

# THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

## PENANG FASHION WEEK 2018

*All The Looks We Love*

Everything you need  
to know about  
Penang Fashion Week

VOLUME 15



UCSI Education Sdn Bhd (185479-U)  
ISSN: 2590-3616 • KDN:PQPP18824/08/2015(034277)

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# PENANG FASHION WEEK 2018

*All The Looks We Love*

**14 - 22 APRIL**  
**GURNEY PARAGON MALL**







## 10 *Fashion at its finest* Penang Fashion Week 2018

## 02 **Embracing The Evolution of Mass Media** Perspectives From The Experts

## 04 **Re-defining Genomic Data**

## 06 **When It Is All About Women** UCSI Celebrates International Women's Week

## 09 **Person Of The Month** Professor Dr P'ng Tean Hwa



Eager students at the Media Festival.



## EMBRACING THE EVOLUTION OF MASS MEDIA

Perspectives From The Experts

The Media Festival 2018, with the theme “Digital Vibes”, was organised by the Mass Communication department of UCSI’s Faculty of Social Sciences and Liberal Arts (FOSSLA). In the context of mass media today, the death of print media is becoming apparent. Soon, newspapers will be obsolete and digital media will take over.

All three speakers in the festival spoke about this transition and elaborated on it by talking about their experiences. Murali Arumugam, previously a sports journalist in Malay Mail, said how during his time there the information in print media was always considered reliable and accurate and the style of writing was important. Also, he said, there was a satisfaction of having your by-line in print and travel is free. So what is happening today? He went on to say that today, print media is expensive, there is a lack of speed and opportunities are limited.

Murali is now working as a web copy editor at The Sun and brought up the most important question that we need to address in new media today and that is, how reliable is the content? We must guard against fake news and verify our sources when informing the public.

In line with this, UCSI’s Deputy Vice-Chancellor of External and International Affairs Professor

Dato’ Dr Ahmad Haji Zainuddin who was at the event emphasised that “the rakyat” needs to be well-aware of the information that is being sent out.

FOSSLA Dean Professor Dr Shameem Begum Mohd Rafik Khan also voiced her thoughts on the present scenario, saying “Media is an ever-growing commodity. Today we are surrounded by media and, thus, we need to learn the art of disseminating information. We need to gain knowledge in media for establishing future careers and to advance as well as help society”.

Shengyi Koh, the youngest Group Sales Manager at Great Eastern, illustrated exactly this and how he furthered his career through social media. He said it is not only about selling insurance but from a marketing perspective it is all about the changing of environments.

He said, “A world without digital media is unimaginable. We rely on it for our daily needs. It is also about the evolution of speed through social media. As social media is a free platform to market yourself, be creative.”

On that note, Hassan Muthalib, a well-known writer, artist, animator and film director spoke

on how this is an age where humans must merge with machines where there must be a merger between biological and digital intelligence.

From the aspect of the film industry, he described how it is important to know one’s own history and culture so that we have an identity which can then be translated into one’s work.

Officially recognised as the father of Malaysian animation and as an animation pioneer by Singapore’s Nanyang Technological University, Muthalib gave three enlightening points. The first was that we need to move from the representational to the abstract (the language of images) where it is all about visuals and not dialogue.

The second point concerned the movement from Western to local art for inspiration and the third point stressed on the movement towards applied art history.

Muthalib showcased 4 short films by students each having its own unique elements such as Arabic calligraphy, 3D dimensions and the language of “symbolism”. He illustrated how in the universal language of film, the combination of black and white usually implies “death” while other soft, muted tones of colour have different





Dean of Faculty of Social Sciences and Liberal Arts, Prof Shameem, giving a speech at the Media Festival.



Hassan Muthalib sharing his insights on the film industry.

connotations.

Mass Communication department Head Gloria Chan Choi Sim was also present at the festival held at the Gallery, Block A.

From film animation, social media for career advancement to the practicalities of journalism, the festival provided students insight and a platform for future discourse on current media issues. Thus, there was a consensus that we have to change with the "digitised" times and make the most of what the media has evolved into today.



Shengyi Koh telling students to "chase their dreams".



Murali Arumugam sharing advice and his experiences in journalism.



# RE-DEFINING GENOMIC DATA



Although genomic data is not an unfamiliar term in the field of Pharmaceutical Science, many of us are still in doubt about its salience in the healthcare industry today. Essentially, genomic data refers to the genomes (chromosomes) and DNA data of an organism. The aim of genomic data analysis is to determine the functions of specific genes. In light of this, UCSI's Faculty of Pharmaceutical Sciences organised a genomic workshop titled "Translation of Genomic Data into Precision Healthcare" in the Le Quadri Ballroom (North Wing).

