President S R Nathan Launches UniSIM Alumni Logo

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President Nathan Launches UniSIM Alumni Logo

The UniSIM family marked a new milestone on Oct 16, 2010 when His Excellency President S R Nathan unveiled the new UniSIM alumni logo at a tea reception, attended by the University’s staff, students and alumni members, held at The Arena, Clarke Quay.

A choir consisting of students and alumni volunteers, who had rehearsed tirelessly for weeks leading up to the event, sang the University’s song “Onwards and Beyond” lending nostalgic flavours to the ambience. Guests at the event also took the opportunity to mingle and take photographs with the President.

Many were excited to meet the President in a club setting while some were thrilled with the University’s progress over the years.

Mr Dev Dayaalan, from the Class of 2008, said: “The logo is a perfect representation of partnership between the university and its alumni, and of them moving forward together.”

He added: “It is very encouraging to see the President gracing an event like this. It definitely shows that part-time students such as myself are appreciated and valued.”

Can you hear the sleigh bells ring?

As I walked down Orchard Road, I began to notice that Christmas was just round the corner! The colourful lights that bedecked the entire stretch of Orchard Road through Bras Basah Road ending at Marina Boulevard have definitely ‘cooled down’ the humid weather conditions of tropical Singapore.

This final issue of the Alumni newsletter for 2010 offers you a ‘colourful’ read, just like the colourful lights that decorate Orchard Road. Yes, you will be treated to a novel idea and you will learn how you can make your own Christmas gifts! With the personalised gifts, you can impress your friends and loved ones as the gifts are a mark of your own ‘identity’.

Recently, His Excellency President S R Nathan launched the Alumni Logo at The Arena! This gives us, the alumni of the University, a greater sense of identity and belonging. Following the logo launch, The Arena was quickly transformed into a display of pomp and pageantry for the Graduation Night for the Class of 2010! Look out for these exciting articles!

In closing, I hope that the gift ideas will come in handy for you in the coming festive season. I am going to try my hand at making my own gifts and hopefully these will impress my friends!

Season’s greetings!

Mohammad Noor
Editor (Alumni Volunteer)
Newsletter Editorial Group
UniSIM Alumni
Gather for a Night of Magic

Nov 20, 2010 was another successful Unwind Saturday event held by UniSIM for her alumni members at VivoCity’s Golden Village, GV Max. Some 600 fans gathered to watch “Harry Potter and The Deathly Hallows: Part I”.

Enthusiastic alumni members, all geared up to meet Harry Potter and his friends, quickly collected their tickets and snack coupons, upon registration. A generous evening tea reception, with a wide array of finger food, was also served to event participants.

Before settling into a night of magic, UniSIM’s President, Professor Cheong Hee Kiat, delivered his opening speech. His joy at seeing the heartening turnout at the event was apparent to all.

The Newsletter Editorial Group spoke to two alumni, Mr Nelson Soh and Mr Ang Wei Shun. Both alumni shared that it was not their first time attending an Unwind Saturday event and said that they would love more, perhaps quarterly, of such movie events in future. Both opined that these events were effective for alumni to reconnect.

Class of 2010 Celebrates Their Graduation

Fusion cuisine combines the elements of various traditions. How about a formal themed celebration in an informal setting? Defying the odds, the members of the Graduation Night committee made it happen for the Class of 2010.

Graced by Minister in the Prime Minister’s Office, Mr Lim Boon Heng, the party was attended by guests who came in elaborate costumes and fancy masks, in line with this year’s ‘Masquerade’ theme. They were entertained by a popular local band and stage games while enjoying the company of fellow graduates over dinner. Attractive lucky draw prizes such as an iPad, air tickets and a LED TV saw everyone’s heartbeat race every time a number on their ticket stub was called.

Evy Wong (BA Translation and Interpretation) said: “Having a prom night in a club isrefreshing and it makes me feel young.” She added that her stint at UniSIM has helped her grow as an individual, ready to take on new challenges. She shared that she has started her own translation company with her fellow course mates.

