

# HYPE



ISSUE 30 FEB-APR 2010



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MASTER OF DISGUISE

ALICE IN WONDERLAND

ONEREPUBLIC

GEEKS ARE THE NEW BLACK

VALENTINE'S SPECIAL



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# HYPE

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## EDITOR'S NOTE

### *New milestones achieved, changes made and reinventions created – but now, THIS IS IT!*

Looking at how well received Issue #29 was, we just had to come back and duly deliver only the best. With the Lady Gaga and Michael Jackson double cover, the reinvention was certainly an interesting copy for all of us here at HYPE.

Issue #30 – *Intensify*, is our way of saying, “We’re turning it up a notch and you better be ready!”

From artiste interviews with OneRepublic, Raygun, Owl City and local indie band Electrico, I am proud to say that we have not short-changed you at all.

The plus is Johnny Depp gracing the cover. With Tim Burton's latest film adaptation of one of my favourite storybooks, *Alice's Adventures in Wonderland* by Lewis Carroll, set to hit the silver screen sometime soon, HYPE just couldn't resist highlighting the obvious highlight.

Besides that, we've upsized our fashion pages as well. Two very different fashion shoots were created to depict the light and dark side of love for this Valentine's Day.

And yes, love is in the air. Check out our Valentine's Day special and get the lowdown on where to supper with your beloved after your Chinese New Year binge with family.

Well, with that said, we hope you enjoy this issue of HYPE as much as we enjoyed putting it together.

Have a nice day,



Isaac Tan  
Editor

Best Omg! Moment:  
Ris Low Boomz!

Favourite Bookstore:  
Borders



In just one month, 15 like-minded individuals came together, garnered 10,000 votes for 60 nominees and gave out 12 awards for the celebrities that youth voted for – this is the m:idea Youth Choice Awards!

**m:idea** (pronounced *media*) is a media conglomerate run by third-year Mass Communication students from Ngee Ann Polytechnic's School of Film & Media Studies on their internship.

The event took place on Jan 9 in celebration of m:idea's official launch. As for the winner's awards, snazzy and psychedelic frisbees that represent freedom and joy, the two things youths crave for, were presented to celebrities like MTV VJ Utt, ex-beauty queen turned condom spokesperson Ris Low, and singer-songwriter duo Jack and Rai.

**HYPE** magazine is proud to officially be a part of the m:idea family! Here's a visual review of what went down.



Favourite Nightspot:  
Tumbre

Band I Wanna Throw Myself At:  
Jack & Rai



Best Celebrity Duo I wanna  
Chill With: Muttons!

Favourite Mobile Phone  
Brand: Apple

Favourite Apparel:  
Topshop/ Topman



#### Other Winners:

Hottest Female Personality I Wanna

Date: Denise Keller

Favourite Restaurant/Cafe:

Ben & Jerry's

Favourite Hangout Spot:

The Coffee Bean & Tea Leaf



Cooldest Blogger I wanna Gossip With:  
Fauzi Rassull

Cutest Male Personality I  
Wanna Bring Home: UTT

# RAYGUN

A CHAT WITH...



Barely even two years old, UK Pop Rock band Raygun has already had its fair share of fame and pain. Are they on to something? Or will they just be shot down in flames? Nathaniel Phua tests their tenacity and unravels the truth beneath the spandex.



FROM LEFT:  
SAM, RAYGUN,  
THE ADJ & BEN



## **HYPE: Why the name Raygun?**

Raygun: For one of my college assignments, I took an old *Raygun* magazine, redesigned it, put my face on the cover and thought, "Oh god, that looks good, I'd love if I was a rock star called Raygun." A few years later, when we were trying to come up with a name, I listened to a David Bowie song that had the line "put your raygun to my head". That's when it all came back and I thought "Yeah, Raygun!" So basically I called myself Raygun and the band was Raygun and The Adjitators. People could never say The Adjitators, so we cut it to just Raygun so people remember it.

## **What are your favourite lyrics from the album and why?**

Ray: It would be the lyrics to "Rocketblast" because they came very naturally. The lyrics say: "Together we would travel through love-induced adventures in a rocket made of romance at a speed too fast to mention". It's all just very science-fiction-drama and fun.

Ben: The part in "Can't Say No" where it says: "When was the last time you had fun/When was the last time you felt young". It's fun when we're playing gigs because we're reminding them that music can be fun and you don't have to be cool and just stand there. You can let yourself go.

## **What's your favourite song to sing?**

Ray: "Lord Forgive Me". It's the most dramatic and, when we're on stage, we really get into it. It's more of a performance than anything on that one. I love singing that song.

## **Could you tell about some of your idiosyncrasies while on stage, for example how you behave?**

Ray: We were playing with popstar Pink on her tour and Sam had a nosebleed. Ben had to rescue him. Funny things happen all the time. We played a gig in Indonesia and Adj walked to the front of the stage to play his solo and all of a sudden it goes dead. He walked so far that his lead (wire) came out of the amplifier.

The Adj: When things go wrong you've just gotta laugh. Learn to laugh at yourself and at how silly you must look.

Ray: I fell off a stage in Sheffield. I had the microphone and stand still in my hands but somehow managed to land on my feet. Like a cat, you know. Meow.

Ben: We used to play shows where we didn't rehearse much at all and just see what happened if we got lost in the middle. If Ray's dancing with someone or climbing on something, we'd just carry on. Once I was playing my bass while Sam did his bit in "See You Later" and when I turn around, Adj's guitar is on the floor. He's not there, I have no idea where he or Ray is and no one knows what's going to happen. That was kinda cool.

The Adj: Once, on our tour with Pink, I had to come get back to my guitar before the next song. So I ran across the stage, picked up my guitar, slid over, kept going and was like "Wow, that's going to look really stupid." I think we have it on film.

Ray: I split my pants once. They were silk purple trousers and I did some stupid dance move and they ripped at the back. I had to end it with a Chippendales thing and tear them off so I didn't look stupid with a big split right up the back.

Ben: My mum was at that concert.

## **How does the audience react when this happened?**

Ray: They always laugh. There have been comments written before like "Haha look at that idiot".

Adj: We're laughing at it ourselves so we don't really care.

Ben: It'd be worse if you take yourselves too seriously. Some of what we do is partly just for the fun of it anyway, like the exaggerated moves and dances and poses and stuff.

## **Your album has a comic book feel to it. Who is your favourite comic book hero?**

Ray: Batman. I used to read the comics when I was a kid and I loved the Tim Burton films. Batman is just an ordinary guy at the end of the day. He hasn't got any special powers. He's not superhuman. He just trains really hard, focuses and puts his costume on. I don't train at all but I put my costume on.

Adj: I like Spiderman. He swings around, climbs up buildings and gets to wear a stupid costume. It's amazing.

Ben: Definitely the one who looks the best in spandex and lycra - Wonder Woman.

## **If you could have one superpower, what would it be?**

Sam: This is an easy one. The power to fly. It would be amazing and really safe from traffic.

Ray: Telekinesis. The power to move things with my mind.

Ben: I would really like to have X-ray vision.

The Adj: Magneto's power. He can move metal around.

Ray: Is being able to play the piano as well as a concert pianist a super power? That'd be cool. It'll be nice to sit in a hotel lobby and be able to play the piano.

Ben: If you are suggesting that good music skill is a super power then we already are superheroes.

Ray: You guys are. Me, not so much.

## **What would Raygun (the band's) superpower be?**

Sam: Forcing people to dance.

Ray: It'll be like a sonic power, wouldn't it? The ability to stop people in whatever they are doing.

## **So where do you see yourselves in 10 years?**

Sam: Going to a hundred countries and performing huge gigs.

Ben: I'd like to be still doing it. Things fall apart so quickly these days and it would be nice to carry on still playing music in the band and travelling to new places.

Ray: Maybe I'll be on the moon. I think I'd be a controversial character, so it's either that or a recluse in Canada, hiding in a hut while writing philosophical songs about Darwin.

Adj: As long as I'm enjoying myself, I'm okay. I'd just like to write some great songs. That's always been one of my big motivations. It's really good for me as a form of expression.

**Raygun's self-titled album is available in all major record stores now.**

# ALWAYS AN IDOL MOMENT

By Valerie Wang, Cheong Jiahui and Florence Grundy-Warr

Singapore Idol Season 3 winner Sezairi Sezali, 22, and runner-up Sylvia Ratone, 21, are not afraid to dream big.

From comparing themselves to Grammy award winning superstars Alicia Keys and John Mayer and fantasising about playing in Madison Square Garden in New York, the two good friends were candid, animated and hopeful as they reminisced about their Idol journey and talked about what the future might hold for them:

## On Idol

### **HYPE: Why did you join Singapore Idol?**

Sezairi: I set out to pursue music as my career for a couple of years now so I thought this could be my big break. I'd actually chickened out of the past two seasons' auditions. But [this time round] when my friend let me cut the queue, I thought I should just go for it.

### **Were people surprised when you joined Singapore Idol?**

Maybe those who didn't know me well or hadn't seen me recently, but my friends already knew I perform regularly, so they expected it. My friends from the previous seasons were like, "Aiyah, you sure make it" and they were actually at the auditions to spur me on.

## On Music

### **How would you describe your performance style?**

I'm a pretty quirky performer. I enjoy being myself on stage. I'm not a diva or some suave guy. I can't put on a false persona and I think people like me for that.

### **What will your album sound like?**

It's very hard to think of a specific genre because, having studied music, I like many kinds – world music, samba, jazz... and have a higher aptitude towards producing that kind of fusion music. I think a proper term is acid jazz.

## On Recognition

### **Do you guys consider yourself celebrities now?**

Once, I caught a cab and when I got in, the driver said, "Yes, Sezairi, where do you want to go?" (Laughs) His daughter happened to call during the ride and he asked if his daughter could talk to me. It's really cool, he even turned me down when I tried to pay for my ride.

## On Fans

### **Is there anything you'd like to say to your fans?**

Thank you for being the force behind the life-changing process and the wind beneath my wings. I would have never expected such support from the locals.

Sezairi Sezali

**Age:** 22

**Birthday:** 6 August 1987

**Status:** Single, but "it's complicated"

**Previously studied:** Ex-student at LaSalle's School of Contemporary Music

**Instruments he plays:** Guitar, drums, piano, darbuka

**Inspiration:** John Mayer, Jamiroquai

**Random fact:** Loves plum juice and char kway teow

**Embarrassing fact:** He farts onstage (and everywhere) all the time, and Sylvia is always at the receiving end. "No matter where we are or what we do. If I were ten metres away from her and I were to fart, she would suddenly come from the back and be like, "Hey, Airi!" (Sniffs) "Oh my God!""

**Favourite Idol performance:** "Virtual Insanity" by Jamiroquai – "It was the only time I went on and wasn't concentrating so much on how to perform. I was just like, "HELL YEAH."

# Sylvia Ratonel



**Age:** 21

**Birthday:** 14 June 1988

**Status:** Single

**Previously studied:** Hospitality and Tourism Management at Temasek Polytechnic

**Instruments she plays:** Guitar, drums, piano, darbuka

**Inspiration:** Amy Winehouse, Alicia Keys

**Random fact:** Loves desserts but doesn't eat ANY vegetables

**Embarrassing fact:** Nicknamed 'Ms. Blob' because she's "blur and random", and always locked herself out of Mediacorp Headquarters because she'd forget her pass. She'd also lost her phone three times during the Idol period.

**Favourite Idol performance:** "Mercy" by Duffy – "It's my breakthrough performance and I just felt like I could go out and just have fun doing my own thing."

## On Idol

**HYPE: Why did you join Singapore Idol?**

Sylvia: I've always loved to sing but what really pushed me to join was my family. I didn't join the previous seasons because I wasn't ready and my father wasn't really encouraging when it came to me choosing music as a career. He felt that I should be a doctor or professional instead.

**Were people surprised when you joined Singapore Idol?**

I was people-didn't-know-I-exist quiet, so everyone was like, "Sylvia? What?" I'd actually sung in choir and joined Singapore Youth Festival (SYF), but I was very reserved because of the sudden change of moving here after growing up in Malaysia and being more fluent in Malay. I did become more sociable in polytechnic and now I'm a mix of both.

## On Music

**How would you describe your performance style?**

I would say I'm soulful. I connect better with songs that help me showcase that part of me and allow me to bring soul to the lyrics.

**What will your album sound like?**

Jazz, soul, R'n'B and maybe a little pop-ish as well. Right now, I have so many ideas and so many things going on, and I think I'll just see what comes out from that.

## On Recognition

**Do you guys consider yourself celebrities now?**

When I'm outside and people recognise me, it's weird. I'm shy and I'd go like, "Oh my god, people are staring!" I'm still uncomfortable with it, but I do say 'hi' as it's always nice to meet people who support you.

## On Fans

**Is there anything you'd like to say to your fans?**

We really won't be where we are right now if not for them. It's kind of cheesy, but it's true. We are really nothing without their support, so thank you so much for pushing us and helping us achieve our dreams. It has really changed my life and I bet it's changed Airi's as well. So, really, a heartfelt 'thank you' to all of them. (Laughs) "The wings behind my back."



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THE CELEBRITY



# ONEREPUBLIC

## ONEBIGDREAM

From MySpace hopefuls to world-wide fame, OneRepublic dared to chase their aspirations. And now that they've made it, they're not apologising.  
By Grace Yeoh

Image & interview courtesy  
of Universal Music Publishing



FROM LEFT: BRENT KUTZLE, EDDIE FISHER, RYAN TEDDER, ZACH FILKINS & DREW BROWN

"Ten years from now, I hope our music still touches people the way we want it to. And hopefully, we're making a difference," muses OneRepublic's drummer, 36-year-old Eddie Fisher, over a phone interview with HYPE.

Although Fisher's answer smacks of confidence, it's not surprising. After all, it's the band's dream that got them to where they are today. And dream big, they did.

In 2002, two high school friends - Ryan Tedder, 30, the band's current lead vocalist and Zach Filkins, 31, the band's current guitarist and backup vocalist - formed OneRepublic. Drew Brown, 25, on guitar, Brent Kutzle, 24, on bass and cello, and Fisher, on drums, make up the rest of the group.

Following a series of relatively unsuccessful small gigs at L.A. clubs, OneRepublic was dropped from their record label, Columbia Records, two months before their debut album was to be released.

In fact, the only thing OneRepublic had going for them was their rise in popularity on MySpace, an online community started with the intention of supporting independent music artists. Very soon, they earned the spot of being the number one unsigned act on the site.

Filkins, tired of waiting for the band's big break, told Tedder that if nothing major happened to them within six months of Columbia dropping them, he would quit.

Half a year later, Grammy-award-winning music producer Timbaland's remix of OneRepublic's worldwide smash hit,

"Apologize", reached the airwaves and the rest, as we know it, is history.

With the release of OneRepublic's latest album, which has been aptly titled *Waking Up*, Fisher quips that they have stopped "dreaming to become successful in the music industry", and instead have now "woken up to the life they had been dreaming of".

Compared to *Dreaming Out Loud*, OneRepublic's sophomore album boasts a different sound, with the lead single on the album "All The Right Moves" proving just that.

Fisher explains, "A lot of European-style music has been a big influence to us. In this album, we have also brought in the big drums, and added a tinge of hip-hop flavour to our music."

However, as nostalgia slowly works its way into Fisher's tone, it's obvious that Fisher credits the band's new approach to their songs to their travels around the world.

As he explains how their travels inspired them, the maturity and pride in his voice that only comes from a band that has experienced the feeling of achieving their dreams is unmistakable.

He reminisces, saying, "When we recorded *Dreaming Out Loud*, we were desperate musicians, who were struggling just to pay bills. After the album was released, we travelled overseas for 15 months and we grew up and become more streetwise. We now have money in our pockets, so we approached *Waking Up* from a more mature standpoint."



During their various trips overseas, the band also stopped by Singapore for Singfest 2008, and our sunny island did not disappoint.

"The fans in Singapore are 10 times louder and more excited than fans from other countries. The people in Asia are way more into music than the Americans!" Fisher says, laughing.

And it's no mystery why fans go crazy over the five-man band. The heartfelt lyrics that have become the iconic voice of OneRepublic have struck a chord in the hearts of many, and are especially relatable to those going through a bad breakup or emotional time in their lives.

As a band, OneRepublic has a distinct identity that is evident in their songs.

Perhaps it is the pure and earnest feelings that the songs encompass, which have helped the band define themselves as musicians.

So who is the mastermind behind these hit songs? Undisputedly, Ryan Tedder.

Says Fisher of his bandmate, "Ryan likes to write the heartfelt songs, based on his life experiences, and our life experiences as a band. And that's how his lyrics come about."

With such an honest approach to songwriting, it's no wonder Tedder's songs easily unfold secrets and stories of many.

In an interview with Neon Limelight, a pop music celebrity blog, Tedder says, "If a song makes me feel emotional [and] if the hairs on the back of my neck stand up, then I know there are going to be lots of people out there who will also get goosebumps."

"I [always] try to write honest lyrics," he adds.

With such a thorough and enjoyable song creation process, the band is just as deeply attached to the songs as their fans are.

On his favourite song in their latest 11-track offering, *Waking Up*, Fisher says, "I love the album, and there's not one song I don't like on it."

"You could say that we went into recording saying to ourselves that we would not put any song that is less than great on it. But if I really had to choose, it would definitely be *Secrets*."

That song was actually the one that Fisher most enjoyed creating and producing with the band.

Things have been looking up since OneRepublic made it big. According to an interview with ARTISTdirect News, a music entertainment website, Fisher said of fame and stardom, "It kind of feels fun. It feels kind of loud. It's like our work—all our blood, sweat and tears—is being recognised and it's finally paying off. It's pretty surreal."

If their success so far is proof enough of their impact on the world, then one can be certain that they would probably fulfill their dream of being where they want to be in 10 years – making a difference.

**OneRepublic's sophomore album, 'Waking Up' is available at all major music stores.**



**THE FANS IN SINGAPORE  
ARE 10 TIMES LOUDER  
AND MORE EXCITED THAN  
FANS FROM OTHER  
COUNTRIES THE PEOPLE IN  
ASIA ARE WAY MORE INTO  
MUSIC THAN THE  
AMERICANS**

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## A Wonderland Like No Other

Hollywood's favourite idiosyncratic Tim Burton reinvents the timeless Lewis Carroll classic for a modern retelling on the silver screen. Featuring a twist to the original plot and an all-star first-rate cast, this could be the best wonderland yet.

BY KENNETH CHAN



M

arch 4, 2010 could jolly well end up as the most important day of year.

No, it is not the end of the world or even a close fight for Best Picture at this year's Oscars ceremony.

Rather, everybody's favourite daydreamer of a child will once again hop off following a white rabbit and tumble into the whimsical, enchanting and very peculiar world that Lewis Carroll created with the brilliance of his pen when he wrote the novels of Alice's Adventures in Wonderland back in 1865.

The masterpiece with walking poker cards and an uncooperative cat with an eerily-big smile become an instant favourite among children of all ages, and has since been adapted for various forms, the most famous of which remains to be Disney's animated version in 1951. (See next story)

Come this March, Walt Disney Studios will attempt to best itself when it releases another adaption of the famous literary work on the big screen again.

Reportedly raking up a budget of US\$95 million (about S\$133 million), the production is shaping up to become one of this year's best cinematic moments.

Heralded by Tim Burton, the classic tale has been given a bizarre twist, in typical Burton style, where a teenage Alice is no longer dreaming, but instead accidentally falls into Wonderland once again after an unexpected proposal by a snooty British man.

In short, she recalls fuzzily to have been to a strange setting when she was a child, but cannot remember the exact details to save her life.

And this time, the place is fraught with much danger and darkness as the raving mad Red Queen rules the land with a sick iron fist.

Alice seems to be caught in between both sides, and unknowingly becomes the key to end the reign of terror as the many inhabitants of Wonderland join hands to revolt against the evil witch dressed in fiery crimson.

As we have come to expect from the offbeat Tim Burton, whose most well-known directing credentials include *Edward Scissorhands* (1990), *Charlie and The Chocolate Factory* (2005) and most recently, *Sweeney Todd: The Demon Barber of Fleet Street* (2007), this upcoming blockbuster will feature a dark and twisted tale that is told in an array of visual spectacle through 3D lenses.

Promotional posters that were released earlier this year showed the cast in full dress – their makeup looks absolutely ridiculous, their eyes definitely deranged and their costumes completely conceived from a lunatic's head.

But, seriously, it could not have been any better.

Burton's roster of exceptionally gifted actors reunite to deliver yet another epic and mind-blowing picture: Helena Boham Carter stars as the diabolical Red Queen, Sir Christopher Lee will voice the Jabberwock, Alan Rickman is the aloof Caterpillar and yes, the very sexy Johnny Depp will be the psychotic Mad Hatter (Who else were you expecting?).

The others includes newcomer Mia Wasikowska, who beat the likes of Amanda Seyfried and Lindsay Lohan to play the adolescent Alice; Stephen Fry, who will voice the Chesire Cat; Matt Lucas, who be digitally manipulated to portray both





Tweedledee and Tweedledum; and Michael Sheen, who will have his shot as the iconic White Rabbit.

With *Alice in Wonderland*, it marks the seventh time Depp has collaborated with his close friend Burton. Both are known to create downright weird, almost insane but lovable, characters for the big screen.

The reinvention of the Mad Hatter with this movie will only further establish Depp and Burton's knack for strange personalities.

As one might have probably seen from the newly released trailers online by now, this tea-drinking hatter has big crazy orange hair, pallid skin and a colourful bowtie that resembles a dead butterfly. He even talks funny with an accent that sounds like a mix of American and English.

Outlandish and creative as the duo may be, diehard fans of the original book may be left a little upset at the new form of the pivotal character.

According to the Los Angeles Times, some literary purists feel that this interpretation of the "Mad Hatter strays too far from the description found in Lewis Carroll's writings", although this vocal minority is not likely to ruffle any feathers since the majority will jostle one another to watch their desirable Depp ham it up on the silver screen again.

The toughest challenge for Burton and gang will undoubtedly boil down to grounding the visual feast with proper story telling and character development. As Burton admits to the Los Angeles Times in 2009, the previous versions of the fantasy narrative come across as a tad too nonsensical and more like "a series of weird events".

He adds, "[Alice] is passively wandering through, meeting this weird character, that weird character. It's fine in the books, but the movies always felt like there wasn't anything underneath them."

It remains to be seen whether audiences will actually feel and relate to the story, which is critical to the film's box office numbers, or merely brush it off as one of Hollywood's many mindless fare.

We could only be "curiouser and curiouser", like Alice would call it, as the very important date draws closer for the world to see if this otherworldly land of pure delightful imagination will be enough to satisfy the eyes, heart and mind of movie-going audiences everywhere.

Mark your calendars, boys and girls, because 4 March 2010 will indeed be a very, very important date. We are getting very excited already.

Or maybe just a little mad with anticipation like a certain hatter.

# <sup>A</sup> I. Wonderland Like No Other



Written by British author Charles Lutwidge Dodgson under the alias Lewis Carroll, *Alice's Adventures in Wonderland*, or commonly known as *Alice in Wonderland*, was first published in 1865.

It is then interesting to also find out that the inspiration for the literary children classic is none other than children themselves. To cut a long story short, Carroll had first told the narrative while on a boat ride down the River Thames in Great Britain to the three daughters of Henry George Liddell, who was the Vice-Chancellor of Oxford University at that time.

Alice, the main character in book series, is actually named after Liddell's second daughter, Alice Pleasance Liddell, who liked the story so much that she begged Carroll to write it into a book for her.

Since that episode, *Alice in Wonderland* has stood the test of time and wound up on the bookshelves where only the best are kept. Known for its nonsensical characters and logic-defying story structure, the author's abundance of creative juices that jump off every page have won countless of fans and critics worldwide since its first published edition in 1865.

Carroll also incorporates numerous famous songs, poems and nursery rhymes with his own brand of parody and humour. Some like "Twinkle, Twinkle, Little Bat" were obviously influenced by the popular rhyme "Twinkle Twinkle Little Star", while others like the lullaby "Speak roughly to your little boy..." were derived from "Speak Gently" by American poet David Bates.

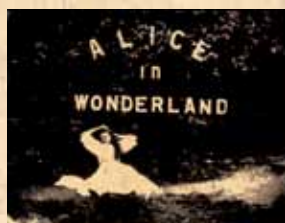
## II. Wondering Through Land and Time

BY SANDY GOH



# The Adaptations

As one of literature's most finest works, this glorious figment of Carroll's imagination has scored countless adaptations in almost every medium known to man: films, comic books, theatre plays and musicals amongst many others.



## **ALICE IN WONDERLAND (1903)**

The 1903 film was a nine-minute black-and-white silent film starring Mabel Clark. The original is 12 minutes-long, but due to missing parts of the film, the British Film Institute was not able to reinstitute the entire film to its original state.

