stark ('jgs').

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.

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.

ASCII Art by Simon Jansen is an artist who started creating ASCII art in the 1980s. He has created ASCII art for a number of famous landmarks, including the White House and the Eiffel Tower. Some of his ASCII art has been used for music videos, movies, and television commercials.

ASCII porn (or "pr0n") to nerds was the first form of pornography transmitted over the internet back in the 70s. ASCII porn came in all sizes and bandwidth was limited, but creativity was high. While these erotic ASCII art pieces were intimate and explicit, they were often simple and minimalistic.

Overall, ASCII art is a fascinating art form that has continued to evolve over the years. It is a testament to the power of text and the endless possibilities that can be created using characters and symbols.

ASC II Level Up

ASCII art is a creative form of expression that has been widely used for various purposes, such as art galleries, animation, and even video games. ASCII art is often used to create images using only ASCII characters, which can be displayed on any device that supports ASCII text.

One of the most popular ASCII art styles is ASCII movies. ASCII movies are created by stringing together ASCII characters to create a movie-like effect. The characters are arranged in a way that creates a visual narrative, and the viewer can follow the story through the characters and symbols.

ASCII art is not limited to ASCII movies; it can also be used for other forms of art, such as ASCII paintings and ASCII sculptures. ASCII paintings are created by stringing together ASCII characters to create a visual representation of a painting. ASCII sculptures are created by stringing together ASCII characters to create a three-dimensional object.

ASCII art is a creative form of expression that has been widely used for various purposes, such as art galleries, animation, and even video games. ASCII art is often used to create images using only ASCII characters, which can be displayed on any device that supports ASCII text.

ASCII Art by Yin Loon is an artist who has created ASCII art for a variety of projects, including a Star Wars ASCII-mation called "Star Wars ASCII-mation 0verkill FPS game designed entirely in ASCII art."

In 1963, ASCII art was developed as a way to represent English characters as numbers. It was used to create graphic images before the World Wide Web was invented. ASCII art has continued to evolve and has become a popular form of art in the digital age.

ASCII art is often used for its simplicity and creativity, and it has become a popular form of art on social media. ASCII art can be created using a simple text editor or a dedicated ASCII art program.

ASCII art can be used for a variety of purposes, such as creating visual art, logos, and even video games. ASCII art has been used in a variety of ways, from public art to personal projects.

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KANCHANABURI: RIVER KWAI

Incessantly by our 02 hours or train 4 hours from Bangkok, the pleasant town of Kanchanaburi was once home to one of the longest bridges in the valley. In addition to history, it also known for its scenic river views.

HISTORY: DEATH RAILWAY & BRIDGE

Straddling river Kwai in Kanchanaburi most photographed landscapes the bridge over River Kwai, built by Allied POWs under the infamous ‘Death Railway’. During this part of the Death Railway, you can walk across it to take one of the twice daily trains that run along it. The railway still runs, and even today in express trains, symbolized by the same bridge.

The entire Death Railway stretched 324km into Burma, executed through the most rugged terrain, resulting in the deaths of over 130,000 POWs, with the most reported being from the camps near the bridge, and the An-Ni prison camp.

NATURE: WATERFALLS

Only 1 hour north of Kanchanaburi town are two spectacular waterfalls: the 7-tier Treng Waterfall, a 2-hour hike from the National Park, and the 5-tiered Waterfall in the National Park near the railway station, which cascades over limestone rocks.

SLEEP: RIVER SCENE

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

JUNGLE RAFTS

There are a number of Jungle Hotel rafts set along the Khwae Yai River in Kanchanaburi. These rafts consist of individual huts with private overwater balconies. River Kwai Jungle Raft offers rustic floating huts with mosquito nets, while the Float House offers riverfront accommodations with air conditioning - both are surrounded by lush nature within the quiet park.

Cafes: Riverside Dining

While there are plenty of side and vintage cafes dotted around Kanchanaburi town, one of the most unique is to seek in the river scene is to enjoy a meal by the river.

DINING & RESTAURANT

Booking a scenic dinner date overlooking River Kwai, the location here has a unique feature: there are holes cut out of the floor so you can sponge your feet over the river. You can also enjoy traditional Thai dishes here on one of the floating platforms that jut out over the river.

RIVER CAFÉ

Located opposite the Elephant Park, it’s set along the Khwae Yai River against a mountainside backdrop. It has an elevated restaurant along the river. From the elevated outdoor platform, the interior of this colorful, eclectic venue with its high ceiling, you can also enjoy the night life in its reified shipping containers.

Neighborhood Cafés

While the set by the river, this chic café’s glass-walled front and mosaic-tiled platforms boast impressive panoramic views of the river and fields. With the passage of the day, the light changes from blue to yellow to orange, and the sky changes from blue to green to red.