Fancy dress winners David Cai and Chelsea De Silva were surprised by their wins given the competitiveness of the contestants. According to them, it was a refreshing idea to hold the graduation party at a club and they became acquainted with students from other faculties over dinner and games.

The grand winner of the lucky draw, Lynn Tan (BSc Marketing), thanked her lucky star that she stayed on. “I did not think that I would win but I stayed on to cheer the winners,” said Lynn. Just like others in attendance, Lynn mentioned that she would miss her friends and the unique studying experience offered by UniSIM.

Minister Lim, who spoke at the event, praised the graduates for their resilience and ability to balance studying for a degree and attending to their external commitments. He urged everyone to continue to seek improvements so as to help them better tackle the challenges ahead.
Marcus Lim Shares his Passion for History Painting

Marcus comes across as your regular guy-next-door, sitting at Coffee Club waiting for me at the table while I went to place my orders. Unbeknownst to me, the man had made numerous quick sketches of the other patrons sitting nearby, during my five-minute absence. The decisive pen strokes he had made on his book piqued my curiosity and our conversation into the little-known world of his alumnus, began.

Those who are familiar with the arts scene in Singapore, will recognise Marcus as the first and only historian painter in Asia – a title bestowed by the Asian Geographic Society. He is soft-spoken but decisive in his choice of words, knowledgeable, yet unassuming. Beneath the smile, he bears the face of determination.

Now into the 10th year of his career, the artist still brims with passion to help preserve our heritage through his oil paintings (www.marcuslim.com). The determination I see in him has contributed to the success that he has achieved through his work. Marcus’s work has been published in the Asian Geographic and his life filmed in a TV documentary for Channel U in 2003. He also holds key appointments in the Tanjong Pagar Art Club and Bukit View Secondary School Advisory Committee. This year, Marcus became the first Singaporean to attend the International Portrait Artists’ Conference in Washington D.C., as well as being designated as the Heritage Ambassador for the Asian Geographic Society, a non-profit organisation dedicated to the promotion and conservation of Asia’s environment, culture and wildlife.

Currently occupied with research work for his new artworks and staging activities for various upcoming art exhibitions, the Bachelor of Science in Psychology (with Management) graduate from the Class of 2004 managed to take time off to grant an exclusive interview to the Newsletter Editorial Group (NEG) to ‘reconnect’ with his alma mater.

NEG: What exactly is history painting?

By definition, history painting is the painting of scenes with narrative content from classical history, Christian history and mythology. It can be used effectively to describe any historical event. History painting can also be extremely diverse and may include paintings on contents associated with a religion, myth, historical literature or an allegorical object. In essence, history painting serves to convey some interpretation of life or a moral or intellectual message.

NEG: How did you get involved in history painting?

I have loved art since I was six. Back then, there was neither internet nor X-Box. So during my free time, I would grab a pencil and start drawing about anything I saw. This little hobby of mine followed through my teenage and formative years.

Upon completion of my National Service, I worked at Ngee Ann Polytechnic (NP) as a library officer dealing with ISO and quality management literature.

NEG: What were the challenges you faced when you were juggling school and work as a historian painter?

Being new to the arts industry, I seriously lacked credentials and support of any kind. As a result, I met tremendous difficulties in promoting my paintings to people and the art galleries. The Sept 11, 2001 attacks and SARS in 2003 led to increasing financial strain on me. Although I had set aside a sum of money for my school fees thanks to the business modules, a real fear of approaching poverty status was more than enough to distract me from focusing on my studies. By the third quarter of 2003, that fear came true; I had run out of money to pay for school fees and for basic needs. Undeterred, I relied on drinking tap water, and walking 32km to- and-fro daily to the City Hall area to find opportunities for my art career.

When I finally had my big break, being introduced as Singapore’s best young artist talent at a national art show in Sept 2004, I had to manage the incredible stress of producing and organising my very first exhibition. This was on top of the stress of compiling my final thesis and preparing for final exams at the same time.

