



**Raffles**  
College of Higher Education

## RAFFLES SINGAPORE RELOCATES TO ITS NEW PERMANENT CAMPUS

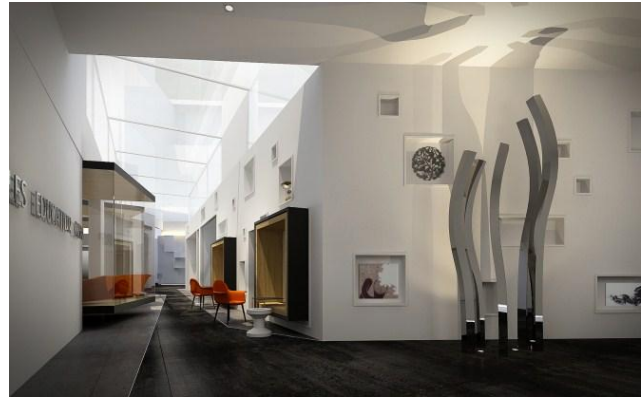


*Artist's Impression of the new RCHE façade.*

Having resided for six years at the former Beach Road Central Police Station, a heritage-rich site, Raffles College of Higher Education (RCHE) now has a permanent home located at Raffles Education Square, 51 Merchant Road, with a brand new façade. Right in the central of a historical and vibrant part of Singapore, Raffles College's new home is just a stone's throw away from the Singapore River and Clarke Quay.

To better accommodate a steady cumulative growth of its student population, the new \$90 million campus will also deliver a creative and quality learning experience for both design and business students alike. Boasting an area of over 77,500 square feet, consisting of a four-storey building and two blocks of conservation shop-houses, the openness of the

building is complimented by glass canopies linking all 3 structures, leveraging fully on natural daylight to illuminate its entire ground area effectively.



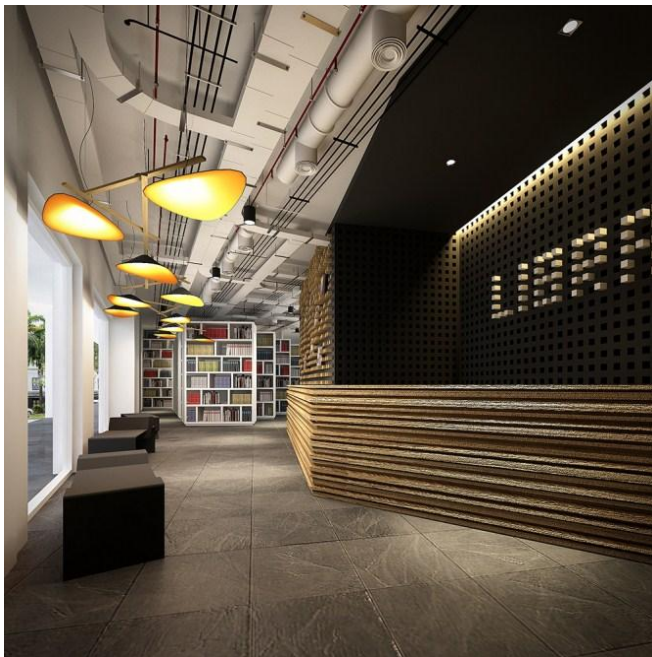
*The new campus completes the genuine atmosphere of a modern museum.*

Within the new layout, students can also look forward to modernistic classrooms, workshops, multimedia labs, a well-stocked library and a stylish student lounge. Besides having more space for hands-on programmes to fuel the academic vision of a practice-oriented and industry-focused institution, Raffles Education Square is also conveniently situated for students and industry partners in the Central Business District.



*Students can indulge in simple elegance that unfurls the sophistication of designer elements at the student lounge.*

To ensure the well-being of students, the campus is fitted with state-of-the-art biometric facial recognition system. This system captures attendance and facial features information fast and accurately, transforming this efficiency into a better academic experience and enhanced security for the students and lecturers. The traditional method of marking students' attendance manually, which can be disruptive during classroom time, is now replaced by simply scanning students' faces before the start of each lesson using this new technology. In fact, RCHE is the first in the education industry to employ this application.