Amazing Thailand

tat.org/thailand

Facebook: TAT

Twitter: TATTHAI

Instagram: TAT_Thailand

Follow us on the banks of Khwae River near town. It offers both rustic accommodations in modern shipping container structures, as well as huge double-flyer floating cafes with private balconies and lounges.
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:

**Appetizer**

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’oeuvre 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**

1. **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.

2. **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.

3. **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 Hainanese chefs who used to cook for the British during the 1900s. The dish consists of battered chicken breast, served with bacon, banana fritter and pineapple rings... sometimes with a side of coleslaw.

4. **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 the late Paris’ Maison Mace restaurant, named after a famous play called Thermidor. A similar dish, called Lobster Newburg, was created in New York in 1876.

5. **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 got its name from Kiev (the Ukrainian capital), but was supposedly created in Russia by a French chef in the 1800s - that’s according to one account.

6. **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**

1. **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 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.
The 80s rock music was a combination of hard rock, catchy pop-infused classics, and the old-school guitar riffs. The term "80s rock" came from the genre where rock, where there would rarely be the act of playing a guitar solo. The fast-paced music made you sing along and keep your head up.

The composition of a song would normally start with a rhythmically driven verse which then builds into the chorus, then lead before a big guitar solo. You can follow this structure in songs like "Climb on Me" (80s), "Let Her Go" (80s), "She's Got That Look" (80s), and many more.

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 to the band is the look. The band was inspired by earlier glam rock bands like Alice Cooper and Kiss in the 70s, but without the dramatic makeup. Of course, many bands had their own style but with long hair and a look that wouldn’t be found in other glam bands.

The members of a classic 80s band usually consists of 1 vocalist, 1-2 guitarists, 1 bassist, and 1 drummer. While many people recognize bands from their lead singer, often the lead vocalist and lead guitarist are equal members.

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THE MEMBERS

- Bret Michaels
- Alex Rosas
- Sebastian Bach

THE GROUPS

- Poison
- Bon Jovi
- Journey
- Def Leppard
- Motley Crue

THE RECORDS

- "Open Arms" (Journey, 1981)
- "Cold Day in Paradise" (No Doubt, 1995)
- "Living on a Prayer" (Bon Jovi, 1986)
- "I'm Gonna Win You Over" (Bon Jovi, 2006)
- "Welcome to the Jungle" (Guns N' Roses, 1987)

THE INFLUENCES

- Poison
- Bon Jovi
- Journey
- Def Leppard
- Motley Crue

THE ROLE OF INFLUENCERS

Role of the Influencer through the ages

Role of the influencer through the ages is a complex topic. Influencers have been around since the beginning of time. However, the term “influencer” is relatively new. The role of an influencer has evolved over time. In the past, influencers were often celebrities or public figures. However, with the rise of social media, anyone can become an influencer.

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REDEFINING THE CONCEPT OF “INFLUENCER”

Influencers are no longer expected to be perfect. Whereas the appeal of past influencers lied in carefully-crafted, picture-perfect images, young influencers like Justin Bieber are defying that trend by developing new, filtered photos of themselves, which makes them more relatable, especially to younger generations.

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With an increase in internet usage, online content consumption is on the rise. Influencers have become a valuable asset in the marketing world. They use their influence to promote products and services. Influencers can be divided into different categories based on their niche.

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MOVIE MAGIC
THE EVOLUTION OF SFX

In the history of movie-making, special effects (SFX) have been used to create an illusion of 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.

Early Beginnings

Pictorial forms of special effects can be seen from as early as the 1600s. The first active motion picture effect was an encomium of the beholder of Mary Queen, in 1892, filmed Chuck- Cole’s 1900 film The Execution of Mary Stuart. Many steps back to the black and white encomium pioneer his son, the camera 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 optical pincers of lauding, depending upon mirrors to reflect actions onto the screen, with the projection of backgrounds behind their lens. These techniques were progressively refined in modern SFX techniques. Motion picture making of a scene to produce, with changing motion laser projection, the appearance of backgrounds and backgrounds like modern green screen, allowing different angles to be combined. A computer graphics industry, digital matte paintings grew and early CGI animation – seen for the first time in Young Frankenstein (1974) when a large thing jumps out of a debated film window.

Popularity in sci-fi films

The next major genre where SFX are eight – once today – is science-fiction. One of the most successful science fiction films for its use of SFX is Star Wars (1977), George Lucas’s (director) which pioneered some new techniques, like the projection feature. This new technique was developed to achieve a more convincing background footage by creating a more believable landscape, and the only use of the ‘cooler’ or the back-lit lava.

Another legendary film were used for the Star Trek in George Lucas’ Star Wars (1977). In the series operated by a digital computer-controlled camera called the ‘Super II’, which allowed for digitally created scenes, such as the Death Star or The Empire Strikes Back, which was used extensively in movies like Batman and the running man (1982) for the heated walker, and the Empire Strikes Back (1980) to animate a character.