Fortunately throughout that painful period, I had the support of my peers and tutors at UniSIM, and the encouragement from my mum, to persevere and complete my course!

NEG: Care to share with us your typical day at work?

I work from home which allows me to take care of my ageing mother. My day begins with e-mail correspondences and scheduling appointments with clients and interested parties. After lunch, I’m usually working on my paintings, or doing research for new painting ideas. At times when inspirations hit me really strongly, my entire days and nights will be dedicated to the research work alone, before I develop them on canvas.

Ranggong, one of the Serangoon Series dypitch paintings by Marcus Lim, describes the life and events that contributed to the vibrant Serangoon life.
Rationale of UniSIM Alumni Logo

The logo is presented using the association of two identities, continuing students and alumni of the University. The “U” in the logo is formed by two persons holding hands, bringing forth the value of connection, communication, collaboration and camaraderie between and among students and alumni, and depicting the seamless progression of the student into the alumni community. It portrays the shared nature and aspirations of students and alumni in forging their future, and fostering a sense of belonging to the university.

The use of UniSIM’s corporate maroon colour symbolises the alumni’s strong faith in and its loyalty to the community and the University. The smiling face in the logo exudes the warmth and optimism of the UniSIM alumni community and the congenial connection among students, alumni and UniSIM.

School of Arts and Social Sciences 2010 Forum on the Integrated Resorts

Guest-of-honour, Mrs Yu-Foo Yee Shoon, Minister of State, MCIYS, with panelists and guests.

The decision to build the integrated resorts – in particular, to allow casinos to operate in Singapore — generated much public debate. UniSIM’s School of Arts and Social Sciences hosted their very first Social Science forum, ‘Staying Ahead of the Game: Singapore Takes a Gamble’ on Oct 2, 2010 to explore, from the social sciences perspective, the issues, opportunities and challenges arising from the operation of the two integrated resorts, as Singapore sought to reinvent itself to remain competitive on the global stage.

Professor Cheong Hee Kiat, President of UniSIM, delivered the welcome address and the event’s distinguished Guest-of-Honour, Mrs Yu-Foo Yee Shoon, Minister of State, Ministry of Community Development, Youth and Sports gave the keynote speech.

Mr Song Seng Wun from CIMB Research presented the economic perspective and questioned the long term implications of an ascendant Asia on the global economy and the impact this pace of growth in Asia and Singapore might have on the integrated resorts in the short term.

From the sociological angle, NUS Associate Professor Ho Kong Chong examined the resorts as part of the new cultural economy, where cultural cities created lustre and arrested attention by design and diversity. At the same time, he observed that unlike industries such as manufacturing, once casinos were entrenched in a city, they were here to stay. He questioned the wisdom of featuring the casinos as an icon of cosmopolitan Singapore. Mr Jimmy Tay from HII & Knowlton presented the role of public consultation and communication in changing public perception and acceptance of having not one, but two casinos in Singapore.

Reverend Sam Kuna from TCA College reflected on the dangers of facilitating problem gambling among youths in Singapore, especially the nature of behavioural and process addiction, which was a critical part of the ‘high’ experienced in gambling and related “luck or chance-based” risk behaviours.

The lively forum was moderated by Professor Aline Wong, academic advisor to UniSIM, with the three speakers discussing, in particular, how Singapore could manage any social ills arising from the casinos. As the event wound to a close, all felt that the forum had met its aim of addressing the pressing issues from the impact of the establishment of the resorts in Singapore.

Audience in rapt attention.