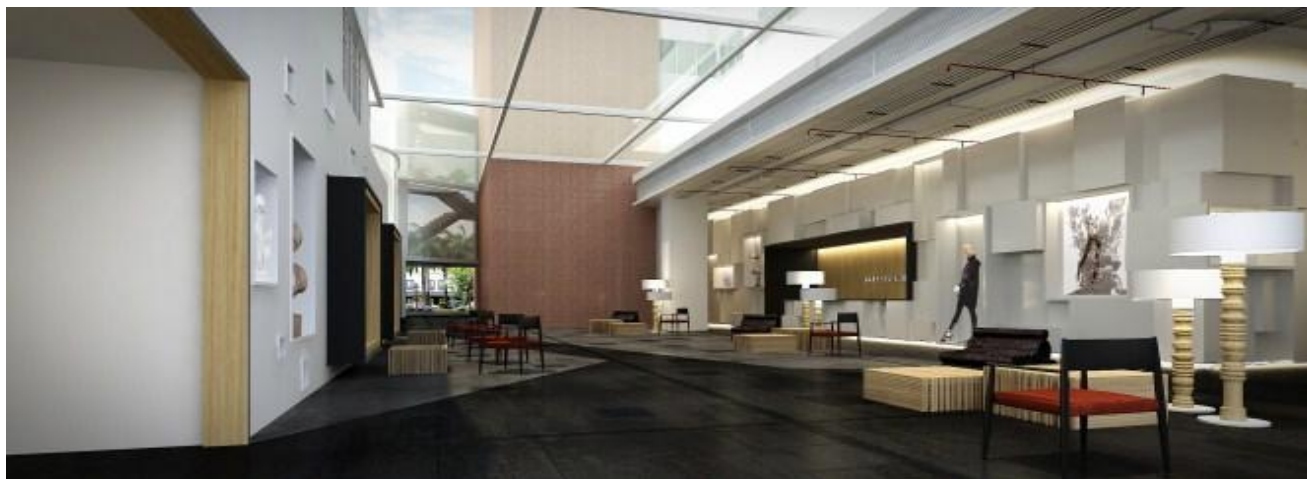


*The new library would be a wonderful and ideal place for literary endeavours.*



*Complete learning resources, exclusively for Raffles students, with a touch of modern contemporary chic.*

If you would like to embark on a totally unique learning journey at our new campus, please do not hesitate to contact us at 6338 5288 or email us at [enquiries@raffles-college.edu.sg](mailto:enquiries@raffles-college.edu.sg)



*Be taken away by the dynamic and contemporary lobby space design, with thoughtful layouts to promote open spaces.*

# Raffles

DesignInstitute

## RAFFLES DESIGNERS WORK

### EXCLUSIVELY WITH FSO

## 2013



Between 28 March and 12 May, be charmed by the vividly coloured Fashion Prints: A Trunk Show, designed by budding designers from Raffles Design Institute, while you shop in Orchard Road.

In conjunction with Samsung Fashion Steps Out (FSO) 2013, Raffles Design Institute once again partook in an exclusive collaboration with Orchard Road Business Association (ORBA), and, for the first time, with Presenting Sponsor, Samsung Singapore for this iconic six-week fashion event.



All dressed up and ready for Samsung Fashion Steps Out 2013 along Orchard Road.

Titled “[Fashion Print: A Trunk Show](#)”, this year’s project involved over 70 young Raffles Designers producing their *Spring and Summer Flowers* and *Asian Motifs* theme designs digitally on the latest Samsung Galaxy 10.1 LTE tablets, so as to dress more than 40 trees along Orchard Road with vivid hues and effervescent prints of the Spring and Summer theme. In all, over 100 designs were submitted to the organisers for selection. [10 designs](#) were eventually chosen and printed on fabrics to dress these trees.