The event showcased several speakers who focused on the benefits and prospects of genomic testing as well as the meaningful interpretation and use of genomic data. The speakers also discussed the ethical implications and challenges for genomic related tests. The workshop was a full day event lasting from 8:30am to 5pm. A total of 89 participants, including external researchers and professionals attended the workshop.

The event commenced with a welcome speech by UCSI's Faculty of Pharmaceutical Sciences Dean Professor Dr Yeoh Peng Nam. Following that, University of Chicago's Professor Dr Kiang-Teck Jerry Yeo presented his speech titled "Barriers and Solutions for Wider Pharmacogenomics Implementation in Clinical Practice". He is also the Director of the Clinical Chemistry, Clinical Pharmacogenomics and Clinical Mass Spectrometry Laboratories at the University of Chicago.

According to him, there is a need for more academic medical centres to take initiatives to implement Pharmacogenetic (PGx) testing which is a type of genetic test that evaluates a patient's risk of an adverse response or likelihood to respond to a given drug. There is also a necessity to educate the medical community to translate recent discoveries in PGx into clinical practice. His presentation showcased institutional GPS (Genomic Prescribing System), conceived and developed by experts from the University of Chicago, which could be used as a model for widespread

implementation of PGx in the clinical community.

Professor Dr Teh Lay Kek was the second speaker in the workshop. Her speech was entitled "Implications of Nutrigenomics to Health" in which she explained that the sequencing of the Malay human genome has been performed, including some pathogens and more are in the pipeline. According to her, work has been done on the human metabolome, focusing on the potential biomarkers for patients with cancer and responses to drugs using LCMS-QTOF.

As these are new areas of research, international collaborators have been engaged to work together on some projects of national interest. It is her hope that we will be able to generate high quality research knowledge and information on genome sequences and useful metabolomic and proteomics markers for better patient management in Malaysia.

Dr Lei Du, the next speaker, worked at 454 Life



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6 CPD points for Pharmacists and doctors

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Sciences where he managed bioinformatics development in next generation sequencing R&D, commercial sequencing services and business development. He developed a mathematical algorithm used in the Roche GS sequencing instrument, and has co-authored multiple NGS publications in journals such as Science, Nature, and the New England Journal of Medicine. Prior to 454 Life Sciences, Dr Du held various positions in Roche, GSK and other biotech firms totaling more than 20 years of experience in genomics and bioinformatics.

As for Lew Hon Kean, he shared his experiences as an innovative pharmacist committed to extending the community pharmacist's role in healthcare through translating genomic data into better treatment outcomes for patients under his new company GENECARE Sdn Bhd. The workshop ended with a presentation of case studies by Dr Yu Choo Yee from iPromise as well as a presentation of case studies from University of Chicago's Professor Dr Kiang-Teck Jerry Yeo. Overall, it was an enlightening and educational workshop which highlighted

genomic data and its importance in the healthcare industry today.



▲ A group photo of the participants of the genomic workshop.

▼ Professor Dr Kiang-Teck Jerry Yeo presenting his case studies.





A group photo to end the event.

## WHEN IT IS ALL ABOUT WOMEN

### UCSI Celebrates International Women's Week

Having a day dedicated to the cause of women may not be a new occurrence but UCSI University's Mass Communication Student Association (MCSA) took it a step further and launched its week-long celebrations for International Women's Day on Tuesday, March 6.

The week included a series of events planned at the KL Campus based on this year's theme of 'Press for Progress'. Workshops and films on women empowerment were organised to inform, educate and equip women in their ongoing fight for equality.

This was not MCSA's first initiative in organising such an event. The first International Women's Week was held in 2003 under the guidance of its advisor, Kenny Choong. That was back when MCSA was formerly known as the Social Sciences and Liberal Arts Association.

As Choong succinctly put it, "There was a need for women to be celebrated and UCSI didn't yet have an event in which to do so."

He added, "My siblings and I were raised by progressive thinking parents who never failed to educate us on gender equality. This, along with my involvement in Amnesty International, made me realise the importance of recognising women who have impacted the world. I also want UCSI students to understand the meaning of IWD and reflect upon the role women have played in their lives."

Although the atmosphere was somewhat somber acknowledging the struggle for women's rights in many countries, it did not take



Models dressed in clothing sponsored by ZARREL, Kittie Yiyi and IJYL.

away from the delightful affirmation that women all over the world need to be recognised and appreciated no matter what their plight may be.

Demonstrating feminine tastes and lauding the latest apparel for women, a fashion show sponsored by ZARREL, Kittie Yiyi and IJYL also took place on that day. It was certainly encouraging to see women basking together to create an ambience of beauty and glamour.