Directed by Cecil Hepworth in 1903, the film followed the play of events from *Alice's Adventures in Wonderland* closely, showing only key scenes from the book. Though considered short in its length and generally of poor cinematic quality, the film had surprisingly turned in a commercial success back in the early 1900s due to its successful transition from print to screen.

Unlike Hepworth's version, many other adaptations had used characters, dialogue and events from both the first book and its sequels, *Through the Looking-Glass*, and *What Alice Found There*.



Carroll wrote the sequel, *Through the Looking-Glass*, almost seven years after the first book was published. Many do not consider it to be a proper continuation from the first story as the plot had little to do with what the titular character had gone through previously.

Nonetheless, the book saw the return of prominent characters such as the Mad Hatter, the March Hare and the Red Queen (Queen of Hearts), though Alice fails to remember them. Tim Burton's 3D-version is reported to have picked up its story from hereon. (See previous story)



## **ALICE IN WONDERLAND (1951)**

Seemingly weaker with its introduction, the second book did not appeal to film directors as the first one did. For example, the most popular movie to ever come out of the print series was *Alice in Wonderland* that was produced by Walt Disney in 1951, which based its screenplay on the first book with additional scenes from the second.

The thirteenth addition to the *Walt Disney Animated Classics* series featured the voice of Kathryn Beaumont as Alice, Ed Wynn as the Mad Hatter, Richard Haydn as the Caterpillar and Verna Felton as the Queen of Hearts.

And in typical Disney fashion, the writers made several changes to the otherwise dark story to make it more family-friendly and saccharine-sweet. For example, more dialogue was added to boost its liveliness and certain scenes from the book originally were cut or shifted.

The move particularly angered some of the British fans and literary critics, who accused Walt Disney of "Americanising" the film, despite the breakthrough in digital animation at that time.





# III. Residents at the Land of Many Wonderful Things

BY APPLE ONG

As we eagerly anticipate the release of Tim Burton's *Alice in Wonderland*, HYPE takes stock of the much adored characters in the series and the all-star ensemble cast that looks all ready to set the world's imagination on fire.





**THE MARCH HARE & THE DORMOUSE**, who are deemed as the Mad Hatter's closest friends, first meet Alice at the Mad Hatter's tea party. While the March Hare can be rather intriguing, the Dormouse is always found to be "sleeping while he breathes".

"Oh dear, I'm late, I'm late!" gushes **THE WHITE RABBIT** with a waistcoat-pocket and a watch as he passes you in a hurry. Late is his middle name and he fears losing his puny head if the Queen of Hearts does not excuse him for the tardiness. Michael Sheen (Frost/Nixon) voices the character for the film.

Everything queer and fascinating, **THE MAD HATTER** hides nothing as one can simply read his emotions off his face. In this new film, while he anticipates the return of Alice to Wonderland, the mercury-poisoned Mad Hatter shows a more human side to his peculiarity as he gets ready to go all out to help his one true friend, Alice.

"Who... R... U?" Lazing on a mushroom smoking a pipe, the snotty **CATERPILLAR** creates exhalations of fumes that waft rudely into Alice's face. With his snobbish and rude behaviour, he is the perfect role for Alan Rickman, who plays the human equivalent of the Caterpillar as Professor Snape in the Harry Potter films.

With a glorious white gown and an elegance befitting of royalty, **THE WHITE QUEEN** is an eccentric personality. Possibly as mad as the

Hatter, she represents the conflict in the film after her throne was usurped by her evil sister - the Red Queen.

Although mischievous, cheeky and very rude, **TWEEDLEDUM & TWEEDLEDEE** contradict themselves by emphasising on mannerisms as they insist that Alice shake hands with them.

"Now you see me, now you don't!" **THE CHESHIRE CAT** constantly plays the disappearing act and loves to involve Alice in rather confusing conversations about logic and sense (or lack thereof). The cat's inconspicuous nature will leave audiences doubting his intentions: Is he or is he not going to help Alice?

**THE RED QUEEN**, or the Queen of Hearts, is a hot-tempered and angry woman famed for screaming "Off with her head!" for just about any reason. She returns in this film with a supersized forehead and a crazy fetish for placing her "aching feet on warm pig bellies". With her marvelous portrayal of Bellatrix Lestrange in the Harry Potter series, Helena Bonham Carter is set to be the scene-stealer every time she rattles off the queen's pet phrase.





# IV. Johnny Depp: Master of Disguise

BY KENNETH CHAN



If there ever was an actor who could pull off virtually any role, and that could be anything from dreamy teen idols to conniving pirates with a secret fetish for eyeliner, or maybe even deranged barbers who love singing as much as slashing somebody's head off, that high honour would surely belong to 2009's "Sexiest Man Alive".

For a start, Johnny Depp even thought that the title by US Weekly magazine was just for laughs. "That should be someone else... That confuses me beyond recognition. I don't know how to react," he said in a recent interview with AFP. "I really thought it was a joke."

The actor, who will turn 47 come this June, is no stranger to the lecherous world of shrieking females and hysterical crowds. In 1987, he was cast in the now-defunct television drama *21 Jump Street* as the suave and slick Officer Tom Hanson. The wildly successful show quickly established the then 24-year-old's sex symbol status, priming him for a serious career later in the fickle film industry.

Even so, all was not bright and sparkly for the Hollywood's golden boy.

First starting out as a rock star wannabe, his band was barely surviving on the pittance earned from doing small gigs at local clubs. As the subject of intense public and media scrutiny, his personal affairs were often splashed across gossip pages that showed the leading man's wreck of a life – alcohol, drugs and a downright strange relationship with supermodel and party girl Kate Moss.

It was not until the equally kooky Tim Burton came along that Depp's transition, from popular primetime-TV soap star to the heavyweight Oscar-worthy film actor that he is currently known for today, was complete.

The breakthrough came in the form of a misfortunate freak of nature that had scissors for where his hands should have been, played convincingly by Depp in the critically acclaimed *Edward Scissorhands* (1990). Directed and written by Tim Burton, both director and lead actor cite the film as their "personal favourite".

"I loved playing Edward Scissorhands because there's nothing cynical, jaded or impure about him," Depp said in an interview with The New York Times in 1991.

"It's almost a letdown to look in the mirror and realise I'm not Edward."

Some say it was sheer luck, while others call it a match made in heaven. Like the John Lennon and Paul McCartney of the silver screen, Johnny Depp and Tim Burton are probably the most abnormal and interesting pairing to happen to Tinseltown.

The dynamic duo have collaborated numerous times to create dark and almost frightening characters for big-budget moving pictures, which is a rare find in the otherwise plethora of mainstream archetypal plotlines.

Ichabod Crane from the 1999 hit *Sleepy Hollow*, Willy Wonka from *Charlie and The Chocolate Factory* (2006) and the sadistic

*Sweeney Todd* most recently in 2007 are those that come to mind. This year, the ingenious twosome once again team up for the mega-blockbuster *Alice in Wonderland* that is currently scheduled for a March release in Singapore, in which Depp stars as the crazy Mad Hatter. (See main story)

Depp's range as an actor has earned him a reputation for being highly selective of his roles, often picking movies that surprise his critics and fans alike.

In an interview with Entertainment Weekly in 2005 about his wacky reinvention of the classic Willy Wonka, Depp famously said, "So I think it's an actor's responsibility to change every time. Not only for himself and the people he's working with, but for the audience. If you just go out and deliver the same dish every time... It's meat loaf again... You'd get bored."

"I'd get bored," he said.

More than appearing as the unorthodox and edgy characters that Depp has famously portrayed, his acting chops are one of the finest in the block, without question. The gothic beauty that the thespian brings to each individual whom he stars as is unmistakably imaginative and genuine, and often so compelling to the point of box office gold.

Think of the brilliant madman that the Kentucky-born film star played in 2003's *Pirates of the Caribbean: The Curse of the Black Pearl*, which was so commercially successful that it spawned two more sequels: *Dead Man's Chest* (2006) and *At World's End* (2007).

The entire franchise has grossed close to US\$2.8 billion (about S\$3.9 billion), without a doubt thanks to the films' main draw that goes by the badass name of Captain Jack Sparrow. A fourth instalment, titled *On Stranger's Tides*, is slated for a 2011 release, and fans will be thrilled to know that the man of the hour will reprise his role as the world's favourite pirate.

Three Academy award nominations, one Golden Globe win, US\$4.8 billion in box office receipts and two "Sexiest Man Alive" magazine covers later – he won his first in 2003 – the sexy father of two remains as cool as ice.

His hollow cheekbones, really awesome hair, and dark, mesmerising eyes that has caused many a heart to flutter when looked at directly, is just a superficial bonus that sometimes causes people to overlook the great storyteller that he is beneath all that.

He is a man of many talents – heartthrob, musician, writer, producer, director and one of the best actors of his generation all rolled up into one, bringing his A-game to every film that he takes part in, and every character that he plays.

This is the man who can make anything odd look cool. This is one of Tim Burton's closest friends with the versatility of chameleon and a star power rivaling that of Brad Pitt or George Clooney.

This is Johnny Depp, the master of many disguises.







# MY NAME IS **EARL** PATRICK

By Patrick Chew

30TH ISSUE.  
30 CHALLENGES.  
30 REASONS TO CELEBRATE.

Meet Patrick – a testosterone-charged, skateboard-wielding final-year Mass Communication student – who, after this, will undoubtedly pride himself in being ballsy albeit infinitely dignity-stricken.

As the resident big-mouth of the editorial team, the decision was unanimous among the editors when it came to subjecting someone to as much pain and embarrassment as humanly possible in 24 hours. All in the name of HYPE's 30-issue anniversary.

Armed with nothing else but a laundry list of tasks to complete, a poor-illustrated map of Singapore, boundlessly thicker than usual skin and a laughing photographer, Patrick embarked on The Big 30 Challenge.

## Task:

**A SET OF 30 CHALLENGES  
TO BE COMPLETED AT  
VARIOUS LOCATIONS  
AROUND SINGAPORE  
BETWEEN 8AM AND 12AM**

## Task:

A SET OF 30 CHALLENGES TO BE COMPLETED AT VARIOUS LOCATIONS AROUND SINGAPORE BETWEEN 8AM AND 12AM



Nothing like unpaid milk and cereal to start the day

**1. Go to the grocery store, open a normal pack of cereal and pour milk into it, and eat it on the spot with your bare hands. MUST finish everything. And pay.**

It was 8am and the staff at Jasons Supermarket were certainly not prepared for me. As the first task of the day, I was undoubtedly raring to go and the harsh mumblings and curt looks did not deter me as I walked along Aisle 6 munching on my Kellogg's Corn Flakes. The cashier found it especially difficult to scan my opened box of corn flakes and milk-drenched straw, and was left speechless when I presented an additional tube of wasabi for payment.

**2. Wasabi Facial (leave it on for five minutes)**

It's not everyone's idea of utter relaxation but this series of steps proffers rejuvenation of a different kind; that of a painful, sweat-drenched adrenaline rush that got me wanting more. Let's hope you did not miss the sarcasm.



**3. Shave your legs with a facial razor**

It has come to my attention that this generation of females have become particularly attracted to men with no facial or body hair. Owing to that, I decided to start from my legs up. A cookie to those who can guess where I'd go next.



**4. Pluck three nose hairs with a tweezer**

**5. Attempt to buy a Crumpler bag with an I.O.U**

I trust that every single one of you have inadvertently found yourselves in a stylishly decorated store with stylishly designed apparel that would stylishly complement your already stylish self. Upon payment, however, you find yourself short of a few dollars. Fear not, because I have found the solution; the simple 'I O U'.

**6. Hitch a ride to ION Orchard from Tanglin Mall**

Perhaps if I had been an alluring, lingerie-wearing siren, someone would have stopped.

**7. Chew seven Fisherman's Friends and down a can of coke at one go**



Seven Fisherman's Friends and a can of Coke? What could possibly go wrong?

**8. Hold up a 10-cent coin while standing on the longest escalator in ION Orchard and exclaim loudly, "Wah! 10 cents! I can make ONE phone call with this!"**

Imagine, if you could, the immense embarrassment I felt when a lady came up to me (the first of its kind) and said, "Now 10 cents not enough. You need 20 cents. Keep looking."



**9. Get three hugs from random strangers**

One from a man. Another, a lady. And the last given by a dog. I enjoyed the dog's the most.



It was worth the shot.



### 10. Collect \$5 in 10 cents from random strangers

Now I'm not one to lie. In fact, I'm just about the most truthful person you'd meet. So the story I repeated to 50 people (yes, everyone did part with 10 cents), "Excuse me, my grandmother fell down a flight of stairs and I don't have my cell phone with me. I was hoping I could get 10 cents and collect enough to repair my stairs."

### 11. Donate \$5 to a busker of choice



### 15. Eat three half-boiled eggs

It's essential to get my daily dosage of protein.



### 12. Go to Sunset Grill and Pub and eat half a dozen Level 3 spicy Buffalo Wings. Walk in and out on your own from the bus stop.

Here's a fun fact: I don't eat anything spicy. While skin tone and hair colour were obviously inherited from my Asian roots, my taste buds seem to be similar to that of a blushing Swede whose diet consisted of boiled crayfish and litres of ice cream.

### 14. Down a regular slurpee (flavour of your choice) in under three minutes

MAJOR BRAIN FREEZE!



"Pass me the water! Pass me the bloody cup of water!"



### 13. Get a stranger to massage you for a minute



### 16. Convince a sales assistant to fit a shoe on and tie the laces on all the shoes together.

"Can I get a pair of size 9s please? Oh, and could you tie them together for me? It's how I wear my shoes."



### 20. Find a lamp-post and get a stranger to cling wrap you to it for 15 minutes

I was never a victim of 'swirllys' or 'wet-willys', so this was a first. But after putting this idea in everyone's mind, it probably wouldn't be my last.

### 17. Collect five shirt tags from random strangers by offering to cut them off with a pair of scissors



### 19. Find someone whose birthday falls on the day of the challenge

Happy Birthday, Lance Lim Chee Keong from Alberta, Canada!

### 18. Get five random strangers to slap you

There is nothing quite as sobering as a five-fingered spanking from a complete stranger. Getting rejected by girls (and, trust me, I've had my fair share) is less painful and humiliating.

### 21. Use a pick-up line to get a girl's number

"Do you believe in love at first sight, or should I walk by again?"

### 22. Get wet from head to toe at VivoCity's wading pool

I'll never win any wet T-Shirt contests but I definitely turned enough heads to rival Pamela Anderson's trademark slow-mo Baywatch runs.

### 23. Withstand a -20°C temperature for one minute at the National Geographic's cold room



If behaving like the modern-day, drenched and dancing Gene Kelly wasn't enough, I had to jump out of the "rain" and into a -20°C environment. I have perpetually lost all feeling in my left cheek.

### 24. Down a bowl of laksa in 10 minutes

"Uncle! One bowl of laksa with extra fish cake, 'tao pok' and prawns!"



### 25. Go to HMV, put on the headphones, dance and sing out loud



### 28. Sprint from the F1 start line to the end of the pit lane

One down. 60 to go.

### 26. Collect a full box of nine nuggets from McDonald's patrons

### 27. Sing "Touch My Body" Korean-style in the Esplanade foyer

People said it was better than the original. I'm not one to brag, but you see the girl there? She loved my rendition so much, she asked me if I was for real.

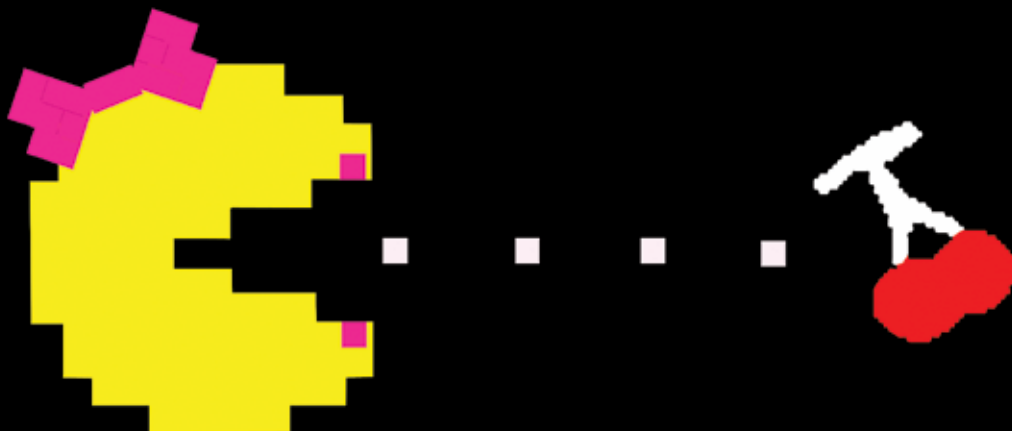


### 29. Video 30 people saying "Happy 30th birthday, HYPE!"

### 30. End the whole challenge on the top of Mount Faber



It's been one hell of 30 issues and I'll bet it will be one hell of another 30. In the meantime, someone point me to the nearest shower.



# GIRL POWER FTV\*

\*For The Win



By Rebecca Quek

Like a bar on a Friday night, it is dark and crowded.

However, there are two major differences between this place and your regular nightspot.

Instead of the latest club hits blaring from huge speakers, the room reverberates with the sounds from 50 pairs of speakers, all of them cranked up to full volume, coming together in a clumsy medley of constant gunshots and computerised voices.

And rather than mingling with the crowd, the patrons at this particular joint stare straight ahead at the screen in front of them, brows furrowed with intense concentration. In fact, most of them barely even talk at all, except for the occasional vulgarity cutting sharply through the rattle of guns.

Perhaps one of the few females in the cyber café, I am here on a mission: To put myself in the shoes of the average gaming addict. And for this, I have been given orders to game continuously for six hours.

My poison of choice? I decided to go with Valve's latest zombie-apocalypse spectacular, *Left 4 Dead 2* (L4D2).

For those unfamiliar with the game, L4D2 is set in New Orleans, where a virus has broken out, turning most of the civilians into zombie-like creatures. The aim of the game is to make it to a safe house each level, as one of the four remaining survivors, without falling prey to the multitudes of infected.



## 10.25PM: BEGINNING

As the game loads, the trash talk starts. Someone takes a jab at one of the less-inclined gamers and loud laughs ensue. Feeling Rather excited, I pick up my first weapon – an axe, rush down the stairs, adrenaline coursing through my veins as I move off to club some undead in the head.

A zombie runs at me, I lob its head off and watch, fascinated by the realism of it all, as its head flies across the screen like a baseball. Covered in virtual blood, the scene is obscenely gory, but I cannot turn away.

I'm starting to think that six hours is definitely not a problem.

## 11.43PM: PRIDE



After killing a grand total of 643 zombies in the first round alone, I felt an inexplicable sense of joy and accomplishment.

I try to stretch my legs, but find myself kicking the CPU under the table instead.

Under normal circumstances, the cubicle would be cramped and uncomfortable, with barely enough space on the desk for a pair of speakers, a keyboard and a mouse. However, as the opening notes of the theme song starts, the physical setting takes a back-seat for the ruthless carnage that is about to begin onscreen.

Oh, I really could go on all night.



### 12.04PM: AWKWARDNESS

The first thing that starts to hurt is my butt, but it does not matter. My right leg is also starting to go numb. But there is no time to think about such discomfort. More importantly, the world needs saving from the undead.

### 2.53AM: ADDICTION

It's been almost three hours since I last kept tabs on the time, and I am slightly surprised at how fast time flies. It's dangerously easy to get sucked up into the endless vortex of mindless murder, especially so when the game requires so much of your concentration. For the duration of the game, you are invincible and nothing else in the world matters.

I leave though, to buy a drink from the counter (all the random shrieking is making my throat hurt), making this the first time I've stood up since we first started. My legs welcome this rather pathetic form of stretching. I am back at my seat in less than two minutes and ready to rumble.

### 3.35AM: EXHAUSTION



First yawn. As I load the final campaign, the excited chatter from before is gone. Instead, I'm slumped in my chair, with my head lolled to the side, staring blankly

ahead. The exciting rush from before is gone, now I just feel like a stone-cold zombie slayer.

I look around the room. The place is still almost packed with boys, and even some girls, all grossly focused on their screens.

### 3.42AM: IMMOBILITY

Second yawn. My eyes are starting to hurt, but there is no time to think of the discomfort as we are almost immediately attacked by a huge mob of zombies from all sides. No more shrieks of help from my fellow gamers. In fact, we are starting to look like zombies ourselves. I don't really know what to think anymore at this point, except focusing the crosshair of my M16 on a random body and shooting.

### 4.43AM: AFTERMATH

As the survivors escape on the helicopter, the adrenaline takes a nosedive and the only thing on my mind is sleep. I feel like I had spent the six hours running a marathon in the hot afternoon sun, when all I had done was sit in a chair and run for my life in a virtual reality.



Total body count after an entire night of shooting: A whopping 4,811 zombies. Do I feel I have accomplished a lot? I most definitely do. But would I go through this ordeal again? Not in the near future.

My six-hour ordeal has to an end. Getting out of our seats, we paid at the counter, before mumbling our thanks and stumbling out of the cyber café, loose-limbed and bleary-eyed. I look back as I am leaving, and notice that the place is half-filled with hardcore gamers who continue fighting battles of their lives.

That, my friends, is dedication – or addiction.



By Mary Koh Wei Lin & Grace Yeoh

As you enter a cyber cafe, you can't help but stop dead in your tracks as you see girls shouting to each other while coordinating their attacks on zombies.

"My female friends are always talking about gaming. They will start talking about the latest skill they learnt," Gabriel Oon, 21, an NUS student, says with a laugh.

Over the last few years, the idea that girls rarely play online games has faded away, especially with the introduction of Massively Multiplayer Online Role Playing Games.

As such, gaming companies and operators like Asiasoft and IAHGames have caught on quickly. Games such as *MapleStory*, *Audition* and *Dragonica* have been positioned to appeal more to girls with their 'cute' graphics.

HYPE visited several local cyber cafes to find out what the average number of girls who visit cyber cafes was.

Arriving at Aloha Cybercafe at Clementi on a Friday evening, we counted only eight females in the sea of 80 computers. According to Tom Koh, 25, who has been working at the cyber cafe for a year, Aloha sees about 20 females daily. The number has been on the rise since last year.

When HYPE visited evolution<sup>2</sup>, a cyber cafe located at PoMo Centre, on a Sunday afternoon, there were no females. The shop employee who only wanted to be known as Joleen, 19, says the number of girls who visit daily is around 10.

However, cyber cafes are not the best way to measure the increase in female gamers in Singapore.

"Most girls would rather play their games at home," says Geraldine Tan, 21, an NUS student. She admits that she only visits cyber cafes "when her friends are with [her]".

She attributes the increase in female gamers over the years to the rising number of games that cater to both genders.

In a poll HYPE conducted among women, 80 percent felt that games nowadays reach out equally to males and females.

Female gamers were asked to rank why they were attracted to gaming. Adrenaline rush topped the list while the social aspect of gaming was listed as the second most attractive reason.

An interesting discovery was that most female players found at cyber cafes were playing *Left 4 Dead* (L4D). The fact that the game focuses on teamwork and cooperation among players could be a reason for its popularity.

Lim Ru Zhen, 21, an NP student, sums it all up, "Unlike previous games where superiority is emphasised, like *Defense of the Ancients* where there is only one clear winner, L4D is a game that encourages status and teamwork. Everyone feels equal when playing the game."