Raffles Designers receiving their Samsung Galaxy Note 10.1 tablets and ready for the challenge.



Everyone was excitedly trying out their new toy and got down to work in the shortest time.

During the initial phase of this exclusive collaboration, Raffles Fashion and Graphic Designers were issued with these new state-of-the-art mobile devices from Samsung to research, conceptualise and illustrate their “Tree-Wrap” designs digitally while on-the-go. Our designers also had the privilege of having a team dispatched from Samsung to provide them training on the functionality of the latest Samsung mobile device.



Raffles Graphic Designers, Qiuling, Yongzhi and Tanvi's team design, "Porcelain"

During the project collaboration, Raffles Graphic Designer, Soh Qiuling shared her thoughts while working with the Samsung tablet, "It is a great privilege and honour to be a part of this project. As my major is in visual communication, most of my mediums are in print or digital formats. This is my first time designing a fabric print. This project provides a great opportunity for me to go beyond my boundaries."

Her team's design, titled "Porcelain", was among the selected prints for the tree wraps. The team chose *Porcelain* because of its strong Asian roots and beautiful floral patterns, exuding gracefulness in a hue of traditional. The design also features a plum flower which blossoms only during the month of April, which coincides with the FSO 2013.

Raffles Graphic Designer, Huang Yongzhi, shared his experience. "It was great to have Samsung as the official sponsor for this project. We had first-hand experience on the new Samsung Galaxy Note 10.1 tablet while working on our designs. Using the device was a breeze. We were able to do mind maps, check emails, surf the web and do sketches instantaneously."



Models took over the night at the launch of Samsung FSO 2013.

At the [official launch](#) of the Samsung Fashion Steps Out 2013, Raffles Graphic and Fashion Designers were in Paragon to kick off the fashion event with a party hosting VIPs, celebrities, guests and the media, with a sneak preview of all the fun and style one could expect during the six-week Spring/Summer celebrations.



VIPs and celebrity guests at the FSO 2013 VIP Opening party at Paragon.



*Selected designs adapted from the tree wrap fabric prints were also imprinted onto goodie bags for guests.*



*From left: Raffles Fashion Designers, Yohana and Yovani, proudly showing off their designs at the FSO 2013*

Amongst the winners, the design from Raffles Fashion Designer, Yohana Setiawan captured the hearts of many. "I have always admired traditional Chinese art a lot! What really captured my attention is the floral and artistic interpretation on Chinese porcelain; especially the white and blue colours. Thus I incorporated them into my work. The patterns I conceived are both traditional and contemporary. They are made up of classic motifs that symbolise the Chinese culture," shared Yohana on the rationale behind her masterpiece.

Another noteworthy piece of work was from Raffles Fashion Designer, Yovani Andrian Siswanto. Her design was inspired by the vibrancy and colours of orchids, the national flower of Singapore. "Singapore is best represented by orchids and her national floral emblem, Vanda Miss Joaquim. It beautifully illustrates the diverse cultures and races in this country. The colours that I used also signify spring: colourful, bright and pastel," explained Yovani.



*Yovani's tree wrap design outside Ngee Ann City (Takashimaya).*

Yohana also shared with us her learning experience. Leveraging on the extensive Raffles college network, she relocated to Raffles Design Institute Singapore from Jakarta. She is also motivated by the plentiful opportunities and vibrant environment here. Yohana told us the lecturers have been very motivating. She enjoys working hard and pushing herself to the limit so as to achieve greater heights in Fashion Design. "This is the first time I am attempting a design outside of fashion, so I didn't expect that I am able to do it. And for that, I must really thank all my lecturers," said Yohana.

Yovani added in agreement, "In Raffles, I learnt a lot of things. The lecturers are really passionate and they helped us a lot. They show us that as long as we do our best, we will achieve our goals. Our studies can be very challenging and rewarding at the same time!"

Focused on success, the girls are positive and shared with us their plans for setting up their own fashion labels and boutiques upon graduation. "Believe in yourself that you can do it. NEVER GIVE UP!" both said unanimously.