To celebrate the memorable event, a musical and singing performance was then presented by first and second year students in Mass Communication. On a more upbeat note, a performance by the dance group Girl's Illusion followed.

UCSI Group founder and CEO Dato' Peter Ng shared that it is important for the women in UCSI to be provided with the opportunity to realise their potential. He also noted that many of the senior and top performing academics in UCSI are women and so are many of the high achievers.

According to President of MCSA, Ferrin Agustine, "We support all the women in the world by holding this event because awareness regarding gender parity is still underrated till today. So together, let's all be dauntless in striving for gender parity. Collectively, let's all Press for Progress," she said.

The MCSA serves to unite Mass Communication students at UCSI while developing and highlighting their individual abilities in the ever-growing field.



# BRINGING SUSTAINED HARMONY INTO OUR LIVES

We are all familiar with the Five Principles of the Rukun Negara but do we know the Five Goals? It encompasses unity, democracy, creating a just society, ensuring a liberal approach to culture and building a progressive society by harnessing modern science and technology.

How do we achieve these goals and more importantly, how can we move towards a harmonious, prosperous, progressive and sustainable Malaysia?

This was the focus of the talk by Professor Emeritus Tan Sri Datuk Dr Omar Abdul Rahman held on 6 March 2018 at the UCSI University KL Campus. Tan Sri Omar was Malaysia's First Science Advisor during the Mahathir administration.

Omar talked about how fostering and promoting harmony requires political, economic, technological and socio-cultural-spiritual approaches and is the responsibility of everyone.

"If there is no harmony among us, there will be no prosperity in the future," he said.

As owners and main beneficiaries of TN50, he stressed on how the youth needs to be prepared to play their role in building a society that is steeped in noble values, knowledge and with a sense of self-worth.

In line with this, UCSI University was a joint convener of Dialog Rakyat 3 where Associate Professor Dr Crystale Lim Siew Ying of the Faculty of Applied Sciences highlighted student activities in "Promoting and Fostering National Cohesion and Unity through the Principles of Good Citizenship."

But how else can UCSI University students promote sustained harmony? Through "youthquake" – the Oxford English Dictionary word of the year 2017 which means "a significant cultural, political or social change arising from the actions or influence of young people."



▲ Professor Emeritus Tan Sri Datuk Dr Omar Abdul Rahman giving an engaging talk.

Omar proposed student-initiated public lectures on national cohesion, unity and harmony on national heritage, cultures, values and aspirations.

He also introduced the UCSI University Harmony Prize – three annual prizes for students' initiatives (individual or group) promoting harmony on or off-campus to be sponsored by him.



## UCSI STANDS TALL AMONGST THE WORLD'S BEST IN MUSIC AND PERFORMING ARTS

UCSI University's global reputation in music is evinced by the newly-released QS World University Rankings by Subject 2018 that ranked UCSI comfortably within the 51-100 bracket in the field of Performing Arts.

Statistics provided by QS saw UCSI's Institute of Music (IMus) performing commendably in the areas of academic reputation and employer reputation – key criteria that contributed to a high overall score that saw it finishing in the top 100 out of 1,182 institutions that were evaluated.

The ranking further cements IMus' reputation as Malaysia's foremost music school and one of the best in the region. Only three institutions are ranked ahead of UCSI in Asia – the National University of Singapore, the Indonesia Institute of the Arts Yogyakarta and the University of Tokyo.

Taking stock of the ranking, UCSI Institute of Music Director Professor Dr P'ng Tean Hwa said

that the result served as a fitting reward for decades of hard work at UCSI and IMus.

"Finishing well within the top 100 out of so many universities and music schools worldwide is most gratifying," he said. "It wasn't always smooth sailing for us and we had to prove a point in the early days that music could indeed lead to promising careers.

"We always work hand-in-hand with our students so this milestone belongs to our alumni and our students, just as much as it does to our teaching staff. All of us played a part in making UCSI and IMus what it is today and we are greater than the sum of our parts," he added.

"We will continue working hard to build on this milestone. We endeavour to be a preferred choice, not only for Malaysians, but for students from around the world and I'm happy that our ever-improving global standing reflects our ambitions," he also said.

IMus is widely regarded as Malaysia's foremost music school in both classical and contemporary music. It has launched careers for prominent performers like Dr Joanne Yeoh, Dennis Lau and award-winning composer Onn San, among many others.

Casting a wider net, IMus has gone beyond excellence in teaching and learning. The Institute hosts its own regional piano competition and it has also branched out into conferences on music teaching pedagogy.