HYPE took to the streets to find out what people thought about female gamers. We asked them this question:

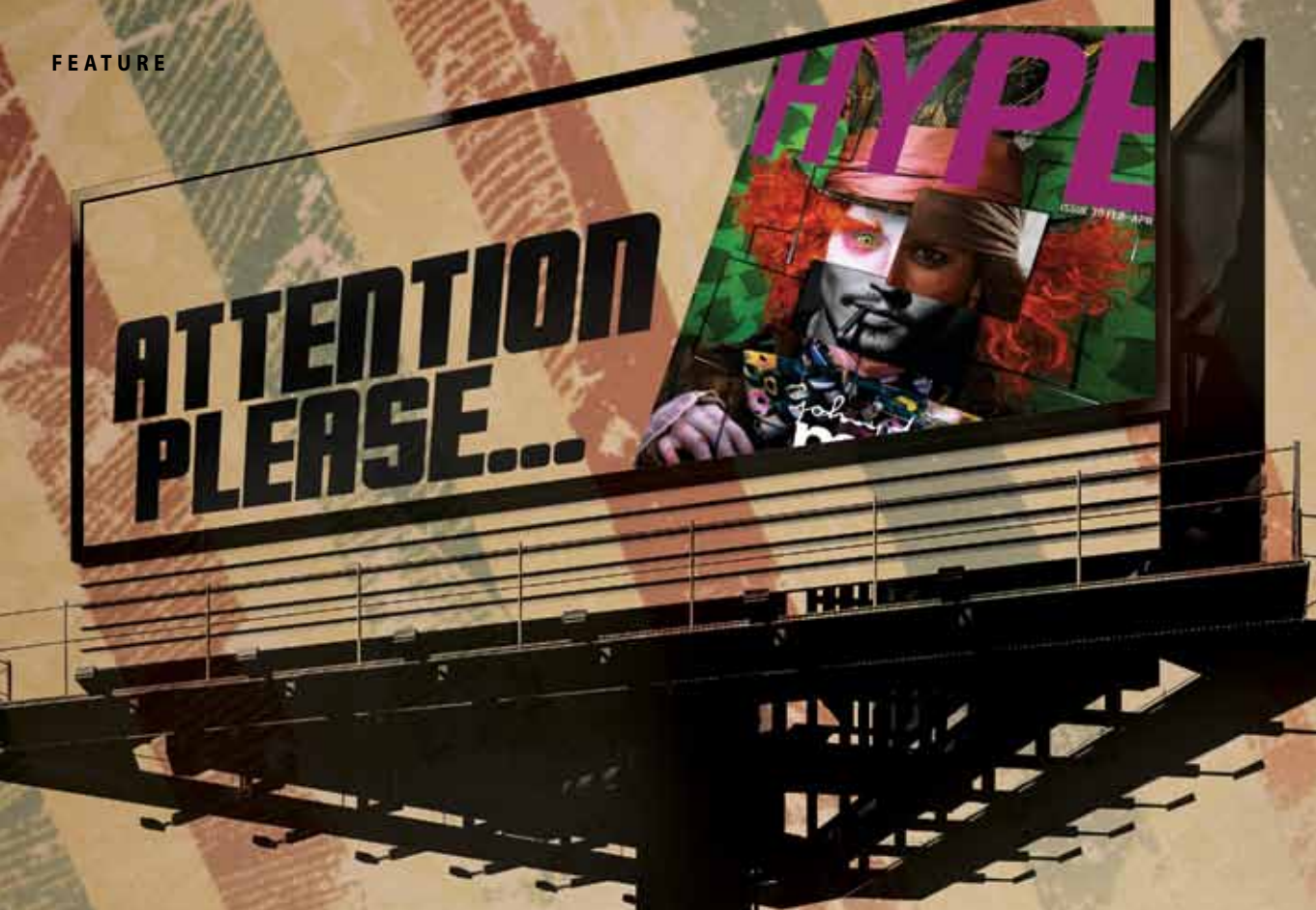
When it boils down to the battle of the sexes, who is better at gaming?



"I think both genders are on par when it comes to this. Nowadays, girls are more tech-savvy anyway."  
- Nur Fahmezzah, 21



"I don't think boys are stronger. All games are fine for girls as well. It really depends on how they play the game."  
- Amy Fu, 19



Now a US\$350-billion-dollar industry, advertising has evolved throughout the ages to serve just one purpose – to grab your attention quicker than you can say, “David Beckham’s Full-frontal Armani Underwear Billboards.” By Patrick Chew & Dewi Sriwahyuto

If advertising is a way of spreading information and getting attention to do business, it’s safe to say it began ages ago when a farmer brought his crops to a market to shout his wares.

Advertising, as we know it, however, officially began at around 1450 with the invention of movable-type printing presses by German inventor Johannes Gutenberg. From the first advertising supplement in the London Gazette in 1662 to the rise of billboards in 1835, advertising has consistently strived to find better ways to grab peoples’ attention and keep them hooked, slowly paving the way for guerrilla marketing, otherwise known as advertising gimmicks.

The idea and use of advertising gimmicks started way back in 1871 by Thomas Lipton, a Scotch-Irishman who pioneered all kinds of inventive promotional tricks. In order to promote his brand of tea – Lipton Tea – he issued thousands of Lipton one-pound notes that were of equal value as a One Pound Sterling and accepted at any establishment.

However, such bold publicity stunts snaking their way into the advertising scene in Singapore may not be the smartest idea after all. Most of us probably remember the series of vandalism

acts on various SingPost mailboxes that took place in January this year. The ruckus incited by the public and netizens after learning that the graffiti sprayed on the mailboxes were in fact, a promotional stunt by SingPost to encourage self-expression among youths suggests that we’re still new to the idea of advertising gimmicks and unused to such publicity.

From creative and humorous posters to elaborate and outright bizarre gimmicks, HYPE has compiled a collection of ideas that even Thomas Lipton would put his hands together for.



### 1. It’s Raining Dollar Bills!

In August 2008, Italian fashion brand NEWYORKESE pleasantly surprised visitors at the 74th edition of the Pitti Immagine Uomo – a fashion fair in Italy – by raining US dollar bills onto the street. Each dollar bill was stamped with the fashion label’s slogan to gain the attention of bystanders. The slogan comprised of title of a song by Renato Carosone, “Tu vuoi fa l’americano ma si’ Made in Italy”, which roughly translates to, “You want to be American but you are Made in Italy.”





## 2. What You Need, When You Need

The Nova Scotia Government Department of Tourism released The Pomegranate – an online publicity campaign that lured browser attention by suggesting something unreal and just downright crazy. It introduced the Pomegranate Phone as the ultimate phone incorporating all possible features such as a built-in global voice translator and even a coffee brewer. The online presentation ended by informing viewers that the phone was indeed a hoax and that getting everything you ever wanted in a device was a stretch. It went on to promote Nova Scotia as a place where everything was possible.

Check it out at: [www.pomegranatephone.com](http://www.pomegranatephone.com)



## 3. Crime Scene Investigation

Advertising agency Jung von Matt put a crime scene together to promote the movies available on the television channel 13th Street NBC. Whenever someone entered a bathroom, the lights go out and a black light turns on. The black light then makes a seemingly bloody crime scene visible with the words "See what others don't see. 13TH STREET. The Action and Suspense Channel".

Check it out at YouTube titled: 13TH STREET: Interactive Room Installation "Blood Bath".



## The Net Magnate

Co-founder of Nuffnang.com, Asia Pacific's first blog advertising community, Cheo Ming Shen, has brought online advertising to a whole new level.

"After graduation, my partner and I decided to do business on the net because we felt that the Internet in Asia was under-developed and we wanted to provide it with something interesting," Mr Cheo recounts.

And provide the Internet with something interesting, he did. Nuffnang.com brings together bloggers from Asia Pacific on a single platform and makes use of its combined reach to reach

out to the masses with things such as banner ads.

"To date, 120,000 bloggers (40,000 from Singapore) have signed up with us and our advertisements are seen by three million unique viewers each day," he says with pride.

Having worked with clients such as Nokia, Nike, Citibank and Warner Brothers, Mr Cheo believes that the industry is booming because of the flexibility and relatively low-prices of the use of the Internet.

He asserts, "The Internet is so pervasive and can be exploited in so many ways and cost little to do so, which is why advertisers are moving into it. Why pay for a television or print advertisement when I can do it on the Internet for a lot less and still get the same reach?"

"Having said that, I personally believe that advertising in traditional media won't go extinct. People are always looking for diversity and choice so there will always be a place for it; though to what extent, I'm not too sure," he adds with a shrug.



## The Old School Enthusiast

With close to two decades of experience in advertising, Hamzah Alsagoff, the Director of Client services for PDA-phone O2's advertising, has seen the industry grow and evolve to become the competitive and advanced industry that it is today.

The 44-year-old, who is the overall strategic planner for O2 – also known as a "Shoot" in the advertising world – isn't panicking over the rapid evolution of the advertising industry, where new media is currently the most used and sought after.

"I don't see new media as a threat. We're living

the new media now so what advertising companies have to do is to just catch up with the media consumption habits. I go where you go, so if you're my client and you're the new generation where it's all about youtube and facebook, then I will use these avenues to reach you," he says, disregarding its potency.

Mr Hamzah, who has worked with big names such as Microsoft, Estee Lauder, City Development Limited and Snapple, strongly believes in traditional media such as print and is convinced there will always be a demand for it.

"Print will always live. Yes it's feeling the threat and it's static now, but there will always be a demand for it, be it large or small. Human beings are born in a certain way where they need and they love to touch and feel things. For example, I may have 100 e-books but I still get my copy of newspapers everyday because I love the physical aspect of it. So do you and many others, and therefore print will always live," Mr Hamzah confidently concludes.



IT'S A BIRD. IT'S A PLANE. IT'S... AN ARMY OF SUPERHEROES SMASHING THROUGH THE ROOFS OF CINEMATIC BOX OFFICES. NOW WHO SAYS ONLY HULK CAN SMASH. **LUKAS NEO** SHARES HIS VIEWS ON WHY THE SUPERHERO GENRE IS SAVING HOLLYWOOD AND MAKING TONS OF MOOLAH AT THE SAME TIME.

In the recent superhero movie world, Clark Joseph Kent, better known as *Superman*, returns to Earth only to find that he's not the only one flying through the cinematic skyline. With a dark knight, a cosmic-powered family, a school of mutants and a man in an iron suit, it seems that the industry is a little too crowded.

The world's premier superhero sparked off a trend that no doubt, churns out billions of dollars with their ever-growing fan base. Nowadays, it even seems that superhero films are invading our theatre screens every other month.

Bernard Chang, owner of local comic shop, GnB Comics agrees, "Superheroes are no longer just characters of geeks' fantasies, I like to think that it has developed into more of a lifestyle."

The transition from comics to screen is not something new, with the very first silver screen adaptation of a comic book, entitled *Adventures of Captain Marvel*, having been released in the early 1940s.

The genre slowly hobbled its way to the 1960s with congenial yet tacky television serials, the most enduring example being *Batman* starring Adam West.

However, it wasn't until the turn of the millennium where the true explosion of comic book superhero movies really happened. It was the long-awaited release of the first instalment of the X-Men trilogy franchise in 2000 that started the ball rolling.

The immense financial success of the film, which grossed over US\$296 million (S\$415 million) in revenue, became a strong incentive for movie studios to start dabbling in the superhero genre, spawning the tsunami of superhero films that we see today. And for some nerds and geeks, it's probably the best thing that has ever happened on the face of the Earth.

Jamie Burns, 23, a student in Australia, and a hardcore fan of the X-Men comic series says, "I've been crazy over superhero comics ever since I can remember and I remember when X-Men [the movie] got released, I got so excited because I knew after that, there won't be anything stopping my favourite superheroes from coming to life."

In fact, the superhero genre has proved to be such a winning formula that movie studios are shelling out big bucks to create their own superheroes, most of which received significant success. Disney, in collaboration with Pixar, made *The Incredibles*, a family oriented film about a superhero family.

The animated film soared in the box office, grossed US\$631 million (S\$885 million) in revenue and received critical acclaim. It even garnered an Academy Award for Best Animated Feature despite criticisms that labelled it as a *Fantastic 4* rip-off.

Since the birth of the first superhero movie, the world has seen 64 superhero films, with another 16 being lined up for release within the next three years.



While many would think that the numbers are getting a tad too ridiculous, fans do not seem to think so.

Jason Lee, 21, currently a full-time National Service man says, "I may not be the most hardcore fan out there but from what I know about the whole comic universe and there are hundreds and thousands of good characters whose stories has yet to be told. While these superhero films may not all be Oscar worthy, at the end of the day, they're still entertaining and isn't that what movies are supposed to be?"

With Hollywood spending so much dough on the makings on these films, it's pretty obvious to say that the demand for superhero films is titanic.

The market for the superhero genre is so huge that Marvel signed Samuel L. Jackson to star as Nick Fury as part of a nine-picture deal with Marvel, which includes story sequels that lead up to the formation of the Earth's Mightiest Heroes, *The Avengers*.

The film will unite Marvel's already successful franchises, *Iron Man*, *The Incredible Hulk* and *Wolverine*, together with *Thor* and *Captain America*, both of which are already in development, slated for release in 2011.

On the other hand, DC Comics has recently announced plans to release four films within the next three years. These four films would come to include *Green Lantern*, *Wonder Woman*, *The Flash* and *Martian Manhunter*.

With movie studios and audiences both having gotten used to muscle-bound, underwear-donning men with superpowers, only one question remains: What makes superhero movies so super that studios are churning them out like bread from bakery?

### Support the Tech Geeks

Comic book aesthetic now look forward to the latest technological advancements. In the past, where a 100-man crew was needed to render Superman airborne, all we need today is a blue screen coupled with some special equipment that allows Spiderman to swing from building to building, with ease, through the carefully reconstructed streets of New York City.

The constant improvements to Computer-generated Imagery (CGI), makes fans of the heroes flock to the cinemas in droves just because it's about the only place in the world where they can realise their fantasy.

Hence, special effects became one of the attractions and selling points of superhero films where it is being used as a mark to indicate big budgets and advancements in technology. It is so prevalent that even the tagline for Superman goes, "You'll believe a man can fly."

### Good Always Triumphs Over Evil

While we may not be kids anymore, superheroes are etched in our childhood and watching them does bring us back to the simpler times where the world was no bigger than the perimeters of the television and our boxes full of toys.

Since the events of 9/11, much of the world still suffers from the repercussions. At times of difficulty and instability and rumours of our apocalyptic end in 2012, people are searching for a hope that can help to prevent the possibility of Doomsday in the near future.

That said, superheroes inspire hope, where good always triumphs over evil. They immerse us with a flurry of action, stunts and adrenaline-pumped excitement, providing us with a form of escapism. Cinemas and films, for many, represent an escape from reality, then, with such horrors at our doorstep, the idea of taking a two-and-a-half hour journey with our favourite superheroes who can turn back time and always save the world doesn't seem to be such a bad idea.

## COMING SOON



TITLE: IRON MAN 2    RELEASE: MAY 7, 2010

IF YOU'RE NOT WATCHING THIS FILM FOR ROBERT DOWNEY JR., OR FOR THE DEBUT FILM APPEARANCE OF WAR MACHINE IN THE AWESOMENESS OF HIS GREY SUIT THEN AT LEAST WATCH IT FOR THE SEXY SCARLET JOHANSSON WHO WILL BE STARRING AS THE DEADLY SECRET SPY, BLACK WIDOW. EITHER WAY, IF THIS INSTALLMENT IS EVEN HALF AS GOOD AS THE FIRST ONE THEN IT IS DEFINITELY WORTH A WATCH.



TITLE: THE GREEN HORNET    RELEASE: DEC 22, 2010

ADAPTED FROM A RADIO PROGRAMME, THE GREEN HORNET IS PROBABLY THE ONLY SUPERHERO WHO HAS MANAGED TO CROSS INTO SO MANY MEDIUMS. WHILE SETH ROGEN AND JAY CHOU SEEMED LIKE AN INTERESTING CHOICE FOR GREEN HORNET AND KATO, IT WILL BE DEFINITELY BE A TREAT TO SEE HOT A-LISTER CAMERON DIAZ ACTING AS THE LOVE INTEREST.



TITLE: THOR    RELEASE: MAY 20, 2011

DIRECTED BY KENNETH BRANAGH, THE GUY WHO ACTED AS THE ALL-SO-ANNOYING GILDEROY LOCKHART IN HARRY POTTER, THOR WILL BE FEATURING A SLEW OF HOLLYWOOD A-LISTERS LIKE NATALIE PORTMAN, KAT DENNINGS AND ANTHONY HOPKINS. HOWEVER, THE TITLE ROLE OF THE MIGHTY THOR BELONGS TO CHRIS HEMSWORTH, LAST SEEN AS JAMES KIRK'S FATHER WHO DELIVERED THE BEST FIRST 10 MINUTES IN STAR TREK.



TITLE: GREEN LANTERN    RELEASE: JUNE 17, 2011

NOT CONTENT WITH BEING JUST MARVEL'S DEADPOOL, RYAN REYNOLDS IS PLAYING BOTH SIDES OF THE COURT BY STARRING AS GREEN LANTERN FROM DC COMICS AS WELL. BLAKE LIVELY OF GOSSIP GIRL FAME HAS ALREADY BEEN TAPPED TO PLAY LOVE INTEREST STAR SAPPHIRE WITH MARK STRONG (BAD GUY FROM SHERLOCK HOLMES) BEING IN TALKS TO PLAY RIVAL, SINISTRO. IT WILL BE INTERESTING TO SEE THE EXTRAORDINARY SCOPE OF CGI EFFECTS TO REPLICATE GREEN LANTERN'S POWERS.

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Website: [www.bits.com.sg](http://www.bits.com.sg)

By Josefine Foo





Samuel L. Jackson can forget about celebrating his 64th birthday because the World, as many know it, is expected to come to an end on December 21, 2012.

The ancient Mayans, who were responsible for the apocalyptic prophecy, were said to be experts in mathematics, science and especially, astronomy. Based on calculations, they created multiple calendars for various use but it is the calendar called "The Long Count" that contains the bad news.

Forget the various other theories like Planet Nibiru crashing into Earth or an overnight reversal of the two poles – the 2012 theory is ruling the airwaves.

With flames about to engulf our planet, as depicted in the movie *2012*, it is no wonder that many are turning to doomsday to make a quick buck. Here are a few examples:

#### The Disaster Auteur

For a man who's destroyed the world three times over, Roland Emmerich, director of movies like *Independence Day*, *The Day After Tomorrow* and *2012*, sure knows how to capitalise on the hysteria. And he isn't done yet.

Straight off the big screen and onto small screens, Emmerich has announced that production is underway for a television sequel series for the movie *2012*, currently called *2013*.

He hinted that the plot will be similar to *Lost* and will focus on the resettling of Earth.

#### The Survivor

Patrick Geryl, a 53-year-old Belgian is such a firm believer in the impending doom that he quit his job at an oil company in 2006 and began preparing for the coming apocalypse.

Wasting no time, Geryl wrote and published three books – *The Orion Prophecy*, *The World Cataclysm in 2012* and *How to Survive 2012* – which moved on to become bestsellers.

He now spends his time forming a survival group in Belgium, which now consists of more than 20 people, who plan on buying land in Africa to start building the foundation for a new society.

Check out Patrick's website at [www.howtosurvive2012.com](http://www.howtosurvive2012.com).

#### The Atheists

On a topic slightly removed from the ultimate end (but relatively similar nonetheless), atheists have made use of the Rapture to earn some extra cash.

Their rationale: When the end comes, and all the Christians have ascended to Heaven, what will happen to their pets or even their mail? Thankfully, some atheists have come up with the solutions to the Christians' woes:

Eternal Earth-Bound Pets - <http://eternal-earthbound-pets.com/>  
For just \$110, you can pay "a group of dedicated animal lovers, and atheists" at Eternal Earth-Bound Pets to care for your pet while you have ascended. Every additional pet will cost \$15 each.

The Post-Rapture Post - <http://www.postrapturepost.com/>  
The Post-Rapture Post offers a personal hand-delivery service for those who want letters to be sent to their love ones or anyone that they believe will be left behind.

It appears humanity is intent on branding and making a living from the apocalypse, but the truth is no one knows what is to happen at all.

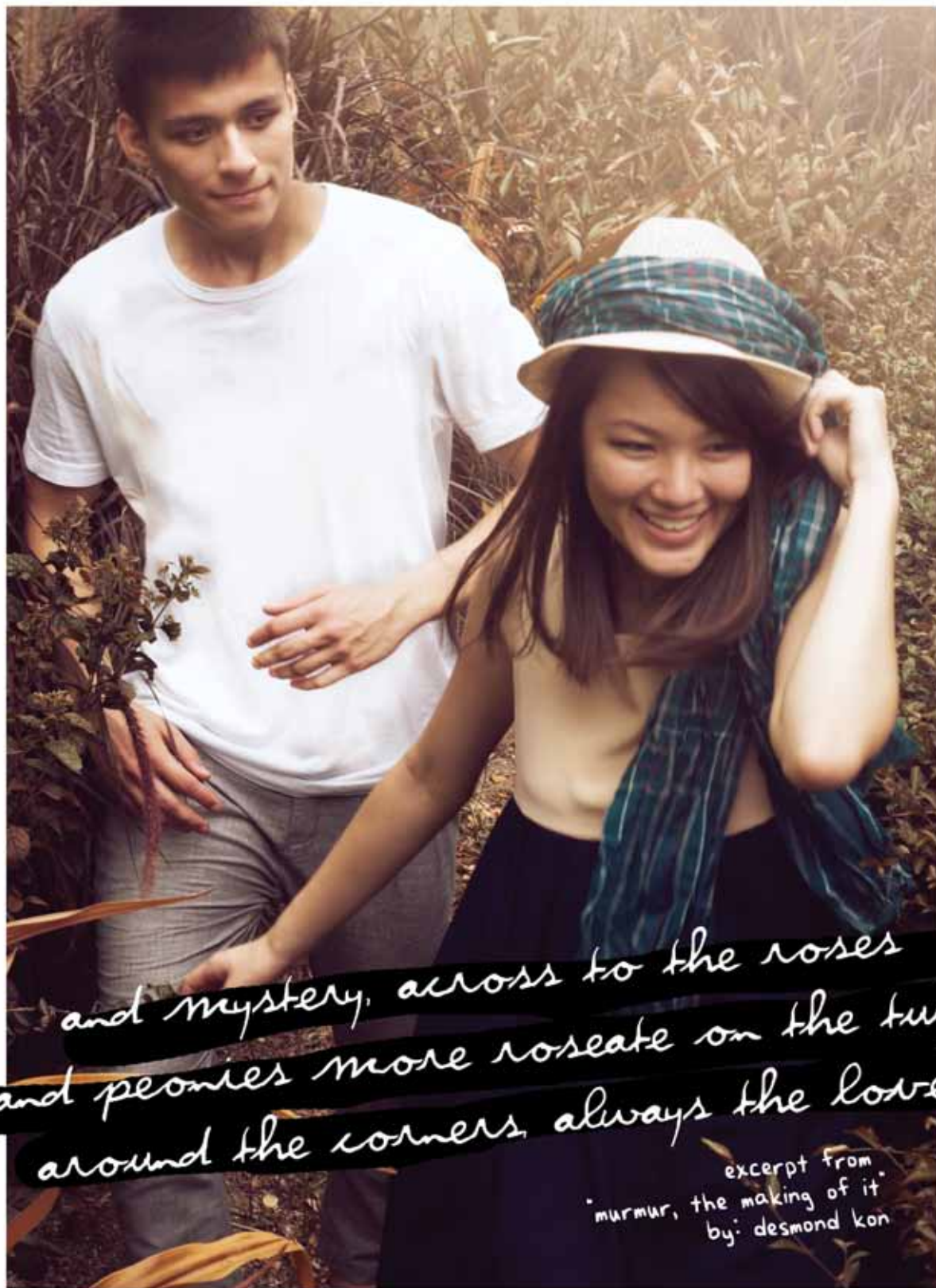
So here's our tip for you: When friends bug you to spend \$9 on a new "end-of-the-world" film, smile and tell them to turn on the news. Disasters happen every day and the ones on CNN are more realistic than anything Roland Emmerich can throw at you.



shall  
i compare  
thee to a  
summer's  
day

PHOTOGRAPHY ISAAC TAN  
ART DIRECTION LUKAS NEO, JIA HUI  
STYLIST LUKAS NEO  
HAIR & MAKEUP FLORENCE WARR  
CLOTHES EGG3, RETAIL THERAPY  
MODELS AMBER CHAN, SEAN WARR