## IT'S OFF TO THE "MERCEDES-BENZ FASHION WEEK AUSTRALIA 2013"



*It's off to Sydney for the Mercedes-Benz Fashion Week Australia 2013 for Raffles Fashion Designers, Aurelia Santoso (left) and Virginia Liu Killory (right).*

From runway shows to red-carpet parties, you cannot beat the glamour of Australia's biggest fashion event, the "[Mercedes-Benz Fashion Week Australia 2013](#)". During the period of 8 – 12 April, fashionistas from all over the world will be flocking to Sydney to witness a dazzling parade of the latest fashion trends, culture and innovation. With leading designer brands showcasing a wide array of contemporary Spring/Summer collections over 5 days, the event is set to captivate every visitor on set.

Two Raffles Fashion Designers, Virginia Liu Killory and Aurelia Evelyn Santoso, will represent Raffles Design Institute (Singapore) in this year's Mercedes-Benz Fashion Week Australia. Their intricate workmanship and outstanding designs earned them the invaluable opportunity to showcase their collections to global potential buyers in the fashion industry. Virginia and Aurelia, graduates of Bachelor of Design, majoring in Fashion Design, will each debut their labels, XU's and Aurelia Santoso respectively with a collection of 15 designs at the event. Of their entire showcase, 8 of these are from their recent graduation ceremony, while the rest are new creations.

"I was awestruck!" exclaimed Virginia, describing how she felt when she was selected to represent

Raffles Singapore in the "Mercedes-Benz Fashion Week Australia 2013". "I feel so honoured and excited about it." Sharing the same sentiments, Aurelia said, "I, too, was dumbfounded when I first found out! I couldn't believe it! But I felt really happy for the opportunity. It means a lot to be appreciated." Excitement and exhilaration were clearly visible on their faces.

To participate in an international event of this scale was a dream come true for both girls. It was a definitive moment for them, as they felt their 3-year learning journey with Raffles Singapore had finally paid off. Aurelia shared, "The school has presented us with a lot of opportunities and pushed us beyond what we think we can do. I find that is really great!" Agreeing, Virginia said, "It is a good environment to study and I'm glad to have formed so many close relationships with my friends, classmates and lecturers. The teaching techniques are all really practical, and the class is always discussing how we are fully-equipped to be independent designers, with the knowledge passed on to us from our lecturers."



*Mercedes-Benz Fashion Week Australia 2013, the largest boutique fashion event in the Southern Hemisphere.*

Being newcomers does not deter the girls from wanting to make their mark in the fast-moving

fashion industry. Just recently, they had their first taste of success when both of them won top spots in the “[DHL Fashion Design Competition](#)” in conjunction with [Fide Fashion Weeks 2012](#). At the [award ceremony](#), both were congratulated by Mr Didier Grumbach, the President of the Chambre Syndicale de la Haute Couture for their creative aptitudes.



*MBFWA 2013 is held at the Eveleigh Rail Yards that were built on the site between 1880 and 1889, including the now heritage listed Carriageworks site in Sydney.*

In addition, their designs are also retailing in [Raffles Privato](#) at Paragon. The boutique is an incubator project between Raffles Design Institute and Paragon, Singapore, giving support to up-and-coming local fashion designers to set up and showcase their own private labels.

We caught up with both [at the event](#) and got them to share their thoughts with us.

**How would you define your personal style for this collection that you are showcasing at the upcoming Mercedes Benz Australia Fashion Week 2013?**

**Virginia:** The style of this collection is built on vivid colour schemes and East-meets-West aesthetics. The collection is a bold attempt in modern contemporary women’s fashion by blending traditional techniques such as needlework, 3-D embroideries and embellishment into contemporary tailoring.

The collection is fabricated with the finest materials. It celebrates the dynamic and colourful lifestyle of modern women, offering them a unique fashion taste.

**Aurelia:** Irish writer and poet, Oscar Wilde (1854 – 1900) once said: “*To define is to limit*”. I would rather have this question to be answered by viewer’s opinions.