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 computer-generated characters were created in Lucasfilm’s Star Wars (1977), before the development of computer graphics software. The use of CGI in movies has steadily increased, with films like Star Wars Episode II: Attack of the Clones, Star Wars Episode III: Revenge of the Sith, and Inception (2010).

The first scene with CGI was in Star Wars (1977), where the first digital character, a droid named R2-D2, was created using computer graphics software. The film was followed by movies like Star Wars: Episode II – Attack of the Clones (2002) and Star Wars: Episode III – Revenge of the Sith (2005), which featured more advanced CGI characters.

In 1963, Time magazine published an article announcing that “it is proven that certain forms of smoke can be harmful to our health.” This highlighted the growing concern about the health risks associated with smoking. As technology advanced, so did the ability to create more realistic and convincing special effects. In 2004, the FTC recommended the implementation of standard packages, including a color, font, and a health warning message. In 2030, all cigarettes sold in Singapore will be required to carry the new image, text, and health warnings.
What Makes a Classic?

EVERGREEN CLASSICS IN LITERATURE

BY LYDIA TAN

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. After all, what makes 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.

THEMES AS OLD AS TIME

One reason why novels are so relevant today is the themes present in the books. You see themes of love in plots like Sense and Sensibility or Pride and Prejudice. You see personal growth reflecting in Oliver Twist, and adventure in Around the World in Eighty Days. There are universal themes that are still very relevant in modern literature and vice versa.

These themes can also come in different interpretations, making them more diverse and multi-dimensional. For example, the theme of "love" can be defined in a romantic love between a couple, or between friends and family members, or even unrequited love. The same theme of love can also be depicted in a negative, toxic relationship, like the one between Heathcliff and Catherine in Wuthering Heights. A more recent example of this 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 reaction - they're either very lovable or detestable. One example would be Anna Karenina as a headstrong feminist heroine with strong values - in an era where women were expected to be compliant to men, she was a women's rights pioneer. You also see characters with different ages 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 FASHION MEETS ART:
THE EVOLUTION OF OLD SCHOOL BRANDS

BY CHERY TAN

Fashion is by its very nature ever-changing, only looking back in order to go forward. Teamming with an artist potentially turns a consumer into an art collector; a humble T-shirt into a collectible. It's a great way for fashion brands 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 sandals 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 Moroccan leather shoes from Yves Saint Laurent's collection in the 1990s; the experience was "Reebok x FACE STOCKHOLM". The idea was a collaboration between FACE Stockholm's creative director, colourist, and Reebok's Classic sneaker designer.

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.

FASHION MEETS ART

SMG X DOLCE & GABANNA

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 bold, designy, 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 'rococo' motifs, the collection, Sicily is my Love, is an ode to the homeland of Donatello and Raffaello 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 worth possibly thousands in the future.
PULP FRICITION

EXPLORING FEMINISM IN PULP LITERATURE

Before there was Kindle or e-books, pulp fiction were the primary source of reading material for the working classes in the USA from the 1900s to the 1940s. ‘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. This 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 next case 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 one of the most famous examination of gender roles and identities, as seen through the lens of an Earth man.

ON GENDER IDENTITY

In the 1930s, pulp began to embrace lesbian fiction, thanks to the successes of Women’s Barracks (1930) by Tereska Torres, a “frank autobiography of a French girl soldier”, and Spring Fire (1932) by In-Packer, about a college freshman and her seventy sister.

Most lesbian pulp were written by men for the titillation of other men, painting lesbians as an “illness” that ends in death or insanity; in some stories, women were “saved” by men who helped them realize they were heteronormally 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, class issues, 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 swept 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.

MOVIES

The Lion King

Cast: Donald Glover, Seth Rogen

Beyoncé

Chiwetel Ejiofor

Simba (Simba)

Skepta

Nala (Giselle)

Disney

The film tells the story of Simba, the son of Mufasa and the Prince of the Pride Lands, hoping to follow in his father’s footsteps. However, his father is brutally murdered by Mufasa’s brother Scar, who plans to take over the Pride Lands. Scar is forced to flee his kingdom, where he meets two other villains in the guise of Nala the lioness (Beyoncé), Scar’s former (Giselle), Timon the meerkat, and Pumbaa the hyena (Rogen). The young prince must face a difficult journey to reclaim his kingdom.

The King

Trevor Noah

In this story, Trevor Noah, host of the Emmy and Peabody Award-winning program, The Daily Show, stars as the first male Disney classic, a young man who is actually a leading comedy. He is his father’s only son, and his first role was played by an actor, and his family was lost and found across the globe and in order to become the rightful king.

For your chance to win tickets and精品! Check our socials!

PULP FRICTION

EXPLORING FEMINISM IN PULP LITERATURE

by Nina Gan

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You haven't heard of us yet. No worries. We feel that a lot. Even thought we are one of the fastest growing companies in Singapore, we are also one of the leading retail companies worldwide. But we don't plan to stay unknown. Right now, we are also one of the youngest retail companies in Singapore. Come join us and make the unknown known: lidl.sg