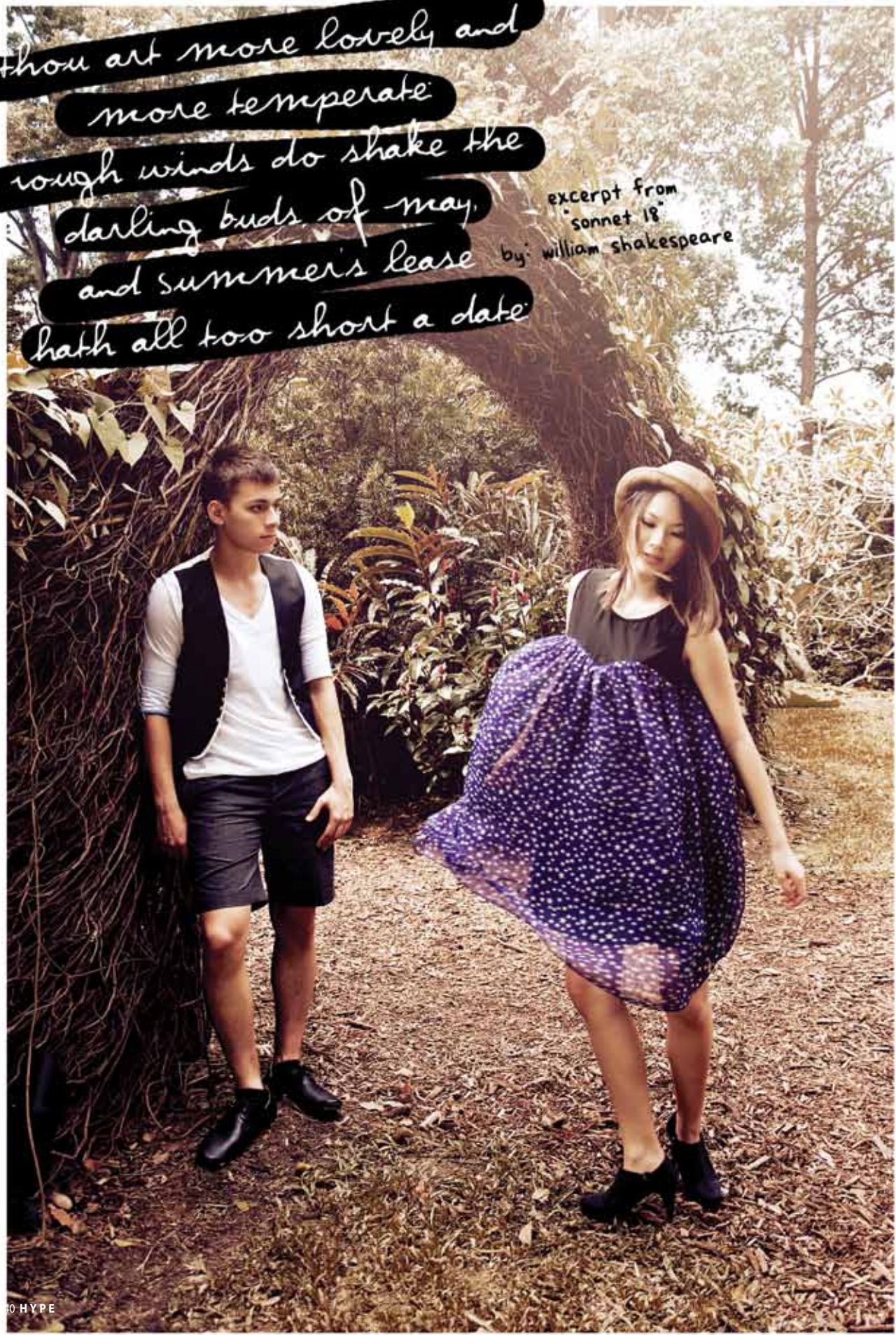
**EGG3 ERSKINE** BEIGE FEDORA HAT \$69.00, DRESS \$89.00. **EGG3 CATHAY** GREEN SCARF \$38.00, GREY PANTS \$96.00

OPPOSITE PAGE: **EGG3 ERSKINE** BROWN STRAW FEDORA \$79.00, PINK HAIR SCRUNCHIE (WORN AS CORSAGE) \$15.00, RATTEN BOX \$29.00, GARDEN BICYCLE \$120.00, RABBIT COIN PURSE \$9.90 EACH. **EGG3 CATHAY** GREY CHECKERED BERMUDAS \$89.00. **EGG3 MANDARIN GALLERY** VINTAGE SUITCASE \$189.00. **RETAIL THERAPY** T-BAGS FUCHSIA MAXI DRESS \$499.00



thou art more lovely and  
more temperate:  
rough winds do shake the  
darling buds of may,  
and summer's lease  
hath all too short a date:

excerpt from  
"sonnet 18"  
by: william shakespeare







**EGG3 ERSKINE** LAYERED COLLAR BLACK SHIRT \$89.00, BLACK PANTS \$129.00, TURQUOISE BELT \$69.00, BIRDCAGE \$139.00. **RETAIL THERAPY** MADAME MARIE BLACK JUMPSUIT \$709.00

OPPOSITE PAGE: **EGG3 ERSKINE** BLACK SHOES \$209.00, BROWN STRAW FEDORA \$79.00, BLUE STARRY DRESS \$95.00. **EGG3 CATHAY** WHITE V-NECK TEE \$89.00, GREY CHECKERED BERMUDAS \$89.00, BLACK VEST \$89.00

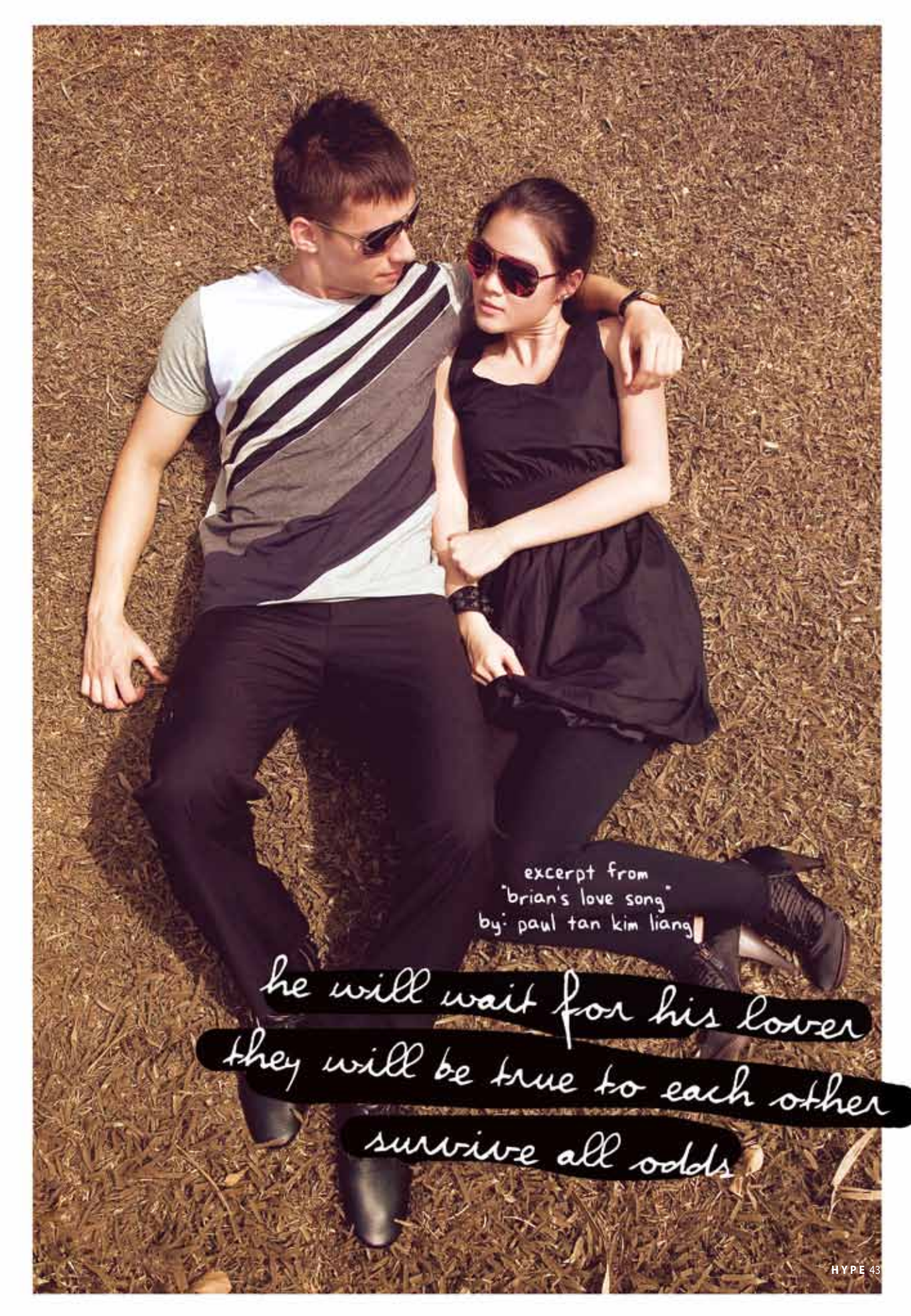




**EGG3 ERSKINE** BIRDCAGE \$139.00. **EGG3 CATHAY** VINTAGE SUITCASE \$189.00.  
**EGG3 MANDARIN GALLERY** GREY CHECKERED BERMUDAS \$89.00.

OPPOSITE PAGE: **EGG3 ERSKINE** BLACK PANTS \$129.00, BLACK SHOES \$209.00,  
BLACK DRESS \$89.00. **EGG3 CATHAY** STRIPED TEE SHIRT \$89.00



A man and a woman are lying on a bed of straw or dry grass. The man is on the left, wearing a white t-shirt with grey and black diagonal stripes and black pants. He is wearing sunglasses and has his arm around the woman's shoulder. The woman is on the right, wearing a black sleeveless dress and black boots. She is also wearing sunglasses and has her arm around the man's waist. They are both looking at each other.

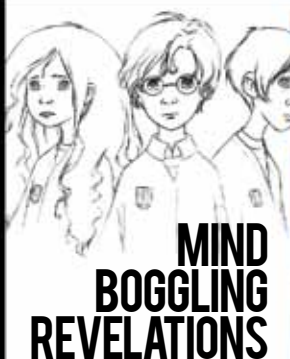
excerpt from  
"brian's love song"  
by: paul tan kim liang

he will wait for his lover  
they will be true to each other  
survive all odds



# FROM PRINT TO SCREEN

Film adaptations of best-selling books are a common sight in Hollywood today. HYPE brings you four books that will make their way to the big screen in the months to come. Grab them before they fly off the shelves.



By Dewi Sriwahyuto



Picking up from where J.K. Rowling left off from the previous book, Professor Dumbledore, one of the most adored characters, is dead, and without his aid, how will Harry survive the final confrontation with the Dark Lord?

Following Dumbledore's demise in *Harry Potter and the Half Blood Prince*, Harry has to embark on his final mission to find and destroy the remaining Horcruxes – cursed items, each of which stores a part of Voldemort's dismembered soul.

As Harry, Ron and Hermione fly on broomsticks and teleport from the wilderness to deserted islands, you'll be kept entertained by their near-death experiences and mind-boggling revelations as they come closer to the defeat of the Dark Lord himself.



Rowling did an outstanding job for this 600-page book as she provides such vivid details that the scene unfolds in your mind while you're absorbed in each and every page.

From print to screen, this would be one movie where director David Yates has no need to fret over the logic of the story, but more of the execution of the confusing battle scenes.

To ensure that nothing is omitted from this final book, Warner Bros. Pictures and the producers behind the US\$5.4 billion (S\$7.5billion) film franchise will be splitting *Deathly Hallows* into two films with "Part I" hitting theatres in November 2010, followed by "Part II" in July 2011.

Out of all seven books from the *Harry Potter* series, *Deathly Hallows* would have you crying





## REDEMPTION OVER ROUGH WATERS



By Florence Grundy-Warr

Set in a magnificent and imaginative seascape, a talking mouse, two kings, a queen, and an unbearable nerd begin their swashbuckling adventure through strange islands, each with their own mysteries and adventures.

The fifth book and third film instalment in the *Chronicles of Narnia* by C.S. Lewis, *The Voyage of the Dawn Treader* brings back familiar characters and puts them on a journey to find the seven lost Lords of Narnia.

The two youngest Pevensie children, Lucy and Edmund, who'd appeared in previous novels of the series, are literally pulled into the picture (of a ship), along with their petulant cousin Eustace Scrubb.

Rescued by King Caspian and the crew of the Dawn Treader, the trio joins them in their voyage to return peace to the land through the Lords of Narnia, who have set out on a sea expedition to look for new lands beyond the Eastern Oceans.

This turns out to be a voyage of self-awakening and redemption for Eustace, who eventually forms the most unlikely relationship with Reepicheep, the two-foot high, talking mouse.

So what can you expect for the film adaptation?

The major change is that of the distributor; 20th Century Fox will be distributing instead of Walt Disney Pictures. The reasons for this are the fear of growing budgets during production and "creative differences".

With *Dawn Treader* being the most popular book in the series, will this turn out to be a choice that Disney regrets?

Michael Apted, whose works include *The World Is Not Enough* and *Amazing Grace* is taking over as director from Andrew Adamson, who will be joining the other producers this time round.

The cast remains generally unchanged, except for Will Poulter, who will be joining the team as Eustace Scrubb.

*The Chronicles of Narnia: Voyage of the Dawn Treader* will hit the silver screens on 10 December, 2010



on a number of occasions, especially when a few of the charming characters die. Some deaths will be heartrending while others may come as a shock. But what's an epic battle without a few deaths.

As the prophecy concerning Harry reads, "Neither can live while the other survives", the last film would have you sitting in your chair while fretting over Harry's fate.

Expect J.K. Rowling's smart plots and twists in this last novel to slowly reveal themselves as you watch the movie. You will find yourself lost by how meticulously perfect everything, from the first book up to the last, fits together.

The cast remains unchanged. If you are not a hardcore Potter fan, there's more than enough time to catch up on this epic fantasy series before the last film hit the silver screens.

*Harry Potter* will hit the screens on 19 November 2010 (Part I) and 15 July 2011 (Part II).



By Crystal Huang

This movie maybe the one of the few instances where you'll watch it and instantly take a liking to the roughish protagonist.

Set in England's medieval age, *Robin Hood* chronicles the life of an expert archer, previously interested only in self-preservation, from his service in King Richard's army against the French.

Upon Richard's death, Robin (Russell Crowe) travels to Nottingham, a town suffering from the corruption of a despotic sheriff and crippling taxation. He then falls for the spirited widow Lady Marion (Cate Blanchett), a woman skeptical of his hidden identity and motivations of this crusader from the forest.

Hoping to earn the hand of Maid Marion, and salvage the village, he assembles a gang whose lethal mercenary skills are matched only by its appetite for life. Together, they preyed on the indulgent upper class to correct injustices committed by the sheriff.

However, all of this is not to say that *Robin Hood* is a particularly rip-roaring action adventure. Don't expect an action film; *Robin Hood* unfolds at its own measured pace, with its own gloomy purpose.

Whatever you may or may not think about Russell Crowe's behaviour in his everyday life, one has to give credit where it is due: he's a hell of an actor. Here in *Robin Hood*, he fleshes out his role of Robin Hood with brawny self-confidence and twinkley-eyed tenderness. A lesser actor might have looked equally majestic in that fetching Lincoln green getup, but Crowe really inhabits not only the clothes, the armour and the arrows but the character himself, through and through.

The one thing that really sells *Robin Hood*, apart from its star of course, is director Ridley Scott's *mise en scene*. Very few films have managed to capture the distinct flavour of the ancient times in such an all-encompassing fashion. One look at Russell Crowe's buffed physique, close-cropped haircut and armour and it is obvious that Scott has nailed even the smallest details.

Based on a series of books by the author Howard Pyle, *Robin Hood* is as rich in detail and texture as any other good novel. With something charmingly earnest and old-fashioned about it, this will be the movie to catch to reminisce about the childhood anti-hero.

*Robin Hood* is set for release on 13 May 2010.

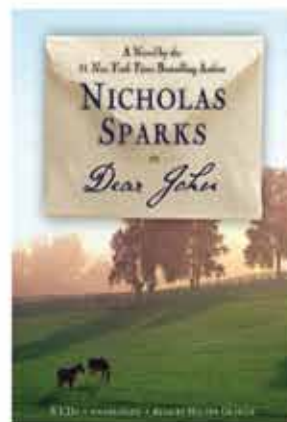
## IN LOVE AND WAR

By Cheryl Chia

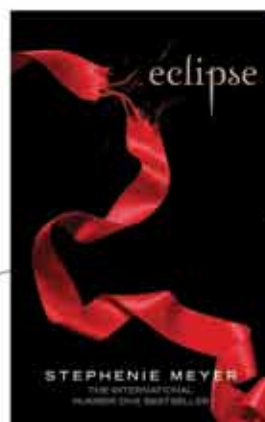
Even if it means letting go, loving somebody means putting that person's happiness before your own.

Taking the typical romantic approach, *Dear John* is a novel that stays true to author Nicholas Sparks' signature style.

The protagonist, John Tyree, is a boy with a rebellious streak who enlists in with the American army to escape his life and distant father. On one of his visits home,



By Valerie Wang



Oh, if Bram Stoker could see them now.

He would probably cry a little bit for the loss of the classic Count Dracula and then approach the people behind *Twilight* for a bite of the prestige, profit and popularity accumulated over the past few years by author Stephenie Meyer.

*The Twilight Saga* is currently the largest book-to-movie franchise in the history of film.

With *New Moon* breaking box office records, making more than US\$70 million on the opening day alone, expectations are high for the next installment of *The Twilight Saga: Eclipse*.

Judging by the mixed reaction to 'New Moon',



he befriends Savannah Curtis after diving into the sea to retrieve her fallen purse.

Eventually falling in love with her, things get complicated when he has to return to the army, and she communicates with him through letters until they meet again.

Despite returning home for a second time and renewing their relationship and vows to each other, problems arise when he signs up for another tour of duty after 9/11. This further strains their relationship, which is only held together by the vows that they made.

It all ends when John receives a letter in Iraq telling him that Savannah has fallen in love with someone else.

Like Sparks' previous tearjerkers, *Dear John* will definitely have you feeling for both characters and reaching for the tissues. By the time you flip to the last page, you'll probably already have cried a whole bucket loads.

Slated for release in Singapore this month, fans of movie adaptations of *A Walk To Remember* and *The Notebook* (both by Sparks) can look forward to seeing heartthrob Channing Tatum as John Tyree and Amanda Seyfried as Savannah Curtis on the big screen.

In an interview with Collider.com last year, Channing Tatum said that *Dear John* is "a beautiful, quiet, sweet love story" and that "it's a beautiful thing to do heartfelt movies".



(even though it was probably the least interesting out of the four books as Edward Cullen was "unavailable" for most of the story), the more action-packed *Eclipse*, with numerous fight scenes involving vampires and werewolves, should translate a lot better on the big screen.

Picking up where *New Moon* left off, vampire-boyfriend extraordinaire Edward Cullen and hapless heroine Bella Swan reunite, while poor adolescent-werewolf Jacob Black is left by the wayside.

The guilt-ridden Bella then tries to make contact with her estranged best friend, only to have Edward sabotage her truck. While that might sound like the makings of a relationship from hell, such obsessive behaviour proved to be much needed with an old enemy back and thirsting for Bella's blood.

The revenge-seeking villain Victoria is back and this time, she's aided by more than one vampire. After losing her mate, James, back in *Twilight*, to the Cullens, she is not going down without a fight.

In order to ensure Bella stays alive and well, the Cullen vampires and the Quileute werewolves join forces to eradicate the threat. Meanwhile, the vampiric governing body, known as the Volturi, dispatches a killer-squad, led by a sadistic henchman, Jane, to deal with the problem.

With new director David Slade, who directed vampire horror film *30 Days of Night*, audiences can look forward to a darker, edgier and maybe even scarier *Twilight* than they have seen.

The main cast is back of course, with almost-Sexiest-Man-Alive Robert Pattinson reprising his role as Edward Cullen, Kristen Stewart as Bella Swan and the beefed up Taylor Lautner as Jacob Black.

Bryce Dallas Howard, daughter of Academy-Award winning director Ron Howard, will replace Victoria, who was played by Rachelle Lefevre in the previous two installments.

The vindictive Victoria has a much bigger and more important role this time, so Howard has to prove herself and fill the shoes of Lefevre.

Meanwhile, why don't you skim through the book, or better yet, talk to a fan and you should get the full story, punctuated by dreamy sighs, in 10 minutes or less.

*Eclipse* will be released on 30 June 2010

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# THE 30<sup>th</sup> ISSUE

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# I WILL FOLLOW YOU INTO THE DARK

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p.s. make it  
really dirty

gooks  
are the new  
BLACK





As trends rise and fall, it is now the geeks' time to shine as fashion takes a turn to all things nerdy. **By Naveen K, Brandon Era & Patrick Chew**

"Oh my god! He is so cute!"

Looking over my shoulder, I assumed that the girl was cooing over the muscular young man who had just walked through the door with his geeky looking friend.

The conversation that ensued between the girl and her friend though, proved that they weren't the least bit interested in the buff lad, but rather his companion – the fair, lanky boy in a chequered shirt and black thick-rimmed glasses who was enthusiastically telling his friend about his World of Warcraft adventures.

HYPE magazine hits the streets to find out more, only to discover that these geek-loving girls are not alone.

It seems that geeks, are in. After decades of being ridiculed by the masses, they have finally managed to claw their way into a place of acceptance in popular culture.

But the question is: "How and when did they become so delectable?"

Kerri Teo, a 19-year-old self-confessed \*geekophile believes that her fascination with geeks started when Adam Brody appeared on the small screen as lovable nerd Seth Cohen in hit TV show *The O.C.*

She says, "My friends and I were so smitten by how cute Seth was in *The O.C.* He was sweet, kind, a little neurotic and his social awkwardness only made him more adorable."

The geek has indeed broke through to mainstream media. Reality TV shows such as *Beauty and the Geek* portray intellectual but socially inept young man pairing up with beautiful girls who have relied primarily on their looks to get through life.

There are also comedy serials loaded with scientific jargon like *The Big Bang Theory*. And as you would've guessed, a dorky guy gets together with the hot babe.

Loveable dorks are not just confined to the small screen, with many blasting the grizzly male stereotype to bits on the silver screen. The likes of Russell Crowe is being replaced by geek idols such as Steve Carell, Michael Cera and Seth Rogen, who star in movies like *The 40-Year-Old Virgin*, *Superbad* and *Knocked Up*.

With geek culture being glamorised all across the media, dressing and behaving like a geek has become trendy, so much so that for girls, the perfect geek boyfriend is the equivalent of a fashion statement.

Julia Tan, 16, a secondary school student, is one such person who has been influenced by this media charade. She professes to wearing spectacles despite having perfect eyesight and even insists that her boyfriend ditch his t-shirt and jeans for fitted vests, trousers and collared shirts.

But not all girls share the same enthusiasm for the dork. Amanda Phua, an 18-year-old polytechnic student, says that she prefers her dates to be "more spontaneous, sporty and generally non-geeky".

Defending her geek obsession, Julia says, "Everyone should date a geek, they may be stereotyped as weak and incapable of small talk, but if you get them on the right topic they can just go on and on, and when it really comes down to it, they will fight for what they believe in."

She adds, "The best part is that they are so intellectual and polite that bringing them home to your parents is never an issue."

Self proclaimed geeks like 22-year-old Benjamin Dinesh, an avid gamer and fan of all things technology, is not complaining.

The gamer geek says, "After years of being made fun of in school its nice to finally be part of the in-crowd."

And with upcoming games and movies that will only serve to feed the already prevalent geek frenzy, the dorks among us need not fear being cast aside much like last season's Gucci.

# the great experiment

## Research Statement:

Unlike today's gamer geeks who have the luxury of indulging in wondrous worlds of breathtaking landscapes made up of thousands of pixels, geeks of the past could only hope to get their hands on painted figurines of pixies.

What then would a nerdy teen have done to quench his gaming needs in the age before computer games?

## Objective:

Place present-day gamers in a time capsule where all they can do is play a board game from three decades ago.

## Hypothesis:

Subjects will abandon the game after an hour into it.



## Test drug:

Dungeons & Dragons (DnD), a.k.a the Godfather of Role Playing Games (RPG).

The first game to delve into the then uncharted waters of a massively multiplayer role-playing game (MMRPG), DnD is a board game that is fully acted out rather than just played with dice and figurines.

DnD was designed and developed by renowned game designers Dave Arneson and Gary Gygax.

## Apparatus:

set of stationery complete with pencils and erasers, and paper, 20-sided dice (yes dice that have 20 sides) along with 12, 8, 6 and 4 sided dice and numerous tomes such as The Player's Handbook, Dungeon Master's Guide and Monster Manual.





## Test Subjects:



Bryan Tan aka Xaiah, 21yo

Geek Credentials: I play so much World of Warcraft that I dream about levelling up on a regular basis.



Danny Nah aka D-Man, 21yo

Geek Credentials: Moderation is not in my vocabulary, I once gamed till my PS2 burst into flames.



Dylan Nah aka Hypothermia, 21yo

Geek Credentials: I am 1.76m tall and weigh 48kgs; I live on instant noodles. Nuff! said.

## Subjects

## Testimonies:

Dylan: It takes awhile getting used to the rules and systems but then you just want to know what happens next.

Bryan: I really love how this game pushes you to use your imaginations. I believe that it could help people to be more creative.

Danny: Bullsh\*t. Seriously, this game is just super hard.

Conclusion: All the test subjects had different reactions while and after playing DnD. Although 2 out of 3 subjects had somewhat positive feedback after playing the game, test subjects showed signs of fatigue when reaching the 7th and 8th hour of gameplay - an indication of an adverse reaction to the lack of visuals to keep them hooked.

When compared to the amount of time that they can spend playing computer games in a single instance, the inference that they very much prefer computer games to DnD can be drawn.

Present day geeks will be present day geeks.