**What is the name of your collection for the event? Where did you get your inspiration?**

**Virginia:** My collection’s name is derived directly from *The Ballet Russes*, one of the most influential itinerant ballet companies during the early 20<sup>th</sup> century. The Russian dance troop successfully blended new dance, art and music in performances that reinvigorated and revolutionised the art of performing dance then.

I hope my design would also influence and bring great sensation to the fashion industry.

**Aurelia:** The name of my collection is *Metropolis* and my inspiration came from a German silent movie by Fritz Lang (1890 - 1976) in 1927. It was produced during the Weimar Era, which was a very fascinating period in the history of mankind. Many social topics discussed in the movie are still highly relevant today. The endless battle between the elites and non-elites is a struggle that we face daily. The movie shows that sometimes we have to look back in time to see the future.

**What matters to you most as a fashion designer?**

**Virginia:** As a fashion designer, I desire for imagination and passion. Imagination keeps the creativity alive, while passion helps me overcome all the difficulties.

**Aurelia:** I always try my best to come up with something different, a new way of addressing things or concepts. It pushes me to the limit. To think out of the box and not be restricted to what can or cannot be done gives me a better result and the most original one as well!

**How do you feel about taking part in this important fashion event?**

**Virginia:** I feel privileged given this is an extraordinary opportunity to showcase my work on an international arena, It serves as a recognition for what I have done for the fashion scene as well as an encouragement to persevere in achieving my goals.

**Aurelia:** I'm definitely happy about it! I get an opportunity to showcase my work and it feels good to know that your hard work is appreciated. I'm definitely crossing my fingers!

**Any advice you can give to aspiring fashion designers?**

**Virginia:** I consider myself a newbie in fashion design, even though I have been working in other areas for many years. Perhaps this is the reason I always remind myself that fashion must be appealing regardless of style. So, raise your imagination but keep your feet down – this is my advice.

**Aurelia:** My advice? Good things don't go to those who wait; they come to those who work hard and persist. Also, trust your instincts and always remember to have fun!

**Who would you like to thank?**

**Virginia:** I would like to thank my Programme Director Mr. Giuseppe (Joe) Spinelli and lecturer Ms. Iskra, both of whom guided me throughout the process; and to other lecturers who have equipped me with valuable knowledge and skills. They include Mr. Brian Forst, Ms. Swee Wong, Ms. Yashita de Silva, Ms. Triphina Wilson, Ms. Jenny Wong and Ms. Madeleine Wong. Last but not least, I am also grateful to my friends who accompanied me in those years at Raffles.

**Aurelia:** The list will go on forever! However, I would like to thank my teachers, Joe Spinelli, Iskra and Brian Frost especially. I have learnt so much from them! Also in the list are my supportive parents and my loving boyfriend who have given me the strength to pursue my dreams.

**Where can readers find out more about you and your work?**

**Virginia:** You can visit my fashion page, XU's by Virginia Liu Killory, for more information about my work. My fashion website is currently under construction though. Alternatively, my collection can be found at Raffles Privato in Paragon Shopping Centre, Singapore.

**Aurelia:** I have a website, [www.aureliasantoso.com](http://www.aureliasantoso.com) and a Facebook page, [www.facebook.com/aureliasantosos](http://www.facebook.com/aureliasantosos). Readers may find out more details about me and my work through

these channels. Like, Virginia, my work is also available at Raffles Privato.



*Aurelia and Virginia discussing the selection of models and video production one day before the Raffles showcase.*



*The Raffles showcase at the MBFWA 2013. Aurelia and Virginia represent Raffles Design Institute Singapore; also listed are the other fashion designers from Raffles College of Commerce and Design, Australia.*



*From left: Aurelia Santoso and Virginia Liu Killory at the opening of the event.*



# RAFFLES DESIGNERS CELEBRATE MID-AUTUMN FESTIVAL WITH STYLE



For two years in a row, Raffles Graphic Designers were invited by Design Packaging Concept Pte Ltd to participate in the “*Design a Mooncake Box*” competition in anticipation of the mid-autumn festival. This year, our designers again proved their aptitude by proposing a total of 22 mooncake box designs, pitted against competitors from other Singapore design schools.