UniSIM Patron President S R Nathan, UniSIM Chairman & Chancellor Prof Cham Tao Soon (left) & UniSIM President Prof Cheong Hee Kiat (right) launching the alumni logo.
DIY photo frame for your loved ones this coming Christmas or Valentine’s Day

Hi everybody. It is the time of giving again and I am excited to share some tips on how to make a DIY photo frame for your special someone. This method can be used for other occasions; however, the decoration used will have to vary according to the purpose of the celebration. If you are preparing the gift for Valentine’s Day, you may wish to replace the ribbons with “cupids” and the leaves with “hearts”. Let’s begin:

**Materials required:** One wooden photo frame, Christmas decorations, coloured pens, scissors and adhesive glue

**Step 1:** Take two stalks of Christmas flower and remove five individual pieces by cutting them.

**Step 2:** Use a highlighter to outline the inner surface of the Christmas flower (you can also choose to colour the whole area).

**Step 3:** Use adhesive glue to attach the flower to the bottom of the wooden frame and wait for about 10 minutes for the glue to dry (be careful when applying adhesive glue; in cases where the adhesive glue sticks to your hands, quickly massage some nail polish remover into the glue on your hands and wipe it off).

**Step 4:** Add the Christmas ribbon on the upper portion.

**Step 5:** You can choose to decorate or write some greetings, using coloured pens, on the left or right part of the wooden frame.

And voila! Your masterpiece is ready. Wishing you a memorable Christmas captured in your own DIY photo frame.

*Merry Christmas!*

*Article contributed by: Kelli Ong*

*Member, Newsletter Editorial Group*
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Request for Your Red Packets from Jan 5!

UniSIM alumni may request for their red packets through the Alumni Portal (www.unisim.edu.sg/alumniportal). Each alumnus is entitled to two packs of red packets.

CONTEST GIVEAWAYS!

We are giving away 10 4GB thumb drives. Simply SMS the answers to the two questions below to 9113 6795 in the following format:

Newsletter S1234567X email address answers for Q1 and Q2

Example: Newsletter S1234567X email@abc.com answers for Q1 and Q2

1) When was the UniSIM alumni logo launched?
2) Name the upcoming alumni event.

Closing Date: 17 January 2011

Winners will be notified by e-mail.

Congratulations to the Contest Winners of Issue 11!

Chiang Mui Kwee SXXXX158B
Juliana Anne Rajam SXXXX049F
Koh Seow Chun SXXXX187D
Lim Jing Yi SXXXX493G
Lim Zhiying SXXXX331A
Ow Chung Fah SXXXX763B
Seah Eng Kiat SXXXX949I
Sim Sian Hee @ Sim Janet SXXXX850I
Sim Swee Nguyen SXXXX949G
Tan Ka Heng SXXXX950J
Tan Lan Hong SXXXX966I
Tan Si Shi, Cherie SXXXX431H
Vinni GXXXX989Q
Windersalam Thilagavathy SXXXX029J
Wong Tim Meng SXXXX548A

For advertising enquiries, call 6248 5782 or e-mail alumni@unisim.edu.sg
Feng Shui Talk

Speaker           Ms Helen Ong from Senses
Date              Jan 22, 2011
Venue             SIM HQ, LT1.01
Time              2.00 p.m. to 4.30 p.m.
Fee               $5 for alumnus, $10 for alumnus’s guest
                  (includes tea reception and a good luck charm recommended
                  by the speaker to carry around with you)
Registration      Register via www.unisim.edu.sg/alumniportal from Dec 20
Language          Talk is conducted in English

About Helen Ong
Helen is one of the most highly endorsed and in-demand metaphysics (Feng Shui and BaZi) consultant in the corporate and residential arena in Asia including Singapore. A bilingual graduate in Strategic Marketing from the Chartered Institute of Marketing (UK), her strong fundamentals in business strategic planning, has added value to her metaphysics consultation. Her recent years of research on the financial markets has earned her endorsements from both her corporate clients and the media. And this can be seen in the success of her recent involvement at the ShareInvestor’s seminar on “Stock Market Prediction on the Last Lap of 2007” and OCBC Securities annual event “A Forecast of Opportunities”. She brings metaphysical principles to life through interactive sessions during courses and seminars, incorporating knowledge-sharing sessions together with real-life experiences.