## Controlled Investigation:

### 1. Meet and greet session with Dungeon Master.

The trio met Aravin K a.k.a Vinzanity at a Starbucks in town. When Danny saw him, he uttered ignorantly, "So where is the LAN shop?"

Aravin laughed, reached into his bag, pulled out three thick hardcover books and slapped them onto the table, all to the jaw-dropping stares of the three. The first step was to read through the Handbook and come up with their characters' class, race and stats.

### 2. Create your character

Armed with fully filled out character sheets, denoting their characters' statistics, history and inventory, the trio "entered" the game, with a tale to kick it off.

### 3. Game start

Not knowing what to do, they returned his gaze until Dylan asked what was going to happen next. Aravin raised an eyebrow and said, "That's up to you three. What would you like your characters to do?"

Danny boldly took the initiative, and said "I walk up to him and say wazzup?!"

Getting into character, Aravin arched his back at an impossible angle and stuttered, "I'm s-s-sorry I k-know not the t-t-tongue you s-sp-speak."

Getting the hint, Dylan jumped in and began to interact with the "Old man" in old English. After a short conversation, they were tasked with finding the old man's missing grandson. Dylan earned his character 150 experience points. Dylan was ecstatic, "Cool! In computer games I usually only get experience from killing monsters."

### 4. Combat sequence

Indignant, Danny declared that his character hefted his axe and took a swing at the patron closest to him for some experience points. Baffled, Aravin told him roll a dice to see if he hit. In DnD, the roll of a 20-sided dice, decides most actions, which includes combat.

Danny rolled a 19, which meant his axe hit its mark, decapitating his intended target.

"Enraged by your actions, and deeming you mentally unsound, the bar's patrons charge at you armed with bar stools and broken beer bottles," Aravin declared.

After rolling several die to depict the fight sequence, Aravin declared that Danny's character was killed by a flying bar stool that hit him in the head.

As the game progressed it became increasingly apparent that the level of realism displayed in the gameplay truly sets DnD apart from other role-playing games. The three adventurers discovered the effects of starvation, which lead to Danny's character hallucinating and walking off a cliff.

Nearly 8 hours since having started their epic journey the two brave companions plus Danny's character's corpse have yet to find the old man's grandson. Sensing fatigue among the players the DM drew the session to a close.

With the dawn of 2010, many films and games are set to hit the stores and the big screens.

By Naveen K, Brandon Era  
& Patrick Chew

# GREAT gogglesPECTATIONS



## PRINCE OF PERSIA: THE SANDS OF TIME

In May 2010, the movie *Prince of Persia: The Sands of Time* is set to be released. Produced by Jerry Bruckheimer, the movie has been revealed to be THE follow-up to his successes like the *Pirates of the Caribbean* trilogy.

Rogue prince Dastan (Jake Gyllenhaal) finds himself paired up with his rival, the enigmatic princess Tamina (Gemma Arterton), and in the possession of the fabled Dagger of Time. When tricked into unleashing the Sands of Time – magic that turns living things into monsters – by a dying Vizier of the court, he finds himself the destructor of a city.

Fans, critics, and skeptics will find themselves awaiting the release of the movie that could set the bar for game-to-screen adaptations.

## DIABLO III

Gaining unpopularity amongst players because of the nature of the game – dealing with sorcery and demonology – *Diablo II* was thought to be less well received than other Blizzard titles.

Greatly surpassing all their expectations, *Diablo II* emerged with the coveted title of Game of the Year 2000.

It's been ten years since the release of *Diablo II*, and with the announcement of a sequel, *Diablo III* at the 2009 Blizzcon, fans can only expect it to be even better.

*Diablo III* boasts the same game play with the addition of new classes and bosses and lands to fight and earn treasure in and mostly, the return of Diablo, the Lord of Terror.

Will he succeed or will we see the archangel Tyrael return in aid of the warriors? We wait with bated breath.

## LEFT 4 DEAD: THE MOVIE?

Fans of *Left 4 Dead*, here's another treat awaiting you!

The Valve game has seen its sequel release late last year and it has been a roaring success, with *Left 4 Dead 2* seeing new zombies and new campaigns and not forgetting new weapons in which you could battle for your survival.

## STAR CRAFT II

From its original release in 1998, *Starcraft* took the world by storm. Along with its expansion, *Starcraft: Brood War*, *Starcraft* brought a whole new meaning to real time strategy games.

*Starcraft II*, boasting new capabilities and all new game play with the same battlefields and more, allows players to play commander to more new units and even heroes, within the same races, namely the Terran, Protoss and Zerg.

With zombie films sprouting all over theatres since *Dawn of the Dead*, rumour has it that *Left 4 Dead: The Movie* is in the works.

Whether you're a zombie at heart or a survivor fighting against what seems like the impossible, this would definitely be a movie all "fanboys" and gamers would be highly anticipating.

With people exploiting certain aspects of *Starcraft*, such as abusing unit capabilities and race strengths, Blizzard has tried to balanced the game as much as possible, condemning old strategies and amassing old units to the bin.

With the Koreans controlling the top rung of all *Starcraft* players in the world, this game is set to send them into states of delirium. As for the Korean dramas and serials that have long taken over the small screen, seems that they might take a long break once *Starcraft II* hits the stores.



# AND LAST BUT NOT LEAST...

## 5 REASONS TO GO

### Bar Hopping or Lack Thereof

The average geek is highly unlikely to make painting the town red on a regular basis a priority in his life.

So on the downside your lovable geek consort may be unwilling to accompany you on every drunken night out but on the upside you'll never have to worry about what he's up to when you are not around to keep an eye on him.

### The Obsessed

A trait that is almost always synonymous with being a geek is focus. And if you're fortunate enough to be the focus of a geek, prepare to be lavished with the same tender loving care that he bestows his collection of Star Wars Collectibles.

### The Veritable Ken Doll

A geek's knowledge of fashion trends is inversely related to his knowledge of Star Trek trivia. i.e. he knows nuts about fashion.

While the fashionista in you might cry when he stares at you blankly as you begin talking about the latest Christian Loubaton shoes, the advantage is that their lack of concern over fashion means they'll let you dress them up as you please.

Making your geek your very own life sized Ken doll. Childhood dream finally realised? I think so.

### Parent Approved

When your parents meet the geek in your life, they will generally see an educated young lad who is responsible and a potential winner. Provided the dork remembers to wear his superman underwear on the inside...

### The Lonely Writer

Perhaps the most compelling reason to date a geek is the eligible geek writer who spent approximately an hour crafting this compelling literary masterpiece. Please call, 91456904

## 1337 WORDS FOR TASTIC CONVERSATIONS

1337 [LEET] //NOUN/ DERIVED FROM THE WORD ELITE. A TERM OFTEN USED TO DEFINE EXCEPTIONAL GAMING CAPABILITIES

**E**pic Fail - A mistake so spectacular, it requires its own term to describe just how bad it was.

E.g. Geek 1 says, When Brandon was about to propose to Samantha, he managed to drop the ring in a gutter, set the house on fire and stab Samantha's mother with a fork...

Geek 2 says, Woah, epic fail.

**G**eekophile - A term used to describe a woman who is sexually attracted to geeks/nerds/dorks.

E.g. Jane is a total geekophile for falling in love with Mark after seeing his cute lightsabre replica.

**I**mba - Shortform for imbalanced, this term is commonly used in gaming to accuse someone of having an unfair advantage within the game. Can be applied in real life situations as well.

E.g. Marvin is just imba at basketball, he's so tall that he dunks by tiptoeing.

**N**oob - A label applied to someone who is either inexperienced or new at a certain task. It is commonly used in a derogatory manner.

E.g. He's such a noob at maths; he can't even recite the square root of pie beyond the third decimal.

**N**erd Rage - A term used to describe extreme anger exhibited by a nerd ala hulk style, without the green and um... the muscles.

E.g. Losing 27 Counter Strike matches straight set Shannon off on an unimaginable nerd rage.

**P**wnage - An exclamation often made upon the complete and utter domination of anyone or anything.

E.g. Soccer player 1 says, We won the championship match 8-0!

Soccer player 2 says, That was total pwnage!





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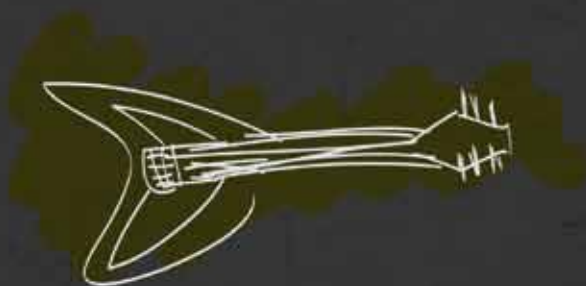




**THE UNDERTAKER**  
Pg 66



*Mad Over Madonna*  
Pg 68 - 69



**SCREAMiNG**  
WITH LIFE  
Pg 67

## ALTERNATIVE LIFESTYLE

Millionaire by day and vigilante by night, Bruce Wayne aka Batman was the caped crusade best known for having two unsuspecting lifestyle. **HYPE** uncovers the many interesting individuals who live the double life here on our sunny shores.

# A GRAVE UNDERTAKING

By Goh Bailin



Being around corpses, comforting grieving families and being on call 24/7 just to earn a living is not exactly anyone's idea of an ideal job. For Caleb Wong Wen De, 19, a polytechnic student, it's just another way of earning a living.

Just a year ago, Caleb was living the life of an ordinary teen until a friend introduced him to work as a part-time undertaker. However, as with any job, it was like learning how to walk all over again.

The second-year Manufacturing Engineering student of Nanyang Polytechnic, says, "It's tough to learn everything from scratch and it's even harder to perfect it. Ultimately, it's a serious business and I'm handling the body of somebody's loved one."

Embalming, cleaning and carrying the dead bodies, selling his company's funeral services to mourning families and preparing a funeral are part of his job scope as well.

As much as it remains a business, the experience has nevertheless pulled at his heartstrings.

"I have to handle a lot of grieving and devastated

families and it's hard to approach them and sell our services when they are still crying over their loss of their loved ones," he explains.

One of the most memorable cases Caleb has handled is that of a student who was killed in China. "The boy's body was lost during transit when the airlines were transporting his body back to Singapore," Caleb recalls.

He could feel the pain he saw in the father's eyes when Caleb broke the news.

Apart from handling mourning families, there have been cases where families are unwilling to pay for the funeral services. "Some families come begging us to do the funeral for free as they do not have sufficient money to pay for the services," he says.

"I have difficulties rejecting them because I don't want to be deemed as heartless but at the same time, I can't possibly do the funeral for free," Caleb adds.

Besides just handling his part-time job, the polytechnic student still has to juggle school. He says, "Everyone only has 24 hours a day and I'm no exception. All I can do is to plan my work and studies properly and ensure that I've sufficient time for each of them."

"I don't really grumble because of lack of sleep or the lack of time to hang out with friends. Being an undertaker has really made my life more meaningful," he adds.

"Doctors bring lives into the world and we help people to leave this world peacefully."





# SCREAMING WITH LIFE!

By Valerie Wang

Creative genius by day, rocker by night and full-time father to two beautiful children, the multi-hyphenate virtuoso, Pann Lim, 37, is certainly a very, very busy jack-of-all-trades.

Besides just being the co-founder of home-grown indie band, Concave Scream, Pann is also a Creative Director at Kinetic, a small local design and advertising agency.

Concave Scream, which first emerged in the local music scene in 1994, includes vocalist and co-founder Sean Lam, 35; drummer Dean Aziz, 36; and bassist Farizwan Fajari, 29.

Even with so many things on his plate, he firmly believes that it's his good organisational skills that have been key to his successful juggling.

With all that said, one must wonder how busy Pann really is?

Sharing about band commitment, he says, "We only meet once a week to jam for three to four hours. But prior to the

jam session, I will work on riffs and parts daily so that when we meet, I will share my ideas with the band. And then we will write new material with those riffs as a starting point."

Besides that, a typical weekday includes working for 12 to 14 hours conceptualising new projects, meeting clients and deadlines with his team over at the firm.

Well, if Pann looks familiar to you, that might be a result of his mug being posted alongside other 'Most Influential' creative directors in Singapore around MRT stations like Bugis for the past year or so.

Having been with Kinetic for almost nine years, Pann has handled major accounts with companies like Nike, Nokia, Levi's and F&N.

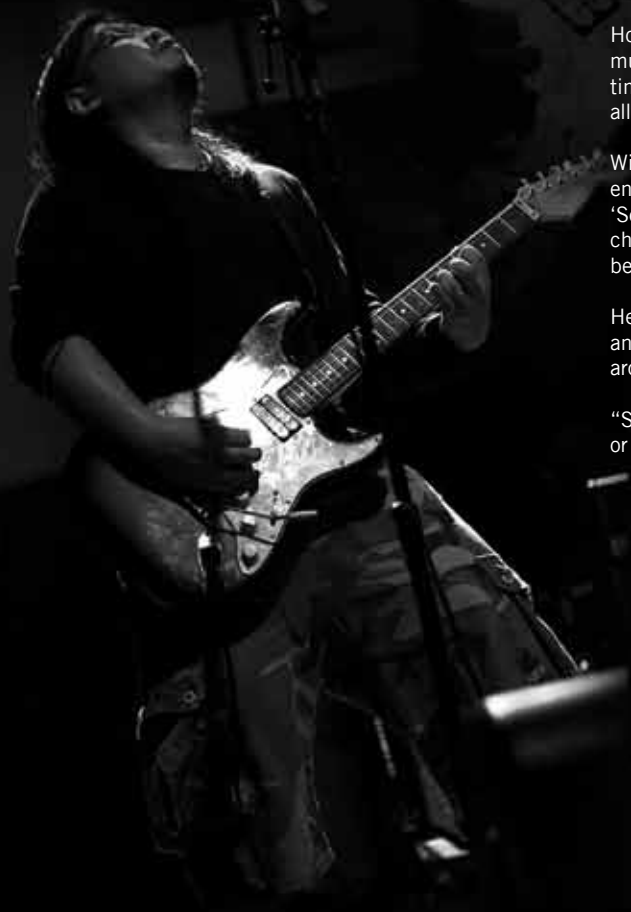
"You really need to have the passion for it, and you must be willing to sacrifice personal time and space to let your role in your job be part of your life. And always be hungry for great work and learn and get inspiration from anyone and everyone daily," says Pann,


However, Pann does admit that it is a little hard when his multiple deadlines from work interferes with his music and time spent with the band. Pann says, "But once again, it's all about discipline. Work will not stop me from making music."

With ingenuity and creativeness being practically his entire job scope, the band's eco-friendly packaging for 'Soundtrack of a Book' - CDs wrapped in hardcover vintage children's books - is an obvious example of how his day job benefits his other passion in life.

He says, "I don't see my two personas (the creative director and the rocker) as very different things as both revolve around coming up with ideas and the act of creation.

"So be it thinking of an idea for work or writing a new song or tune, I am equally happy doing both."





His home, thoughts and actions testify to his obsession with the one and only Material Girl and she is all he ever wants to be.

# MAD ABOUT *Madonna*

By Sandy Goh

Dressed in a simple blue and white-striped round-neck T-shirt and jeans with spiked up hair, Abdul Rahman Selamat comes across as any other guy on the street.

However, this quirky individual has a very interesting hobby: he cross-dresses as the Queen of Pop.

The bright-eyed 35-year-old greeted us with a sweet smile when we first met him at the studio.

Having agreed to have exclusive photos taken of him in drag, we commenced our interview while he applied his make up.

Rahman drags all in the name of fun and also performs to entertain. But the main motivation behind it all is his admiration for Madonna.

Dressed in famous Madonna outfits, Rahman dances and lip syncs along with her songs.

"She's such a good artiste! She's a performer; she has the showmanship; she has the character, I'm so envious of her!" Rahman exclaims enthusiastically about Madonna.

Just to show how much love he has for her, Rahman decided to name his alter-ego Madina (pronounced Mah-di-na).

While this may not be what many consider a typical recreational activity, to Rahman, it is really a passionate pursuit that he has had for a really long time.

"Even when I was young, I saw her videos and I always wondered if I can ever dress up like her and you know, perform like her," he says.

## **Crazy for you**

As a die-hard fan of Queen Madge, the assistant manager of HMV, a local CD retail chain, is not only in awe of her work



and performances. He tries to understand her as a person and adapts her attitudes towards work and life in his own.

"If you know her background, as she was struggling to be an artiste in New York back in the 70s, she struggled all by herself to climb up to where she is now. That's something that I admire about her – hard work and dedication," he explains.

"All the things that she does actually motivates me - work-wise - to be more in a way, hardworking and focused," he says.

His fixation with the Material Girl led him to furnishing his entire room with all things Madonna. Rahman effectively turned the entire place into a shrine. The cabinets, walls and even the ceiling, is filled with cassettes, VHS tapes, posters, albums, and standees of the pop icon.

"There's more, you know! I couldn't fit everything in my room," he laughs.

There is no better way for any fan to represent their love better through the paraphernalia they own.

### The People Around Him

Rahman started cross-dressing back in the late 90s with his official public debut in 1997.

With a grin on his face, Rahman reveals that before his debut as a cross-dresser, he did try it out at home, behind closed doors.

***"All the things that she does actually motivates me - work wise- to be more in a way, hardworking and focused"***

He reminisces, "That was the first thing that gave me the courage to be a cross-dresser – dressing up as Madonna, putting up costumes and finally going public."

"[Before my debut], I didn't really dare to go out there and drag!" he giggles.

However, when the topic of family came up, the atmosphere took a more serious turn.

Coming from a very conservative Muslim family, Rahman has always felt that it was a little hard for his family to understand his reasons for his hobby.

He says in almost hushed tones, "My dad just doesn't bother at all. He doesn't even comment [about] anything. I think he knows, he just pretend he doesn't."

Rahman says that his siblings were "okay except for probably one of [his] brothers".

"He's not very happy about it, and of course, I don't care!" he chortles.

True to his cheeky nature, seriousness does not linger in Rahman for very long.

"[My mum] knew about [me] being feminine and all that. When I was young, I liked to dance around, get up on the coffee table and dance in front of the family," he chuckles.

"And when I confess about, doing all these, she was a bit bothered at first, [but] after that she was okay," he adds.

He confesses that he even borrowed his mum's bra once for a show.

Friends-wise, Rahman mentioned that they have been quite supportive of what he does, though "it took a while for them to be comfortable with it".

For those who cannot accept his hobby, he just can't be bothered with them.

"I mean this is what I like to do. To me, it's like, you have your reasons to say what you want to say, and I have my reasons to do what I want to do. So if I think I'm happy with what I'm doing, then I'll not be bothered by them," he says.

### Living In A Different World

Sadly, Rahman feels that he cross-dressing scene in Singapore is fast disappearing.

"When I first started, drag was like being a diva. But now, people don't bother; they would rather look at hunky guys in underwear," he chuckles amusingly.

However, Rahman claims that it is different in Western countries. "I have a friend in Australia, and he's also a drag. When I visit him, he'll always pull me out like – *hey, let's go out and drag!*"

He laughs as he says, "I plan to go over there. It's so heavenly, it's just different; they're genuinely friendly."

Sometimes he feels like he lives in a different world. Speaking of Australia, he says, "It's more exciting, more challenging, more liberal. People don't care; people don't judge you."

His motto in life is what Madonna always says, "You have to express yourself to get what you want. And you don't wait; you just have to do it. Love yourself and do what you want to do!"

"And that's what I did!" he says cheekily.





PHOTO COURTESY OF DREAMWORKZ

# BIG-SCREEN BENG

From stage plays to the durians by the bay and eventually the silver screen, Broadway Beng, Sebastian Tan shares his person, works and dreams with Valerie Wang.

Who would have thought that the most honest type of people in Singapore would be the resident *Ah Beng* with his imitation Gucci hat, Bugis Street skinny jeans and pasar malam flip-flops?

Well, Sebastian Tan a.k.a Broadway Beng definitely did.

"People look at the *Ah Bengs* and *Ah Lians* and think that they're crass, ugly and uncouth. But really, to me, they're just not afraid of being who they are, showing the ugly side of themselves. They don't try to hide behind false pretenses," says the 36-year-old.

*Broadway Beng*, the successful theatre production from Dream Academy Productions, has been entertaining Singaporeans since it first opened in 2006 at the DBS Arts Centre.

And this classic getai-style comedy has moved up in the world with its fourth installment, *Broadway Beng: Jiak Liu Lian* (eat durian), shown last December at the Esplanade.

Having never expected that he could take his show to such a large scale, he says,

"It's a pleasant surprise. It just goes to show how Singaporean this production is, this identity crisis that all Singaporeans go through, we all have an inner beng inside of us."

Sebastian, a self-proclaimed 'Ah Beng who just loves musicals', had aspired to become a lawyer at first due to his love for television programmes like *Matlock* and *Perry Mason*.

But after sitting in on a couple of real court cases, he began to realise that he preferred the more dramatic portrayals seen on television and decided to pursue acting.

So, when an opportunity to take part in a theatre production came up during his secondary school days, the budding thespian jumped at the chance and has not looked back.

However, even a veteran like him still gets the jitters.

"With every show being a new show, you never know which joke will work and which won't work until opening night,

only then will you be able to see the results. That can be quite nerve-wrecking sometimes," he says.

The actor also credits his mother, his friends and local Singaporeans as muses for most of the material that appears in *Broadway Beng*.

Well, now that the recent installment of *Broadway Beng* has completed its run, the versatile performer will be taking a long hiatus in Europe to begin writing the screenplay for *Broadway Beng: The Movie*.

This project will star himself as the title character, and will be a semi-autobiographical story about the journey of Broadway Beng and how he became who he is, but anything beyond these details are still in the works.

"It's a new style. It's not just going to be an ordinary *Ah Beng* movie or just a musical, but it's definitely going to be very Singaporean," he says cheekily.

When asked if he thinks that he has hit the big time, the humble thespian thinks that there is still a long journey ahead of him.

He says, "My plan right now is to continue going about my other projects and musicals, gaining experiences and inspiration for my writing as I go along. I want to constantly challenge myself, explore all avenues that I can possibly explore and basically, live life to the fullest!"



PHOTO COURTESY OF 777777



# DIEHARD DRAMA QUEEN

Much like the title of his new show “Stripped Bare & Standing”, Singapore’s flamboyant entertainer gets personal with Dawn Loo

Working the imaginary runway, hair held firmly in place with layers of gel, he saunters pageant-style down to the back of the 3 Monkeys Café where I was seated. It is a confident strut, imposing with his height of 1.8 metres. The walk alone speaks volumes of Singapore’s most famous drag queen, Kumar.

Performing is what the 41-year-old has enjoyed doing since the tender age of six, and the passion still burns within.

“My hobby used to be dressing up as a girl. Now I do it as a job, which is good, but not everyone gets that,” says the stand-up comedian who makes a career of cross-dressing sound easier than it really is.

“A lot of people used to misunderstand drag queens and it was hard, but I kept to what I wanted to do,” says Kumar.

As a man who easily pokes fun at himself, he lightens up any atmosphere with his self-deprecating jokes.

And you can expect to be treated to a platter of ‘Kumar-style humour’, most of which has to do with his Indian heritage.

Jokes aside, when it comes to work, Kumar is nothing short of professional and experienced, he actually takes time to prepare a skeleton of content before every performance.

While it is a challenge for many stand-up comedians to repeat jokes every night like they were uttered for the first time, for Kumar it is a chance to display performing skills. “It is all in the way you deliver,” he says.

Friends and fans alike can testify to his talent for making every repeated joke sound like a brand new one.

He emphasises the importance of creating content that the audience can relate to “because everyone operates on different wavelength”. More importantly, Kumar’s trademark is to always to end his show by leaving his audience with his own mantra – be happy.

And the lanky happy-go-lucky performer definitely practises what he preaches.

He works for a few days each week and leaves his free days mostly for his loved ones, and just “chilling-out”. However,



Kumar reveals that he was not always so positive about life.

“I used to worry a lot about my parents, but now, I just worry about tomorrow,” says Kumar.

He adds, “I realised that it [life] is really that fragile. You can just go anytime. Every morning when you wake up, you should thank God that you’re alive!”

Kumar shares that it was his Father’s death last year which drastically influenced his view on life.

With that said, the comedian is living life one day at a time and embracing it to the fullest. Perhaps, a positive outlook and humour really does work wonders for the soul.

“Be happy because happiness is what money can’t buy. Even love can be bought, so be happy and then go back tonight and make love.”

**Kumar: Stripped Bare & Standing opens Mar 4 at the Esplanade. Get your tickets now or check out our Contest Page and stand a chance to win yourself a pair!**



# Fight ~~fire~~ with fire

By Brandon Era

Having been a cynic of the local music scene for much of my life, it was indeed a surprise to be called to cover a local band event. Apparently, this was not just any band it was The Fire Fight... Ooo...