Garnering online votes via Facebook, 4 Raffles Graphic Designers emerged as the Grand Finalists, they are Lau Yi Jun, Clarissa Sulaeman, Kelly and

Riyan Adiputra Limindra, all of them students of the Bachelor of Design, majoring in Graphic Design.

In last year’s competition, Raffles Graphic Designer, [Joanne Lee May Teng](#) was the Grand Winner, while Raffles Graphic Designer, Sherlivia Kurniawan achieved the Merit Award. With 402 votes under her belt, Joanne led the competition by 166 votes; she emerged not only as overall champion, but also as the outright favourite in the popularity contest.

Raffles Graphic Designer, Lau Yi Jun, shared, “When I first saw the call for design submissions, inspirations started flowing through my mind almost immediately. I was excited! Then I began to conceptualise the idea and work through the details.”

Equally excited was fellow designer Kelly, who added, “Although we celebrate this festival back home, different places celebrate it differently. This is because of cultural differences. Therefore I need to tailor my designs for the local culture in mind. This was an uphill task for me!”

Voting ended on 28<sup>th</sup> March and out of the many designs received, 10 designs captured the hearts of online voters.

[Click here](#) to view designs of all the 4 Raffles Graphic Designers.



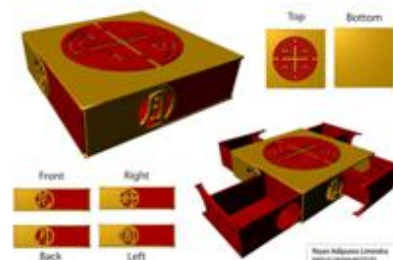
By: Clarissa Sulaeman



By: Lau Yi Jun



By: Kelly



By: Riyan Adiputra Limindra

## RAFFLES DESIGNERS REPRESENT SINGAPORE IN THE KIZUNA YOUTH - EXCHANGE PROJECT!

Organised by the Embassy of Japan in Singapore and the Japan International Cooperation Centre (JICE), and initiated by the government of Japan, [the Kizuna \(Bond\) project](#) brought together three Raffles Designers, Lau Yi Jun (Bachelor of Design, majoring in Graphic Design), Alexander Michael Loo (Bachelor of Design, majoring in Product Design), and Jonathan Lin (Bachelor of Design, majoring in Product Design) along with 91 other Singapore youths as they embarked on a 10-day trip to Japan.



*Raffles Designers rehearse for a group performance for their Japanese hosts.*

The project is an initiative to bring deep understanding of the current situation in Japan through firsthand experience after the March 11, 2011 Great East Japan earthquake, to youths of the Asia-Oceania and North America. As a part of the [Singapore delegation](#) in this project, the trio visited the Ibaraki prefecture, one of many prefectures that were badly affected by the disaster two years ago. The group was given information on the challenges Japan is currently facing, through lectures, on-site visits to disaster-hit locations, and in-person interaction with the locals there.

“I’m really glad to be able to take part in this project. I learnt a lot about the culture in Japan, how the Japanese actually respond to disasters, the

preventive measures they have taken in the aftermath of the March 11 calamity, and how we should never take things for granted,” shared Yi Jun when asked how she felt after taking part in the Kizuna (Bond) project.



*Students underwent an earthquake exercise to prepare them and teach them some immediate actions in the event of a sudden earthquake.*

During their stay in the [Ibaraki prefecture](#), the Singapore delegation also learnt about the rapid recovery of most utilities and infrastructures in the aftermath, that [Ibaraki](#) is safe and did not suffer from any after-effects of radiation from the damaged Fukushima nuclear plant. Unfortunately, misconceptions and rumours about radiation are still rampant in other parts of the world, and has been hindering recovery efforts in the prefecture, thus hurting its local economy and affecting the lives of local inhabitants.

“In this trip, one thing I truly learnt is that rumours should never be trusted blindly. I read rumours on the Internet that Ibaraki is 3000 times higher in radiation. But in truth, the radiation level is so low, it’s well within the safety level and even lower than many countries,” shared Jonathan.

During their stay in Ibaraki prefecture, the Singapore delegation visited Daigo town where the retail, tourism and agricultural industries were all severely affected after the March 11 incident because of these rumours. They also visited local attractions such as the Fukuroda waterfalls, a 120m high and 73m wide waterfall which is ranked one of the three best waterfalls in Japan; Kami-no Sato, a local business that produces handmade Japanese paper; and Setsuko’s Strawberry, a local strawberry farm.

“I will be the best story-teller I can ever be when I get back home. I will share my experience and convince

people to visit Japan, enjoy the sceneries, the shorelines of the Pacific Ocean and more,” said Alex when asked how he would contribute after the project.

Besides learning about the aftermath of the earthquake and tsunami, the three Raffles designers also broadened their outlook in design, culture and life.

“One thing I truly admire about the Japanese is that they are really optimistic and positive. Even though the disaster was massive and devastating, they never gave up and helped one another get through this,” said Yi Jun.

“In this trip, I also felt that [the experience](#) I gained could actually help to improve my design work. Looking at Japanese products, packaging, their inspirations, actually broadens my perspectives in design,” Alex shared.

“I’m so glad to have friends from different cultures in Raffles. With such diversity, I learnt how to respect people from different cultures and am able to interact and respond well to the Japanese in this trip,” Jonathan said.

The participation of the Singapore delegates in the Kizuna project received much positive feedback from the programme coordinators of the Japan International Cooperation Centre (JICE) and the embassy of Japan. Not only has the project helped to strengthen bonds between Singapore and Japan, many of the Japanese we met, including the JICE coordinators, strongly believe the project is beneficial for the youths’ growth development in life.

“I think the Kizuna project is good for the Singapore youths to learn about Japan after the disaster. We hope they will share and disseminate accurate information to their friends and families on what they have seen and learnt here,” JICE coordinator, Mr. Haruko YAMAGUCHI said.

“The students are still very young. I believe these experiences will not only help them gain more knowledge of Japan, they will also be able to benefit from this project in their lives and development,” said another JICE coordinator, Miss Mitsuko AKIBA.

Raffles College of Higher Education is honoured and privileged to have participated in the Kizuna project,

and we are happy the project has brought beneficial knowledge to our students.



*A group shot of the entire Singapore delegation.*



*From left: Lau Yi Jun, Alexander Michael Loo and Jonathan Lin*



*At Oku-kuji Recreation Forest, the group made wooden planters, meant for planting flowers, together with students in the Higashi Elementary School.*

## FASHION FOR A CAUSE



*Creative costumes designed by the RMI Hyderabad team.*

Who says a cabbage is just a head of edible green leaves?

Some students from [RMI Hyderabad](#) fired up their imagination for a cancer prevention fashion show, by turning the humble vegetable into a beautiful costume to encourage healthy eating.

Held on 4 February 2013 on World Cancer Day, the event was organised by Apollo Cancer Hospital to raise awareness for cancer prevention. RMI Hyderabad was among the few reputable design institutes invited to participate in the theme-based contest to design a collection that spread healthy messages such as "No smoking", "Exercise" and "Eat more vegetables". These are some simple lifestyle adjustments that one can undertake to prevent cancer.

The 'cabbage' outfit was among the winning works of the RMI Hyderabad team who emerged runner-up at the contest. Asmita Marwah (eminent fashion designer), Shilpa Reddy (renowned model and winner of 2004 Gladrags Mrs India contest) and Shriya Saran (leading south Indian actress) were the judges for the show.

Prominent personalities from the city such as actor Balakrishna and Dr Vijay Anand Reddy were also present to support the event.



*A model doing her catwalk in the stunning 'cabbage' costume.*