To start this journey, I decided to read up. According to the website, the band first "blazed onto the music scene three years ago by earning a coveted performance slot at Baybeats (an annual music event) 2007".

The band has since released The Green Single (2007), an EP album, and Henri (2009), a full-length album.

The alternative rock band is made up of four members – frontman Joshua Tan, 24; drummer Iain Tham, 24; lead guitarist Jonathan Leong, 23 and bassist Joshua 'Barker' Tan, better known as JBarks, 23.

Even with all these pieces of information, I still wasn't convinced that this experience was going to be any good but I still went down.

## The Journey

The jamming studio was tucked along Jalan Pinang. A seven-minute walk and a narrow flight of stairs later, I had finally reached.

Behind the door stood the subjects that I had to shadow and learn about. With a strong front (and certainly a little fear) I opened the door.

Wow, what a greeting! Not only did they not care to pause between songs to invite their humble guest in, they carried on.

"Iain, try doing that drum roll again, and we'll kick in at the 4th roll," said Joshua as the band tried to work out their different additions to the songs.

"Nah, I don't think that works, let's try Barks' move again," he goes on to conclude the changes made to the song.

It was only after the first round of practice that we exchanged greetings and they actually invited me to their gig that was happening the very next day, so I obliged.

Another surprise came when they were not going to party after practice. "Since most of us are working, these are the usual timings for jamming. And partying? No way man it's a hundred percent concentration and rest the night before a gig," mused Joshua.

Just watching a practice session killed part of the cynic in me but tomorrow was the final judgement.



11-11-09

28-11-10



## The Final Performance

Well, the day was finally here to see what The Fire Fight was made of.

When I arrived, the band was already there, getting ready for their gig in a surprisingly serious manner. Piece-by-piece, the stage was set-up and they were ready.

With not much time for idle chit-chat, the band was on the hallowed ground as they begun their sound check and fixing up the tuning of their instruments.

"All of us here are Christians and we don't mean to preach or anything but a quick prayer always helps to calm our nerves and set us in the right state of mind," said Jonathan.

The gig soon got under way and with seeing what they did yesterday, I was more than optimistic about the performance

As most gigs usually roll, it was not altogether smooth at the beginning. Jonathan's amplifier malfunctioned and would not work.

With the need to buy time, Joshua went on to introduce the rest of the band and briefly explained the event.

Without skipping a beat, Jon's amp roared into life as they kick-started the event with one of their signature hits, "The Train Song".

The passion and love for music was so evident in every little thing they did on stage. From the flicking of hair to drips of perspiration and constant onstage communication, they were simply amazing.

After the cries of an encore had died away the band went to the backroom to cool down and I had more chance to catch up with the rest of them.

"It was a great gig, great experience and I had an awesome time," said Iain when asked about his thoughts about the gig.

With the post-glow of a successful gig still on their faces, I went on to ask them about the local music scene in Singapore itself.

"Sure its hard to make a living out of playing music as compared to bands in, let's say the USA, but right now we know that this is what we love to do," says Joshua.

"We'll continue to work and strive to be a successful band and to continue loving and enjoying to play music with the hope that we don't sell out for any reasons at all."

It was there and then that I really understood their passion and love for music, and the fire that burned inside them to strive to be better. All I can say was that I have officially become a fan of The Fire Fight.

events

gaming

HKDE

upTribune

urbanwire

MUSIC





As we bid farewell to the first decade of the millennium, Rebecca Quek takes a look back at 10 of the best songs of the decade, one for every year.



#### **1 BRITNEY SPEARS - *Oops... I Did It Again* (2000)**

Way before Britney's rollercoaster ride into the endless vortex of crazy, umbrella-wielding antics, and the long climb back up to the top, she was America's sweetheart. But with "Oops... I Did It Again", she changed all that. Appearing in the video wearing a skintight, siren-red jumpsuit and singing about toying with hearts, she certainly surprised many. Certainly, she has tugged our heartstrings so much so that we are still irrevocably in love with this song, even after ten years. We love its sleek production, catchy chorus, and we don't even mind the cheesy dialogue in the middle. The best part? The sheer fact that anyone you walk up to could probably sing its chorus. And for that itself, this song deserves a spot here.

#### **2 ALICIA KEYS - *Fallin'* (2001)**

With its R'n'B vibe and soulful vocals, "Fallin'" introduced Alicia Keys to the rest of the world. The song not only showcases Key's powerful vocals, but also her producing and writing skills. Addressing the ups and downs in a relationship, the track includes a repetitive R'n'B piano tune and even a backup gospel choir, joining in on Key's emotional crooning to become one of the best R'n'B tracks of the decade. "Fallin'" has even gone on to win three Grammy awards and is her second biggest single to date.

#### **3 EMINEM - *Lose Yourself* (2002)**

Even though Eminem is more remembered for his conflict with Mariah Carey nowadays, it is still easy to remember how much of a force he once was in 2002. After all, his semi-autobiographical film *8 Mile* won much critical acclaim and his single from the soundtrack, "Lose Yourself". In this, Eminem takes a different approach, stepping away from the usual harsh lyrics about his family and infidelity. Instead, he makes use of soft pianos, a repetitive twanging of the guitar and an angry rhythmic rap stacked on top of a heavy beat to create a huge welling up of tension that crescendos into a huge explosion of emotions. The end result is a well-crafted, emotional track which won him brought home one Academy Award and two Grammys.

#### **4 THE WHITE STRIPES - *Seven Nation Army* (2003)**

"Seven Nation Army" proves that it is possible to make solid music with only the bare minimum. In this case, a guitar and a set of drums are all it takes to produce one of the best rock songs of the decade. Starting off with a menacing guitar riff that repeats throughout the entire three minutes, followed by the heavy pounding of the drums like the rhythm to a march, the song is fantastically dark and equally as catchy. "A nation army couldn't hold me back," sings guitarist and frontman Jack White. And indeed no one has.

#### **5 FRANZ FERDINAND - *Take Me Out* (2004)**

At the start of the song, "Take Me Out" sounds as though it will probably end up just like any other well-produced pop rock track: catchy with a soaring chorus and most likely to do well on the charts, but not enough to remain influential. Then, about a minute into the song, the gears shift drastically into a whole new dimension. The song evolves into this intricate mesh of sharp beats and snazzy guitars to become a polished and gleaming indie rock track, which is fresh and still full of pizzazz even five years after we've first heard it.

#### **6 KELLY CLARKSON - *Since U Been Gone* (2005)**

While other Idols have faded into the sad arena of has-beens (Taylor Hicks, who?), Kelly Clarkson has always shown that she is the original Idol. Since having won American Idol in 2002, she has charmed fans with solid tracks and a bubbly personality. However, it was only three years later that she struck gold with "Since U Been Gone". With Clarkson's flawless vocals and a chorus that swirls around in your head after the song has ended, even the most bitter critic has to admit that it is, well, more than good.

#### **7 MY CHEMICAL ROMANCE - *Welcome to the Black Parade* (2006)**

It's probably easy to dismiss My Chemical Romance as sellouts. After all, you could say that they were responsible for breeding an entire legion of eyeliner-wearing emos clad entirely in black. Still, it is undeniable that they are good at what they do. "Welcome To The Black Parade" starts off with Gerard Way singing about, well, death, and the song goes through plenty of style changes before culminating in a flamboyant crescendo with swelling guitars and a heart-bursting anthem that could easily throw an entire stadium into a frenzy. The resulting track? Perhaps one of the most memorable rock anthems of the decade.

#### **8 AMY WINEHOUSE - *Rehab* (2007)**

"Rehab", filled with soul, R'n'B and jazz influences coupled with Amy Winehouse's unique vocals and sleek production by Mark Ronson, is actually a very sad song. Winehouse sings about refusing to enroll herself in a rehabilitation centre, and the painful irony is that we want her to go to rehab, just so she can produce more tracks like this instead of traipsing around London. The track is refreshing, with swinging trumpets and a fast-paced jazz beat. But with Winehouse singing "No, no, no", it sounds like something you would hear at a wild 60s-inspired party filled with drugs. However, here at HYPE, we definitely say yes, yes, yes to "Rehab".

#### **9 COLDPLAY - *Viva La Vida* (2008)**

Since taking the world by storm with their first single "Yellow" in 2000, Coldplay has constantly proved that they are indeed one of the better bands out there. This fact is only cemented with "Viva La Vida", the second single off their fourth studio album. Opening with rhythmic violins, the song evolves into a romantic disposition of layers upon layers of strings and percussion, which float in and out flawlessly throughout the song. This song has gone on to win a Grammy for Song Of The Year in 2009, and with good reason. It is an utterly beautiful track that only Coldplay could have written, and has won over critics and fans alike.

#### **10 LADY GAGA - *Poker Face* (2009)**

Even though she only burst onto the music scene in the last few years of the decade, Lady Gaga is undeniably one of the more *interesting* personalities around. Known for her outrageous fashion sense, she has proven that she is not merely gimmicks and glitter, topping the charts worldwide with her debut single "Just Dance" and of course, "Poker Face". Starting off with a robotic synthesized hook and a thumping beat, the song then goes into a catchy chorus that will definitely be able to get even the most stubborn person dancing along with reckless abandon.

At first glance, it is hard to reconcile the genial giant with a slight paunch and a booming, cheerful voice with the hard-swearing and hard-drinking man famous for tearing up many stages worldwide. Yet, Zakk Wylde's "Rock God" pedigree is as legit as a wax seal from the British royal family.

The 1.87-metre tall musician reputed to be one of the most hardcore rockers of all time is the frontman of Black Label Society, an American heavy metal band.

Having come to Singapore for a promotional tour last December, Wylde, 43, is no stranger to being in the limelight. At 19, he auditioned for the position of guitarist for Ozzy Osbourne's band, a spot formerly occupied by his childhood idol, Randy Rhoads.

"It was like being a New York Yankees fan all my life, and then being given the opportunity to play for them," he recounted while in a van on the way back to the hotel.

"I was completely blown away," he recounts enthusiastically, shifting his pigtailed beard out of the way of his hand.

With epic riffs and killer shredding skills, it is undoubtedly true that Wylde deserves to be an icon. But just how did he get so good at it? "Plenty of clean underwear," he says.

"When I was a kid I'd often sit around and practice till I cr\*pped my pants," he muses.

Wylde maintains that practice does indeed make perfect, and even after more than 30 years of toying with wood and steel, he still practices for 10 to 12 hours a day.

It is this dedication and passion for music and his craft that has been the driving force behind Wylde's life.

During a routine medical examination last year, Wylde discovered that he had blood clots in his legs resulting from decades of generous alcohol consumption.

Doctor's orders mandated that he lay off the booze and that left Wylde very devastated.

"I've taken to drinking the fake sh\*t these days," he sighs, rattling the remnants of his last non-acoholic beer.

Though Wylde may have tough exterior, beneath that beats the heart of a true family man.

"I love my wife and my kids. I wouldn't trade them for anything else in the world," Wylde shares.

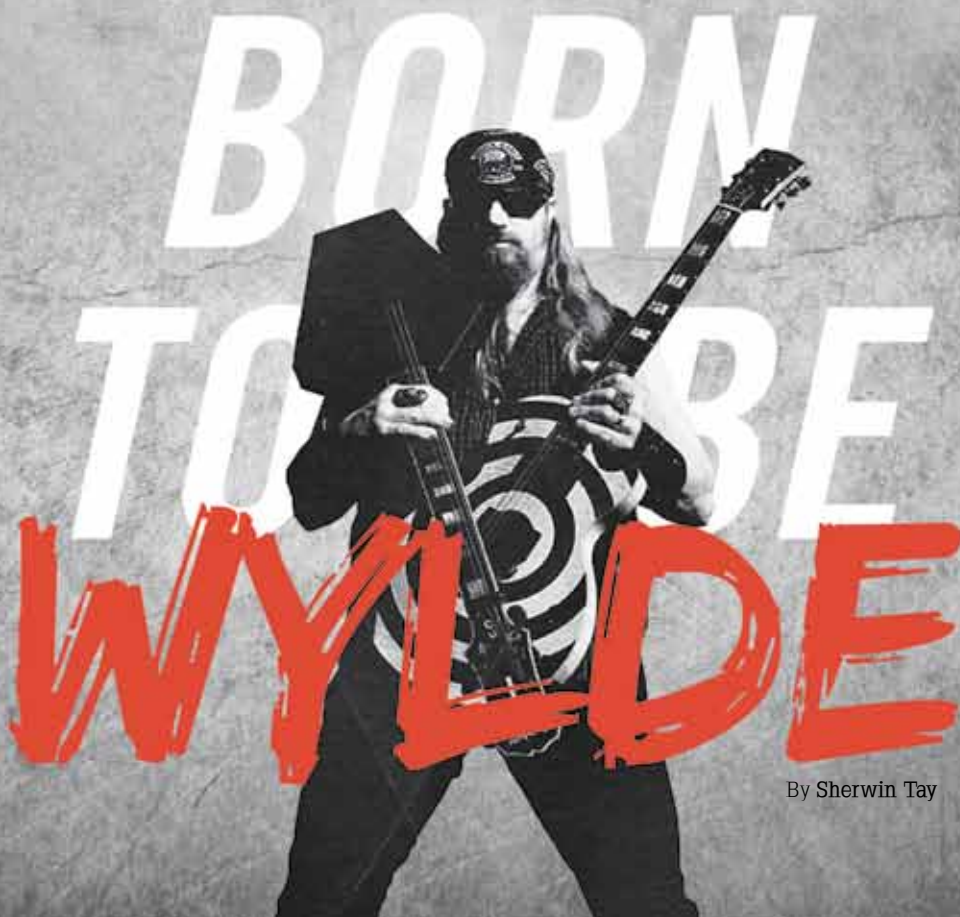
When asked about his family's thoughts are about him being a rock god, Wylde chuckles heartily. "I try to tell my wife and kids that I'm an icon, but they're not f\*\*\*ing buying any of it."

Their lack of interest in following their Father's footsteps is evident in his childrens' career choices - His eldest son wants to be a doctor, his daughter aspires to be a lawyer, and his youngest son just simply wants to design Pokemon.

With time running out, we slip in the definitive question about that tired old adage about rock never dying. Without hesitation, Wylde offers an explanation, "Rock is sexy."

A glint appears in Wylde's eye as he continues, "You'll see it when you go to a Black Label show and I'm up there on stage shaking my a\*\*."

With that, Wylde proposes another toast for the road with his bottle of faux beer - and for the many roads to come.



By Sherwin Tay



Owl City is a one-man American band fronted by Adam Young, 24, a talented individual who started off creating music in his parent's basement. He has since released two studio albums titled *Maybe I'm Dreaming* (2008) and *Ocean Eyes* (2009). His biggest single to date, *Fireflies*, is known for its dreamy tunes, and it seems like the artist himself has yet to get out of dreamscape before answering some of the questions during the interview with HYPE.

*Why the name "Owl City"?*

I was on the set of "Grumpier Old Men" when Walter Mathaux suggested I start a project called Owl City. The rest is history.

*How do you feel about your music being compared to bands like The Postal Service?*

I find it a great honour that it has been compared to these incredible bands, but it doesn't really change anything.

*Thoughts on the current synthpop scene:*

It's tough to say that synthpop is making a comeback, but so far, people seem to be responding well.

*Favourite track on "Ocean Eyes" and why:*

My favourite song is "Meteor Shower". It's a great picture of who I am.

*How does it feel to be a one-man band?*

Groovy.

*Who would you like to collaborate with?*

Shaquille O'Neal. I think he could help me take things to new heights.

*What sparked your interest in synthpop?*

Death Metal music. I find it endlessly inspiring.

*Tell us about "Ocean Eyes":*

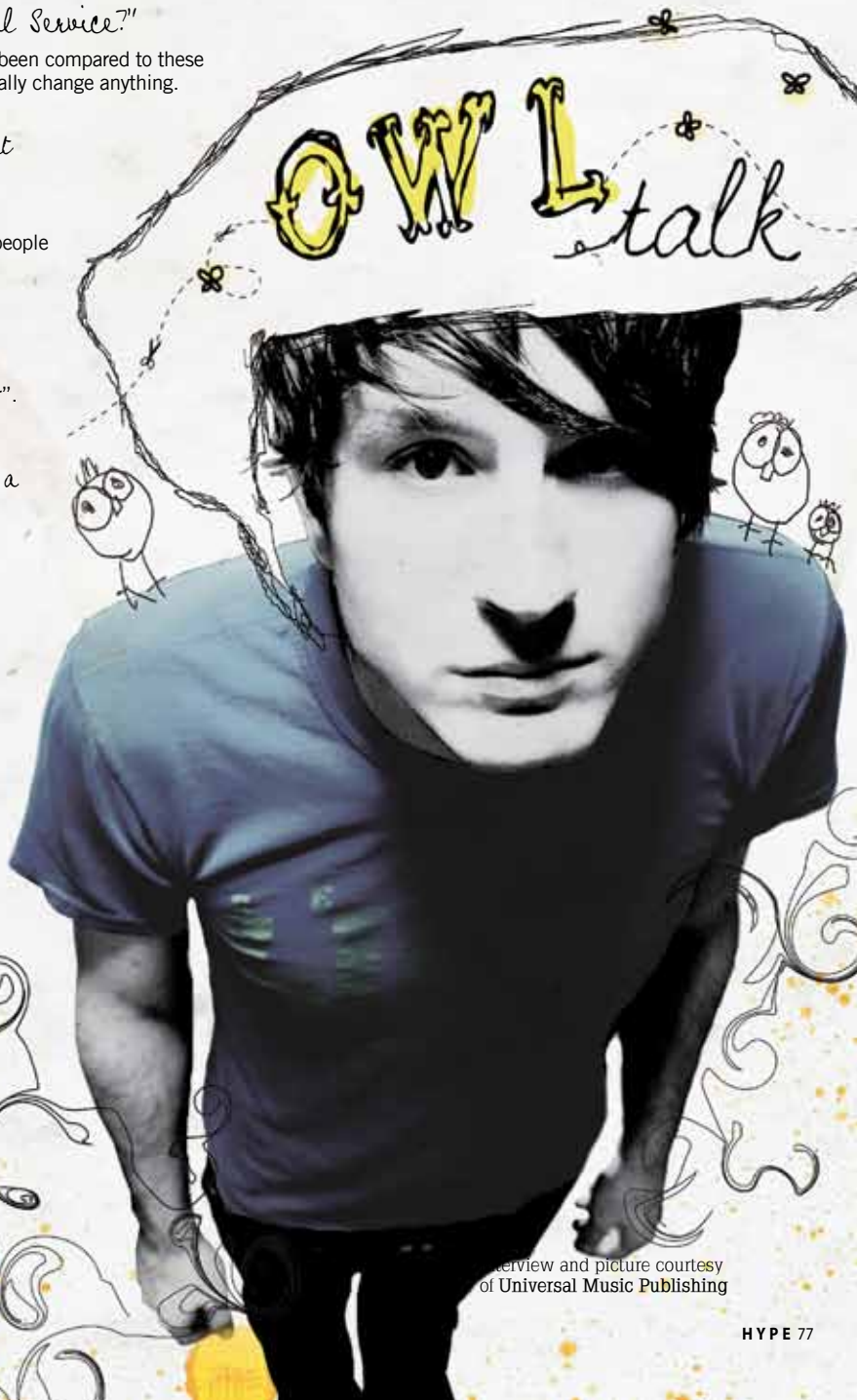
It's my new album.

*Plans after this album?*

Going to the moon.



*Ocean Eyes* is out in major record stores everywhere.



Interview and picture courtesy of Universal Music Publishing

It's been seven years since the formation of Electrico and the road hasn't exactly been easy, but their love for music and neck for fun has brought them thus far.

The pop-rock indie band first shot to fame in 2004 with their hit single, entitled "I Want You", which came off their debut album *So Much More Inside*.

Frontman and guitarist David Tan, 34, says, "Our first album was supposed to be our last. We did it for fun, and we had never expected our work to pay off to this extent."

To add to their discography, the band produced two more albums, entitled *Hip City* and *We Satellites*, which were released in 2006 and 2008 respectively.

More recently, Electrico is a featured band on Channel [V]'s *HP SPACE*, a new programme that showcases 16 contestants who are tasked to pit their creative skills against one another. In the final episode, contestants will create music videos for a line-up of International bands, including Electrico.

"There's a good line-up of bands and it's always nice to have your music featured," David added in response to being a part of the music channel's first creative reality series in Asia.

Under their current moniker, Electrico started out with four guys and a girl. However, after the departure of lead guitarist Daniel Sassoon and keyboardist Amanda Ling, the line-up has finally settled to going back to their roots as a trio.

Front man and guitarist David Tan, bassist Desmond Goh and drummer William Lim Jr who are all original members of the band, have decided to stay a trinity.

"As you go in a band, it can be hard to keep it together. You need commitment and you have to dedicate your time and effort," says David.

He adds, "We've learnt to respect each other a lot more and we've also begun to realise that everyone has his or her own private life to take care of."

With that mutual understanding connecting the three guys

# From fun to fame

Combining fun and their passion for music, Electrico has come a long way to be where they are now. **Nur Shakylla** catches up with the band.





tightly, what exactly inspires their music and keeps them going? Everything, according to them.

"We listen to different types of music for inspiration, like songs from the 80's, jazz, classical, and even bands like the Foo Fighters," says bassist Desmond Goh, 33.

Besides just listening to other bands, their experience in the music scene has also been pivotal. "We've become more confident of our sound and there's more consistency with our music," adds Desmond.

Even with their constant evolving, a band without its supporters cannot survive. So, when asked about the current state of the music scene in Singapore, the trio believes that Singaporeans are already beginning to open up and lend their support for local music.

"Compared to the 90's, there's definitely been progress. Thanks to the Internet, people can easily look for bands that they want to support. And there's no longer that strong stigma

local bands have to carry; it's slowly disappearing," says Desmond.

William Lim Jr, 32, adds, "There are also more events in Singapore that showcase local bands. They have become more willing to invite us to perform."

With the local music scene looking up and more bands coming out of the woodwork, how does Electrico set itself apart?

"I believe it's our vision, our commitment, and our perseverance. We aim to show Singapore that it can be done. And even if we don't succeed, we want people to look at us and say, 'that band sure as hell tried their best'," says William Lim.

And to all budding musicians out there, Electrico offers this piece of advice: Tune your guitar, know what you want and just go for it.



# FLEA FEVER

FOR THIS CHINESE NEW YEAR SEASON, HYPE FINDS OUT THREE UNIQUE FLEA MARKET FOR YOU TO SPEND YOUR ANG POW MONEY MORE WISELY.

BY CRYSTAL HUANG,  
DAWN LOO, FIONA LIM,  
GERMAINE ANN

## M.A.A.D Flea

Flea: Market of Artists and Designers  
Location: Red Dot Museum, 28 Maxwell Road  
Date: Every 1st weekend of the month  
Time: 11am-6pm

The Market of Artists and Designers (MAAD) flea has a distinctively laidback atmosphere.

Since its start-up in 2006, on the first weekend of every month, locally established and budding designers gather to exhibit and sell their works.

"The exhibition spaces allow for more designers to showcase their works to the public", says Shannon Ong, the organiser of MAAD.

Instead of the usual fashion bargains, you will find creative and, more often than not, one-of-a-kind artwork such as canvas paintings and fabric bags.

What sets MAAD apart is that only original artworks are shown – hence the reason for steeper prices.

MAAD also plays host to group or individual exhibitions. The various exhibitions held include plush toys, photography, lomography and several illustrations.

The flea market truly lives up to its motto to "save, support and sustain Singapore's creative souls".

Highlights from MAAD:

### Books:

Unique art pieces like these notebooks were designed from scratch.

### Dog Portraits:

The MAAD flea is one of the few flea markets that allows pets in. There is a regular canine-loving artist offers to draw portraits of visitors' dogs.

### Pouches:

Oreaduffy, a regular store at MAAD offers a wide variety of original handmade pouches and bags.





# Thieves' Market

Flea: Thieves' Market  
Location: Sungei Road  
Date: Monday - Sunday  
Time: 1pm-7pm (Monday-Friday) 11am-6pm  
(Saturday-Sunday & public holidays)

With its 100-year rich history, the Thieves' Market is the oldest flea market in Singapore. Its name came about when rumours circulated in the past that the market sold stolen goods.

A stroll down Sungei Road is akin to travelling half a century back in time. The dusty road lined with mats and bursting with its vibrant and lively atmosphere, display almost-antique goods such as cassette tapes, Walkman sets, and gramophone records.

Mr Seow Jin Keong, in his mid-sixties and sells mainly old handphones, says, "I've been here for more than 30 years. I used to make a lot of money from selling things like pagers and telephones here, but not anymore. Now, people just come and take a look but they never buy."

"My customers are mainly foreign workers looking for cheap handphones," he adds.

The atmosphere at the Thieves' Market makes anyone who pays it a visit reminisce about the past. Even if you don't buy anything, it is an enriching experience to just "window shop".

Highlights: Retro Jeans, Gramophone Records, McDonald's Happy Meal Toys

# Market with a HEART

Flea: The H.E.A.R.T. Market  
Location: Sculpture Square,  
155 Middle Road  
Date: Every 2nd weekend of the Month  
Time: 10am-7pm

Fill your shopping bags and add value to your shopping experience at H.E.A.R.T. - Handcrafters, Entrepreneurs, Artists, and Retail Talents, a bazaar that promotes social consciousness.

Founded in February last year, H.E.A.R.T. is an effective avenue for handicraft specialists, artists and young retail talents to showcase their designs and products, and at the same time raise funds for charity.

"H.E.A.R.T. is committed to offering entrepreneur opportunities while, at the same time, creating charity awareness," says Ryan Ko, 29, the organiser of H.E.A.R.T.

There are various non-profit stalls at the flea market. The Deaf & Hard-of-Hearing Federation (DHHFS) sells handcrafted sign language magnets while, the House Rabbit Society of Singapore (HRSS), an organisation dedicated to the welfare of rabbits, sells bookmarks, greeting cards, and t-shirts.

"Shop for a cause, play a part for charity," says Ryan.

Highlights: Gift cards, magnets, postcards

## TIPS ON FLEA SHOPPING

1. Bring enough cash. Most flea market vendors only accept cash payments. Do come prepared with sufficient dollar notes and coins. Depending on the type of flea market, items can go from as low as a dollar to a whopping \$100.



2. Haggling is one of the best things you can do at a flea market. Except for brand new items that vendors say are at nett price, almost anything and everything can be haggled. Why not negotiate for lower prices and save a few dollars?

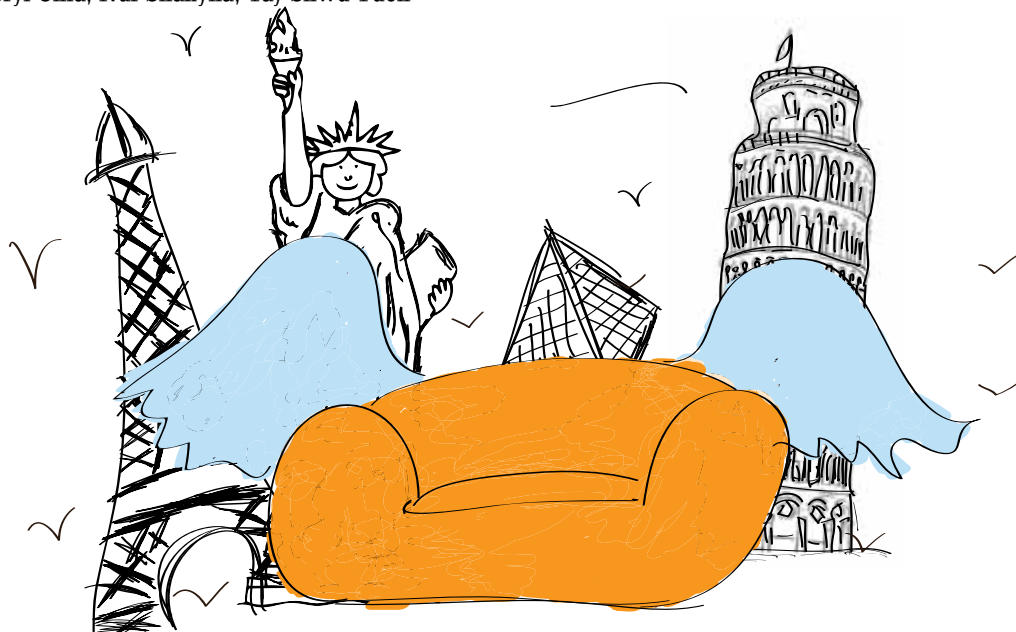


3. BYOB (Bring your own bag)  
Save the environment even while you are out flea shopping. If you expect to buy many items from the flea market, bring a recyclable bag to avoid using plastic bags.

Present this month's issue of HYPE to receive a special gift from Oreadyduffy! Hurry while stocks lasts!

## HELLO AND WELCOME

Ever wanted to travel the world without the hassle of booking accommodations? How about crashing on my couch?  
By Cheryl Chia, Nur Shakylla, Tay Shwu Yueh



The idea of falling asleep on a stranger's couch for the night may seem absurd for most, but not to CouchSurfers.

"Participate in creation of a better world, one couch at a time" – that is the slogan for CouchSurfers. The site connects people worldwide, in the hope of lowering the cost of travelling and promoting intercultural communication.

The CouchSurfing project, initially conceived by Casey Fenton in 2000, is all about "hosting" or "surfing", which means staying at someone's house or letting someone stay in your house.

Statistics on Couchsurfing.org revealed that as of July 2009, more than 90,000 close friendships have been forged and 99.6 percent of all experiences were positive. CouchSurfers can range between the ages 18 to 89 with the bulk of them coming from the 18 to 39 age group.

According to the website, there are 2,337 CouchSurfers in Singapore. Tan Jun-E, 26, a Communications student at Nanyang Technological University (NTU) is one of them. Jun-E has "couchsurfing" multiple times with friends from various countries like India and New Zealand.

She says, "The host we were staying with in India received us warmly even though we arrived at her house at one in the morning. Our host in New Zealand took

my friend and me around sightseeing, which she was not obliged to do, but she did."

"I am still in contact with a person I met in India through CouchSurfing," added Jun-E, who recently hosted a Nigerian CouchSurfer at her home.

Couchsurfer Nicole Tan, 20, a sales and public relations coordinator and an alumnus from Ngee Ann Polytechnic's School of Film & Media Studies, has hosted four CouchSurfers since joining the site on 16 September.

"I've hosted people from Switzerland, Germany and Canada, so far. The idea of surfing couches around the world sounded awesome to me and I definitely intend to surf when I go to Europe or the United States in the future," she says.

She adds, "I also love the gatherings we have. It is a great way to meet people. There's always good conversation and good company."

CouchSurfers organise weekly gatherings, like their Thursday get-together at ZSofi Tapas bar in Little India to get a better feel of the group before surfing or hosting.

This was how Leslie Quah, 25, who is currently working in the finance sector, was introduced to CouchSurfing. He says, "My friend brought me to one of the gatherings and I was like 'This is a good

thing right here'. I've been part of the CouchSurfers ever since."

Interesting as couchsurfing may sound, there is always an element of risk.

According to the Daily Mail, a newspaper in the United Kingdom, in August last year, a Moroccan man, Abdelali Nachet, raped a 29-year-old woman from Hong Kong who arranged to stay with him in Leeds after viewing his profile on CouchSurfing.org. His profile said he "works in marketing and would offer Moroccan hospitality and show visitors a 'good time'". The woman had previously couchsurfing in Italy and Spain with no problems.

Although these incidences may be few, CouchSurfers should still follow safety precaution when couchsurfing.

"Always check for references on their profile and see if they have been vouched for. Usually you can tell from the messages they send out whether they are serious CouchSurfers or there to score chicks," says Nicole.

Jun-E agrees. "Do it with friends, if possible. But if you are doing it alone, always make sure that the host is a girl or a family man. As much as this is fun, precautions are always necessary."

If CouchSurfing interests you head to their website at <http://www.couchsurfing.org/>



# COME... TO MY COUCH

## PROJECT COUCHSURFING

By Tay Shwu Yueh

Before working on this project, everything I knew about CouchSurfing was limited to the information on its website. Free accommodation and new friends? I felt that it was all too good to be true.

Crashing on a stranger's couch sounded thrilling. While I wasn't headed for anywhere outside of Singapore, embarking on this article was the best way to start CouchSurfing.

It only took me a week of hunting before I found a host. Tan Jun-E, 26, a Nanyang Technological University postgraduate in Communication studies, was kind enough to accept my unusual request.

It was exciting to receive Jun-E's positive reply, but at the same time, worrying.

Will anything bad happen? Is her house tidy? Am I out of my mind to live with someone I barely knew?

From her profile and the positive testimonials of her on the website, it is clear that Jun-E is both an avid traveller and a very easygoing person.

True to the comments made about her, Jun-E was bubbly. She really made me feel comfortable when I finally met her.

She started my adventure with a trip to the Couchsurfers' weekly gathering at *ZSofy Tapas Bar* in Little India.

At the gathering, we met CouchSurfers from various parts of the world, such as Philippines, Netherlands and even United Arab Emirates.

They sat around with smiles on their face and drinks in their hands, just sharing travel stories.

One such CouchSurfer was Joris van der Els, 23, from the Netherlands. He related his first rejection! He had requested for accommodation in Norway, but was denied due to the short notice given.

Well with all the fun I had, it was time to go. Despite the unwillingness, I bid farewell to my new found friends.

When Jun-E and I finally reached home, I was pleasantly surprised by the state of her apartment which was well furnished.

After a brief introduction to her Taiwanese room mate, I had a quick wash up before heading to bed.

Instead of a couch, I had a comfortable mattress complete with a quilt!

We continued to talk about everything, from the mundane everyday life to dauntless hitchhiking escapades, which included one of a dodgy truck driver, who kept asking her weird questions.

Pointing to the big world map on her bedroom wall, Jun-E also recalled being stood up by her host in the United States, despite a successful CouchSurfing request.

When she called her host, she was told to think of an alternative. Not knowing what else to do, she stayed in the common area until someone offered her a room because he would be away for the day.

"I felt really fortunate then and accepted the offer readily," Jun-E said.

Unknowningly, it was already 3a.m. when we finally hit the sack, exhausted.

Although I could only CouchSurf with Jun-E for a night, the whole new experience was definitely fulfilling.

Beside just gaining a new friend, I think the my love for travelling has been ignited. I can't wait for my next adventure.

## COUCHSURFING 101

### ■ KNOW YOUR COUCH HOST

Read your host's profile on the CouchSurfing website thoroughly and make a couch request with all your details of the stay.

### ■ BOOK THAT SOFA

There is a 62 percent chance of failure when one requests for a couch. So be sure to ask as many hosts as possible in order to widen your chances of success!

### ■ CREATE PLAN B

If your host has a sudden change of plans, make sure you know an alternative place to stay, such as a hostel.

### ■ INFORM YOUR HOST

It is important to give the host a copy of your schedule. If possible, try to make your schedule compatible with theirs.

### ■ TOUCH BASE WITH OTHER COUCHSURFERS

You can check out the website's 'Events and Groups' page to get more information about fellow CouchSurfers and the places you will be visiting.

### ■ PRIVACY

Don't include personal information, such as your mobile number, e-mail address. Use the website's messaging system to communicate with members.

### ■ GO WITH YOUR INSTINCTS

If a situation makes you feel uncomfortable, don't be afraid to leave the host's residence. It doesn't matter if you've just arrived or are in the middle of your stay. What you can do is to politely explain to your host that you have to leave earlier than expected and find a nearby hostel instead.

### ■ TAKE SELF DEFENCE COURSES

It may seem much but such skills could come in handy if a bad situation arises. A little kung fu could go a long way!



# ALL BUCKLED UP

HYPE UNCOVERS SOME OVERSEAS UNIQUE EXPERIENCES FOR ALL YOUR TRAVELLING NEEDS

## LONDON

### FASHION FORWARD



Vintage fashion boutique Hurwundeki is the one stop for clothes in London that you won't want to miss. By Lukas Neo

With frayed wooden doors and a dusty basement that looks like Batman's lair, this store started off as a simple hairdressing salon four years ago.

Since then, this little London store has expanded its empire to include two fashion boutiques, a café-slash-vintage emporium and a rustic hair salon across the English city.

The brainchild of Ki-Chul Lee, a Korean designer based in London, Hurwundeki stocks an impressive range of clothing, accessories, furniture's and little knick-knacks like vintage little wooden pencils and framed boxes. Every single design pieces together Lee's concept of all things beautiful, organic and natural.

In its seemingly messy-random (yet undoubtedly impeccably placed) rails and shelves, you'll stumble upon anything from little polka-dotted bow necklaces that cost £16 (\$\$36) to vintage Chanel bags, selling for a little more than £200 (\$\$450).





## MALACCA

### PHOTOGRAPHERS PARADISE

Expect no less than a visual smorgasbord as Malacca's unique and diverse history comes to life right in your viewfinder. By Joshua Tan

Spanking of Dutch, Portuguese, British and Malay influences, Malacca is arguably a photographer's idea of a buffet platter, a wonderfully varied mix of four tremendously distinct cultures.

Indeed, from its bevy of old, ruined forts to the abundance of churches-turned-tourist-attractions, the city has much to offer the trigger-happy photographer with its beautifully designed buildings in vibrant, bursting colours.

These come in the form of museums, fort ruins and a healthy supply of churches of all sizes like the famous red Christ Church and the hilltop St Paul's Ruins, all of which conveniently located within walking distance of each other in the city central along Jalan Kota, allowing visitors to take in all the historical sights at once and within one day.

Once you move past the surface of carefully managed and successfully tailored tourist traps, another world appears; one that merges the modern feel of Malacca city with its underlying old-world charm.

Here, family-run coffee shops and convenience stores meet the hustle and bustle of tourists rushing to catch a last glimpse of the many sights before sunset, and reveal stories and emotions of everyday people, perfect for street photography ala the great Henri Cartier-Bresson.

Venture into the night, and Malacca truly lights up with the piece de resistance, Jonker Walk Night Market in Chinatown.

While it may not be as large and diverse as similar markets like Taipei's Shilin Night Market, the 500m-long street represents Malaysia's unique take on what a night market should be.

As Malacca's elderly residents settle down for a little karaoke at a stage along the walk, suddenly it all seems to fall into place.

The culture, the people, even the tourists, each part of the city has a unique story of its own, all of which captured in time with nothing but a simple camera.

If you're looking for something more modern, Hurwundeki offers it's own collection. Chic, clean-cut and no frills, every piece is a perfect example of minimalistic, timeless style.

The concept of Hurwundeki is such that each time you visit, there'll definitely be something new and special that's bound to catch your eye.

Be sure to visit the Spitalfields Boutique as it is Hurwundeki's headquarters, thereby stocking the largest assortment of fashion gems.

This is an exclusively-London shop that you can't miss when you're in the city.

#### INFORMATION

##### Price Range

£10 - £300 (\$20 - \$650)

##### HYPE Recommends

House brand, Hurwundeki, ranging from £40 for a shirt to £150 for a trench coat. Also, don't forget the vintage designers bags from the likes of Christian Dior, Louis Vuitton and Chanel, all in the range of £200 to £300.

##### Location

Spitalfields Boutique (Headquarters)  
98 Commercial Street

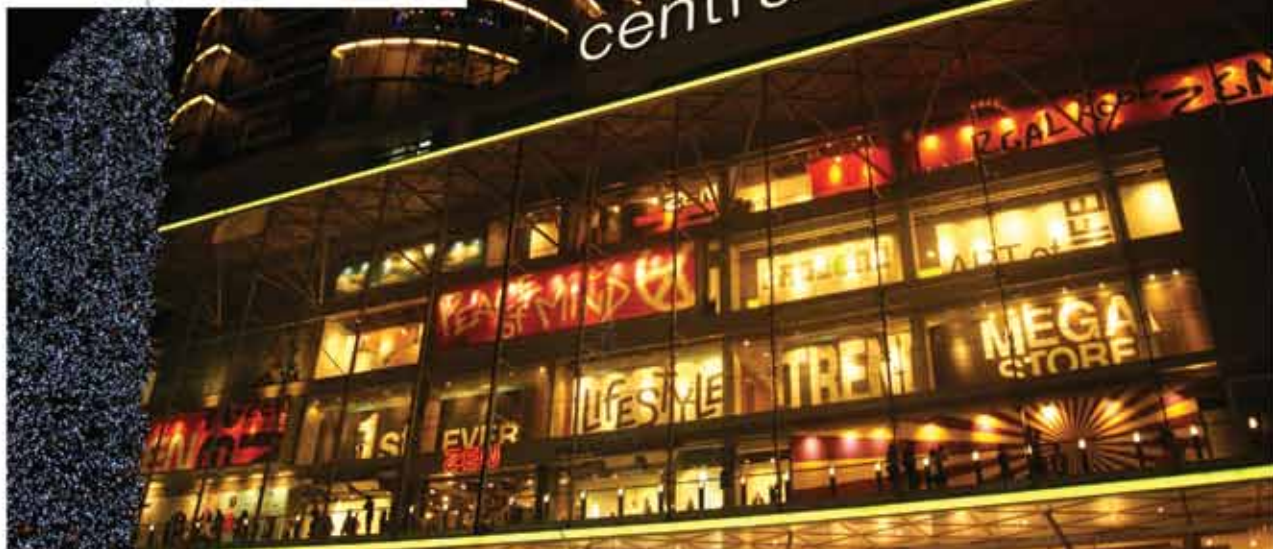
##### Website

<http://www.hurwundeki.com/>

# BANGKOK

## SHOPPER-CENTRIC WORLD

Whether you are on a budget or not, Bangkok is a big draw for foodies and shoppers. **Germaine Ann Yi Han** goes ga-ga over the biggest mall of them all.



Imagine a shopping complex five times the size of VivoCity that provides a more diverse range of products and services.

Think CentralWorld in Bangkok, a lifestyle shopping complex. In Southeast Asia, it is second in size to the SM City North EDSA in Philippines. Spanning 550,000 square metres of retail space, the eight-storey shopping mall comprises about 500 stores, 100 restaurants and 15 cinemas, enticing a wide spectrum of shoppers ranging from teenagers and singles to families looking for an “all-in-one” lifestyle experience.

According to its brochure, the following are six specialised anchor stores. And they will ensure that you return again and again – if only to shop at just your favourite store.

Love sports? SuperSports carries an extensive range of sports goods. Want to get the latest gadgets? Power Buy stocks a massive selection of electronic products. Find any book at B2S, the largest bookstore in Thailand. SB Furniture supplies imported furniture and living accessories. Toys “R” Us continues to delight with its eye-boggling array of games and toys. Best of all – for every Singaporean –

enjoy the best dishes in Asia at Central Food Hall at affordable prices.

With prices for most things ranging from 100 baht to 2000 baht (S\$4 to S\$85), you can pick up a pair of Converse Jack Purcell shoes at 940 baht (S\$39.50). A similar pair costs \$79 in Singapore. Local Thai brand “Chocolate” sells simple and cute tees for him and her at 99 baht to 245 baht (S\$4 to S\$10).

For a Shabu Shabu Buffet in a comfortable air-conditioned environment, you need to fork out only 299 baht (S\$12.50) to enjoy an unlimited supply of meat, vegetables, drinks and desserts. Contemporary Thai cuisine such as pineapple fried rice is sold at 130 baht (S\$5.50), while, local delight sweet mango sticky rice (Khao Niao Ma Muang) can be found at 50 baht (S\$2).

Movie buffs need not suffer withdrawal pangs when a ticket costs only 80 baht (S\$3.40) on Wednesdays. It costs 140 Baht (S\$5.90) on Mondays and Tuesdays, and 160 baht (S\$6.70) from Thursday to Sunday.

Simply said, be prepared to shop till you literally drop!

### INFORMATION

#### HYPE Recommends

**F-Fashion** - A clothing line launched by Fashion TV of Paris and designed by a Thai design team. A casual and chic blouse costs between 590 baht and 990 baht (S\$25 to S\$40) depending on its design.

**Zen** - Asia's first lifestyle and trend-setting megastore that spreads across seven floors, Zen carries a comprehensive selection of brands such as American premium clothing line, True Religion Brand Jeans and popular shoe brand, Joan & David. Tourists also get to enjoy a special 5 percent discount off regular-priced items.

#### How To Get There

CentralWorld is located between Chit Lom and Siam stations. Alight at either of the stations and walk along the CentralWorld skyway, an elevated walkway that connects the mall to the stations.

#### Location

Address: Ratchaprasong Intersection, Patumwan, Bangkok 10330

#### Website

[www.CentralWorld.co.th](http://www.CentralWorld.co.th)





## KUALA LUMPUR

### ASSORTMENT AVENUE

From budget goods to street dining, **Matthew Lee** brings you into the heart of Kuala Lumpur.

The combination of exciting shopping outlets, tantalising food and cosmopolitan crowds makes this street market an extraordinary shopping experience.

Situated right next to the Pasar Seni LRT station, Petaling Street in downtown Kuala Lumpur (KL) offers a shopping marathon at whatever speed your wallet can muster. More affectionately known as Jalan Petaling to locals, the street plays home to hundreds of retail and food outlets.

With the boom in retail tourism, Jalan Petaling tends to get a tad overshadowed by the sprawling new malls that line the city centre.

But omit this unique destination at your own peril. There is nothing that complements a shopping trip to KL quite like this. Here are some of the things to look out for in KL's Chinatown:

#### Shopping Extravaganza

If you find yourself frustrated by the skyrocketing costs of shopping locally, you will definitely enjoy the experience here. In fact, be prepared to set aside an entire day to finish browsing the stalls.

Jalan Petaling is known for its sheer abundance in counterfeit products and factory rejects. Think LV luggage, Ray-Ban sunglasses, Ralph Lauren shirts and football jerseys going at dirt-cheap prices.

Should you refuse to be lured into buying these attractive copies, there are still plenty of stores. Take your pick from a wide selection of exquisite Malaysian handicraft at the numerous souvenir stores or purchase cheap and trendy clothing at fashion outlets all over the street.

#### Mouth-Watering Food

From traditional claypot bak kut teh, to authentic Malaysian

satay, the mouth-watering treats here make the food at Newton Circus taste bland.

Forget air-conditioned comfort or plush sofa seating, eating here is done in the most traditional fashion by the streets; which is exactly how good local food should be enjoyed.

Must-try dishes include the heavenly wanton mee at Tang City Food Court, the Hong Kee Famous Claypot Chicken Rice, Zainal Satay, and the Tang City Economical Rice, all situated along the Jalan Tun H.S. Lee stretch of eateries.

#### Old World Charm

To the urbanised Singaporeans, the olden day emporiums, traditional medicine shops, street side eateries and undeveloped buildings serve as a walk back in time.

For one, the plethora of uniquely designed pushcart stores make for picturesque photos as well as a splendid visual spectacle. The street also embodies the local spirit and serves as the epicentre to a unique and unmatched Malaysian cultural experience.

#### People And Environment

The crowd at the street ranges from the hospitable and friendly to the less cultured but nonetheless helpful Malaysian. A handful of shopkeepers may turn a tad aggressive when you meddle with their products without having any intention to buy them. Other than that, the Malaysian hospitality reigns supreme around the street.

A trip to Petaling street can be done at any time of the year. That said, the high rainfall received in the months of November to January tends to leave the street in a state of perpetual dampness.

Stalls open as early as 8am and close as late as midnight. The street market goes into full swing around 2pm and remains busy till about 10pm daily.

#### INFORMATION

##### How To Get There

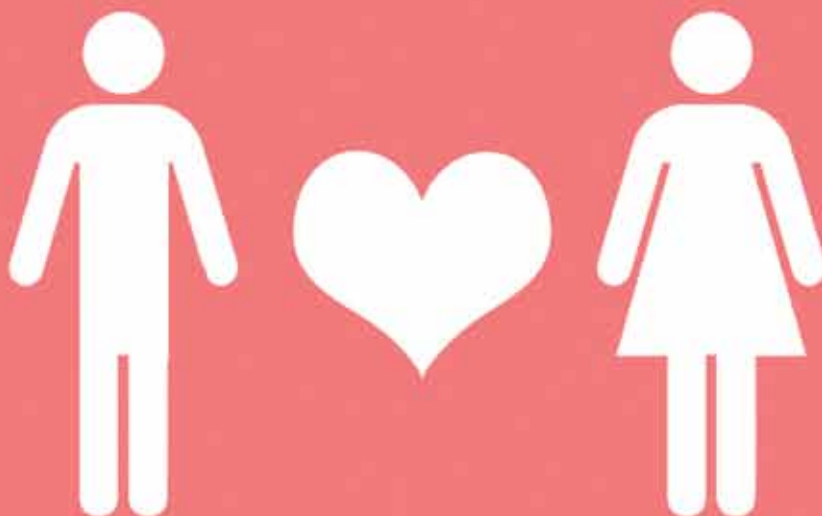
Go to Kuala Lumpur and hop onto the LRT (Kelana Jaya Line). Alight at Pasar Seni Station. Petaling Street is located right next to the station.





# LOVE

A VALENTINE'S DAY SPECIAL



## Looking For Love

Friends have long played the role of matchmaker, so why not look through your address book this Valentine's Day and do the same for a particular singleton you know?

With the season of red hearts and rose bouquets upon us, a thought that inevitably crosses everyone's mind is how to make it a significant February 14. For those with a special someone, your calendars are definitely blocked out for something romantic, lovey-dovey and memorable. But it's not quite as easy for singles is it?

Three friends don Cupid's wings and explore just that by setting up blind dates for each other. Sometimes, a collaborative effort is needed to get a good thing going.

### *Some Good Old-Fashioned Matchmaking*

By Matthew Lee for Shannon Rezel

Matchmaking is an activity often frowned upon by youths. Some will rage at the lack of sincerity while others lament the absence of a personal touch.

Well, before you even think of introducing the prospect to your friend, make sure that you lighten things up with small talk. Often, mindless banter with ex-classmates, ex-colleagues and even cousins will do the trick.

The key is to be as thick-skinned as possible. Ultimately, perseverance is what will get you the date for your friend. Make no mistake; this entire task is by no means easy.

As excited as I was, I balked at the task because I expected most girls to scoff at the idea of matchmaking, and refuse to take part. And it proved to be true, as some opted for a

polite response citing the lack of time as reason to decline the date, others replied with a firm no.

15 days later, my progress was dismal. Out of desperation, I even contemplated using an Internet dating site.

However, a conversation with an old church friend, Michelle Tay, 19, a Temasek Polytechnic student, provided a glimmer of hope. As expected, she became extremely shy and uncomfortable when I broached the subject.

I made clear the fact that I was doing this to help my friend get over a depressing and tough stage in his life, but despite my incessant pleas, Michelle declined.

For the next few nights, I stared blankly at my contacts. The long wait made for some very restless and distracted nights, much like waiting for exam results.

However, just like in a Disney movie, a happy ending was within sight when Michelle eventually agreed to go on a date with Shannon despite feeling a tad worried about it.

Mission accomplished!

### *New Media Date Frenzy*

By Shannon Rezel for Joshua Tan

Facebook has unofficially become a bar.

Yes, the new world of the Internet has forced men to trade in their regular watering holes and mugs of beer for a living



room couch and a laptop. Facebook has been transformed from a simple social networking site to an unofficial date haven.

No longer do you have to bombard her with questions in the relentless pursuit to know more about her. You can just read her self-written profile and scan through her photos so as to understand the person's background better.

With all that information, the first date would have already been accomplished online. No expenses and certainly no grooming or dolling up is necessary. It's no surprise that Facebook ranks as the second method in our crazy scheme to find dates for Valentine's Day.

For this method, I had to "market" Joshua for a date on the website. I created a Facebook group containing all the information about him and a photo album, along with an open invitation to any girl interested in a real-life, all-expenses-paid date with him.

The entire process looked surprisingly easy on paper, but I still had to make an effort to design the invitation as authentically and realistically as possible.

So, I chatted with Joshua to learn his likes and dislikes, and crafted his bio with that information to make it witty and interesting.

It's always nice to glamorise personal traits and interests, but do refrain from concocting lies. Just remember, the key is to hype up your friend, not spin knight-in-shining-armour tales about him.

For the picture album, I accompanied Joshua to a studio where he had professional shots taken. Cheaper alternatives include grabbing photos off your friend's Facebook account.

Once I had the words and pictures, all that was left to do was sign in to my own Facebook account and send out the invitations to all my friends to spread the word.

As of press time, there have been only male replies to the invitation, but with the large population on Facebook, I am certainly not giving up hope for female responses just yet.

Although a tad tedious, the fun factor for this method is high. Perhaps the online community isn't ready for such a bold invitation yet. But we've still got our fingers crossed!

## *Piloting Romance*

By Joshua Tan for Matthew Lee

With the massive popularity of the American television show *How I Met Your Mother* comes the advent of the wingman, a friend who helps you in your quest to pick up a complete stranger.

However, it is a role that is easy to mess up, so knowing some basic guidelines certainly helps.

For one, the wingman ensures that his friend gets as much one-on-one time as possible with the prospective date. This involves distracting potential competition as well as entertaining the target's friends and adding in subtle points to make your friend sound like a catch. In essence, the wingman makes his man look as good as possible.

While this may sound like a method that can be exercised with little effort, it is far less reliable in real life. With me playing the role of wingman and Matthew as Mr Lonely Heart, we ventured out to experiment.

The first thing we noticed when putting the plan into action was that Singaporeans tend to avoid interaction completely, brushing us off as if we were asking for donations or trying to sell them something.

The tactic we used was the one from the show (like tapping a target on the shoulder and asking the question 'have you met Matthew?') but it was pretty much recognised immediately based on the popularity of the serial, and we were brushed off a lot.

Nevertheless, one of the wingman's key roles is to maintain his main man's confidence at a high level, thus ensuring the determination, direction and progress of the task at hand is kept intact.

Eventually, our perseverance paid off and we managed to get Matthew a date with student Janice Goh, 21.

## THE DATES

### *Shannon & Michelle*



**DETAILS:** Shannon and Michelle hit it off quite well. They dined at the quaint yet relaxing Dome café in Marina Square and traded hilarious stories over dinner. They even caught a late night movie before Shannon sent her home.

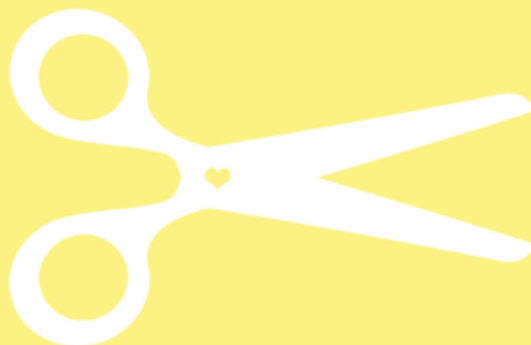
**AFTERTHOUGHTS:** This method is really not as easy as it seems, but the sense of fulfillment is in that at least Shannon made a new friend. An extremely high level of bravery is needed, but as Michelle would put it, "sometimes you never know till you ask".

### *Matthew & Janice*



**DETAILS:** Matthew and Janice had a whole day of fun at Sentosa before settling down for a good dinner at Mount Faber's Jewel Box.

**AFTERTHOUGHTS:** Although we were successful, a full afternoon of hopeful introductions and meaningful conversations resulted in little more than a quirky outing spent outside our comfort zones. This method, when successful, is really fulfilling. However, it's a tiring process. The rejection rate was way higher than expected but at least for Matthew, he has earned a new friend from this whole escapade.



# D.I.Y. Romance

By Shannon Rezel

## For Him: HOMEMADE LAPTOP POUCH

### WHAT YOU WILL NEED:

- A sewing machine
- An old, used T-shirt (big enough to fit your laptop)
- A marker (pick a colour different from your T-shirt's)

### 1 STEP ONE: MAKING IT



**FOLDING:** Place the shirt on a table with its face up and proceed to make a half-fold, bringing the bottom of the shirt toward its chest. If the shirt has a pocket, ensure that its bottom is slightly above the fold.

**MARKING:** Place your laptop on top of the shirt, and with your marker, make a mark about 2.5cm from both sides of the laptop. Using those marks, proceed to draw vertical lines, beginning from the top of the fold, downward.

**SEWING:** Using the sewing machine, sew a seam straight along the lines you marked. Double the stitching near the pouch to ensure reinforcement. Cut away the sleeves and the excess cloth, but do leave at least 5cm all around to provide extra padding for your laptop.

### 2 THE FINAL TOUCH



Turn the shirt inside out so that the pocket (if it has one) is on the front. Place your laptop into the middle compartment, your battery in the pocket, and slip your charger into the neck of the shirt.

And there you have it, your very own homemade laptop pouch!

Taken from <http://www.make-digital.com/make/vol06/?pg=29>

## For Her: COOKIE BOUQUET

### WHAT YOU WILL NEED:

Mixing bowl, fork or whisk, cookie cutter(s), measuring cup and teaspoon, baking sheet, parchment paper, Saran wrap, cookie sticks (can be bought from craft stores), ready-made frosting, Valentine's Day mug or vase, floral styrofoam

### 1 THE RECIPE

**INGREDIENTS:** 3 cups all-purpose flour, 1 teaspoon baking powder, 1 cup granulated sugar, 1/2 teaspoon kosher salt, 2 sticks of butter (unsalted and softened), 1 large egg, 1 teaspoon vanilla extract, dash of almond extract



Sift the baking powder and flour together. Beat the butter and sugar in a mixing bowl until it's all light and fluffy. Add the egg, salt and both extracts. Slowly pour the flour in and mix thoroughly.

Shape the dough into a disc and wrap it with plastic wrap. Place it in the refrigerator for at least an hour.

Preheat the oven to 190°C. Roll and pat the dough back and forth on a lightly floured surface to get it thick. Cut the cookies into shape with your cookie-cutter (preferably heart-shaped) and place them on a parchment lined cookie sheet. Insert a cookie stick into each cookie.

Bake the cookies for 10 minutes and remove them to cool for five minutes. Add the frosting onto the cookies. Be creative! Add a personal touch by writing her name or a little note.



Place the styrofoam into the cup or vase and stick the cookie-sticks in to form a nice floral arrangement. A perfect Valentine's Day gift for her that she can eat too!

Taken from <http://www.do-it-yourself-gifts.com/cookie-bouquet.html>





## *In the Mood for Love*

By Matthew Lee

Is the economy getting you down? What's more with Valentine's Day just around the corner, your money worries are sure to shoot through the roof. But fret not, with a little ingenious improvisation, you'll still be able to have that unforgettable dinner setting for your significant other, all from the comforts of your own home. Here's how to do it.

### TABLE CLOTH

Forget exorbitant tablecloths from Spotlight, your best bet to cheap and unique tablecloth lies in your bedroom. Lay your dinner table with your best bed sheet and cover chairs with matching pillowcases for a sweet surprise for your special one.

### VASE

Throw in a dash of colours to your dinner table. Fill a transparent flower vase with saga seeds, yellow beans, green peas and the like to create an earth-toned dinner centrepiece. Complete the ornament with a few stalks of white flowers.

### CUTLERY

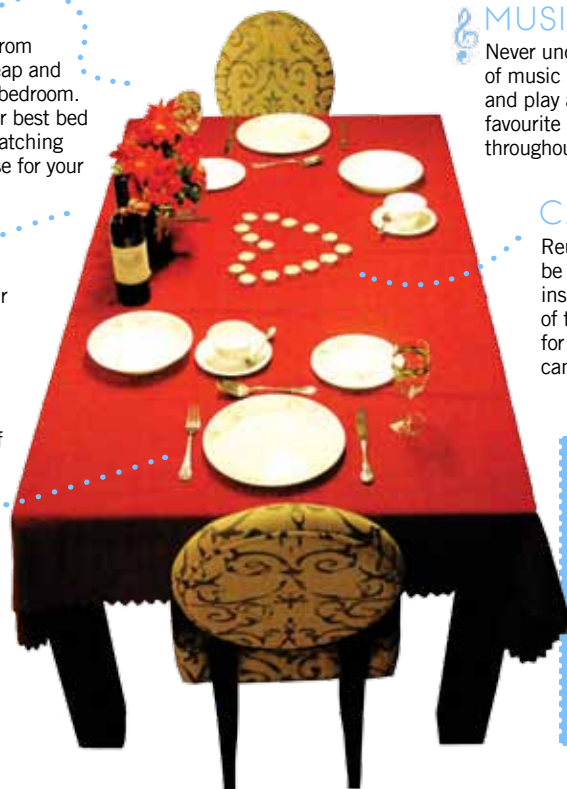
Soak your cutlery in raw bleach and wash it thoroughly one day prior to your dinner. This will give it the shine it had when you first laid eyes on it at the department store.

### MUSIC

Never underestimate the importance of music in a romantic dinner. Select and play a playlist of both of your favourite music and leave it running throughout the evening.

### CANDLES

Reuse your birthday candles, but be discreet with it. Place them inside self-made lanterns made of tracing paper and cardboard for a romantic and thoughtful candlelight effect.



With all that in mind, you should be all set for that wonderful yet affordable Valentines Day night. That said, don't forget to whip up (or buy back, just remember to destroy the evidence after) a sumptuous treat to complement your otherwise romantic dinner.

We hope you have a great night!

# Supper With My Love

## 2am:dessertbar

By Apple Ong

Considering a post-midnight treat on Valentine's? If your pockets are lined a little thicker than usual, whisk your date away on that special night to the 2am:dessertbar, where you can cosy up and indulge your sweet tooth.

Tucked in a corner in Holland Village, this upscale dessert joint wakes up at twilight and just up a flight of stairs lies what could very well be a little piece of heaven.

With the sleek lines of minimalist-style décor paired with ambient lights and soft jazz music, it is ideal for an evening of romance. Between the leather stools that line the dark wood bar and the white sofa beds, the easy atmosphere gives the choice of socialising with others or cuddling up to your sweetheart in a dimly-lit corner.

The amiable staff will go out of the way to help whether with picking the perfect dessert. For Valentine's Day, HYPE recommends two choice desserts off the extensive menu, both of which are guaranteed to end the night on a sweet note.

### CONTACT

21A Lorong Liput, Holland Village  
Singapore 277733  
Tel: +65 6291 9727  
<http://www.2amdessertbar.com>

### OPENING HOURS

4pm - 2am (Open on Valentine's Day, but usually closed on Sundays)

\*Note: Last order is at 1am

### VALENTINE'S DAY

For \$88 (for 2), enjoy a 6-Course Sweet Degustation, with desserts like Smoked Chocolate Rice Pudding and Milk Chocolate Tofu. Make your reservations early!



*Araguani H2O* (\$14)

If you love chocolate as much as your beau, the **Araguani H2O** will certainly tickle your fancy. Deriving its name from its star ingredient – 72 percent cocoa Araguani chocolate produced by luxury chocolatier Valrhona – this decadent affair is both nice and very, very naughty.

The dark chocolate mousse is infused with Evian mineral water, flash-frozen and dusted with cocoa powder; however, no self-professed chocoholic would leave it alone long enough to melt. Pert and minimalistic, the cube of mousse belies an intense bittersweet flavour that is partnered flawlessly by the burnt caramel hidden in its centre. A crisp praline base gives just enough crunch and nuttiness to the melt-in-your-mouth mousse.

Playing ying to the chocolate's yang is a light sorbet made with yuzu. The slightly sour sorbet cuts through the richness of the chocolate without being outrightly acidic; the otherworldly opulence of the chocolate is countered perfectly by the chilly freshness of the zesty sorbet.

*Strawberry and Sweet Milk* (\$14)



Non-chocolate addicts will find the **Strawberry and Sweet Milk** dessert right up your alley. A touted aphrodisiac, it's a fitting enough end (or start) to a Valentine's night.

This dessert is a tribute to the diversity of the strawberry: the little red fruit takes four forms in a single dish that manages to keep the taste buds interested from the first bite to the last.

Despite being pastel pink enough to emasculate most, the dessert is neither cloying nor the least bit boring. The strawberry panna cotta is a cloud-like dream that melts on the tongue in a sweet silken haze while the accompanying gelée provides a satisfyingly tart contrast.

Macerated strawberries settled into powdery sweet milk and cream dissolve on the tongue in a delightful symphony of texture and taste. Pink grapefruit sorbet is the only non-strawberry component, but is perfect for those with a lower tolerance for the saccharine. The citrus is invigorating and barely sweet, lending the rich dessert another dimension while matching the rosy (and very Valentine) colour scheme.





## Café Le Caire

By Sandy Goh

Walk a little way away from the towering skyscrapers of Bugis to find Arab Street, a little road lined with shop-houses and the saccharine sweet scent of shisha\*.

Just a little further is Café Le Caire, the self-proclaimed “specialist in Middle Eastern food and pastry”.

Dimly lit with orange lights, the Middle-eastern inspired deco consists of low coffee tables and comfy sofas, making it the perfect setting for an intimate midnight nibble with your beau.

HYPE decided to lounge at the main restaurant down at unit 39 to try two delicious dishes that are perfect for sharing.

\*a waterpipe for smoking that is very popular in the Middle East and South Asia

39 ARAB STREET SINGAPORE 199738 TEL: +65 6292 0979  
HTTP://WWW.CAFELECLAIRE.COM.SG

OPENING HOURS:  
SUN TO THURS 10AM - 3.30AM FRI, SAT & EVE OF PUBLIC HOLIDAYS 10AM TO 5.30AM

### Feta Cheese Omelette (\$8)



For a light meal, try the **Feta Cheese Omelette**, a café specialty and the boss’ personal favourite.

It basically looks like a very huge fried egg, but don’t be fooled. Once bitten into, the pockets of feta cheese burst with a sharp, salty flavour, adding an interesting texture to the fluffy eggs.

### Meshawi (\$19)



The **Meshawi**, a mishmash of lamb chops, vegetarian and shish kebabs with chicken, lamb and mushrooms, and served with pita, is the ideal choice for couples with heartier appetites.

The chunks of lamb and chicken, juicy and grilled to tender perfection, save the otherwise passable dish.



### Cleopatra (\$5)

**Cleopatra**, a mix of mango, pink guava, orange juice and Sprite, is a bubbly drink that prickles down your throat and bursts into a fruity sweetness. Unsurprisingly, we finished the drink long before we finished our meal.

### Cheese Prata (\$2.70)



This is the **Cheese Prata** to die for. Its oily flour texture is fried to perfect crispiness and is generously layered with a rich flavour of cheese. The only downside is the accompany bowl of mutton curry which is awfully bland, and one has to pay an additional 50 cents to purchase an extra serving of fish curry, albeit undeniably better with its saucy mix of sweet, sour and spicy ingredients.

### Iced Milk Tea (\$1.30)



The frothy **Iced Milk Tea** is one of Singapore’s most beloved beverages of all time, and does well whether it is served piping hot or ice-chilled.

At Thasevi Food, the light and not-too-sweet drink works perfectly fine to clear the throat after a mouthful of cheesy prata and zesty fish curry.

### Tissue Prata (\$4.00)



The taste of the **Tissue Prata** does not quite match up to its gargantuan portion and steep price tag. Although served hot, the thinner-than-paper cuisine quickly turns soggy and loses its crunchy bite after mere minutes. This boring dish looks better than it tastes and is not worth the money, especially since one can order its yummier cheese cousin for only half its cost.

## Thasevi Food

By Kenneth Chan

237 & 239 JALAN KAYU SINGAPORE 799461  
TEL: +65 6481 1537

OPEN 24 HOURS DAILY

# CONTESTS

Active Red is a fitness company that provides specifically tailored programmes for individuals and groups with a set of lessons.

There are two main courses are available at Active Red – Active Contact Kickboxing and Active Kickbox BootCamp.

Active Contact Kickboxing is a fun aerobic and anaerobic workout where students are paired to engage in simulated rounds of a kickboxing match.

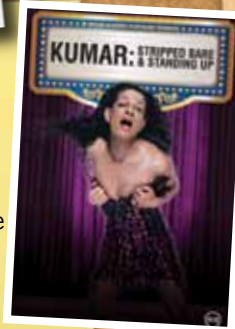
The Active Kickbox BootCamp is an all-ladies class that includes more fitness components that focuses on improving mobility, agility and core strength.

## REMINDER

Win free tickets to Kumar's musical just by simply answering this question!

What is the opening date for Kumar's show?

Email your answer to [hype.midea@gmail.com](mailto:hype.midea@gmail.com)

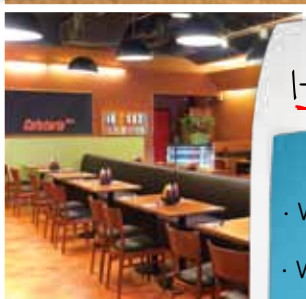


Win a complimentary lesson at Active Red by simply answering this simple question.

What are the two main programmes offered at Active Red? Email your answer to [hype.midea@gmail.com](mailto:hype.midea@gmail.com)



## MUST TRY!



## Cafeteria il Lido

1-for-1 on ALL main courses

- Valid till 30th April 2010
- Valid throughout the day
- Not valid for nibbles, salads, soups, sandwiches, desserts and beverages
- Not valid with other set meals or promotions
- Opening hours are: Monday to Sunday, 1130am to 230pm, 530pm to 10pm
- Cafeteria il Lido is located at B1-012 Suntec City Mall, 3 Temasek Boulevard
- For more information, please call the outlet at 6883 2341

# egg3

Win \$20 egg3 vouchers by simply answering this simple question.

Name one location of any egg3 outlet.

Email your answer to [hype.midea@gmail.com](mailto:hype.midea@gmail.com)



# KICK YOUR WAY TO FITNESS

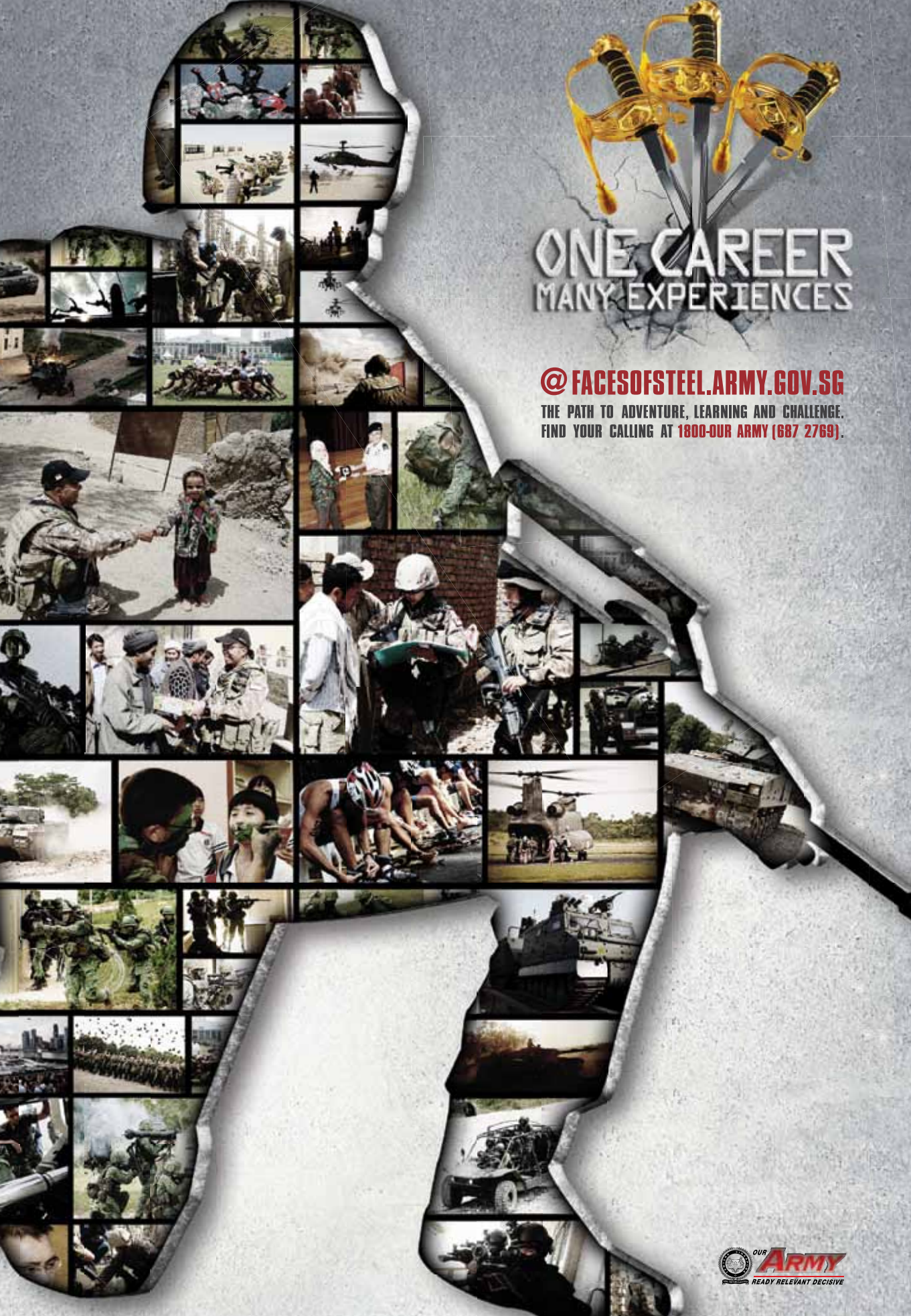


Two main courses are available at **Active Red** - Active Contact Kickboxing and Active Kickbox BootCamp. Both programmes incorporate aspects of kickboxing.

To book a complimentary lesson, contact **Jason** at [jason@activered.sg](mailto:jason@activered.sg) or **9092 1358**. Lessons are conducted twice a day, Mondays to Fridays. Boot Camp sessions start at 6:30 pm while the Kickboxing sessions start at 7:45 pm.

All sessions are held in Hilton Singapore's hotel fitness room (Level 23, 581 Orchard Road Singapore 238883) unless requested.





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