IMus' strong showing in the subject rankings is a microcosm of the upward trend at UCSI. The University enjoys the distinction of being Asia's fastest rising university after it made a meteoric 131-spot climb in the QS University Rankings: Asia 2018 exercise – placing it in the top 1.8% of all universities in Asia.

Additionally, UCSI is only one of two private universities in Malaysia to feature in the recent QS world rankings by subject.



UP CLOSE AND PERSONAL WITH  
**PROFESSOR DR P'NG**





# PROFESSOR DR P'NG TEAN HWA, DIRECTOR OF UCSI'S INSTITUTE OF MUSIC TALKS ABOUT MUSIC AND LIFE.



As I sit poised with pen in hand, I am struck by Professor Dr P'ng Tean Hwa's cheerful and friendly disposition despite the arduous task of the interview before him. I try not to appear too nervous as this is the first time I am meeting Prof P'ng, Director of UCSI's Institute of Music.

Yes, I had heard a lot about him, both as a teacher and performer but I wanted to know what it was that made him "tick" and in this case "talk".

We often hear about people having an ambition since childhood and carrying out that dream when they mature. To my surprise, I found out that Prof P'ng studied Engineering but then found his true passion and calling in Music instead.

I thought to myself, I suppose there is a certain symmetry when it comes to both fields; both require precision and infinite detail. Not much of a surprise after all!

"There is often a stigma about music," he says. "Most people often think that if you have brains, you would venture to become a doctor, lawyer and yes, even an engineer. But there are no stupid professionals," he says bluntly. He adds, "And I have no regrets; not even in Engineering. Who you are is the sum of experiences that make you, you."

Prof P'ng went on to say that his parents and then, later, his teachers were his role models. "We learn through their examples. We absorb those values which include being hard-working,

working long hours, helping others and when there is injustice, to speak up," he said.

"It goes back to the values instilled in us. We must practice, work hard, study and excel. There needs to be a nurturing environment where the quest for doing things well and reaching one's potential can be realised," he said.

Maybe I was expecting flowery language and perhaps an inkling as to what his musical preferences were but Prof P'ng went beyond all this and broke it down simply into two things: Excellence and Passion.

In fact, he mentioned these two virtues early on in the interview and reiterated it at the end when I asked him what advice he would give to students who intend to pursue a career in music. When asked to elaborate on the virtue of excellence, he simply said, "You have to be good at it. You have to have academic integrity and be true to yourself. You also have to build a reputation that is long-lasting".

From this I gathered that Prof P'ng expected nothing less than the best from his students. He went on to say that music is about "artistic expression - a message - whether it is exploring love or sorrow and that music reflects who you are as a human being"

Then he talked about passion - the most sought after requirement for any career. He described it as the "burning fire on the inside - it has to be intrinsic."

As I gathered my thoughts and pondered on what he had told me so far, he asked, "Are you nervous?" Just as I was wondering whether he could read my thoughts he explained, "You see, you are so focused on the interview that there is no fear." I relaxed and nodded in response. He said that is exactly how one should play music. I realised then that the moment of epiphany was yet to come. He was telling me all the things I wanted to hear or knew I would hear. But when he talked about Beethoven, his eyes lit up. I leaned forward in anticipation.

"With Beethoven, you reach a level where you get in touch with who you really are. It is psychological; to understand who you are, you have to reach deep down into music. Then you become the vehicle to transmit that expression to people," he said.

"There is no such thing as perfection. It is a misguided notion. However, there needs to be a balance. You need to realise your ultimate goal and that it is okay to be human."

He then zoomed into another matter that I knew meant a lot to him. He said, "It is all about changing and touching lives. When students

adopt good values, they become respectable citizens of the country. This is rewarding."

Prof P'ng is now into his 40<sup>th</sup> year of teaching piano. On the success of IMus, particularly with the newly-released QS World University Rankings by Subject 2018 that ranked UCSI within the 51-100 bracket in the field of Performing Arts, he had this to say:

"It is an affirmation of who we are. We are making our mark. Our aim is to produce good graduates and currently, the top 10% get full scholarships to study overseas. But we can't rest on our laurels. How do we become even better? We must become a leader in advancing music education. We must impact other people. We should spur the students on to achieve higher levels."

Probably one of the most challenging parts about playing music is trying not to make it a filtered or mechanical task, especially when playing the same pieces every night. Having played the piano myself, I was curious to know how to avoid this situation.

Prof P'ng explained, "It is about relationships. Be committed and nurture that relationship. Learn to enjoy the mundane. It is like having dinner with the family; doing the same thing every night can still be enjoyable. Play hard and work hard too!"

He went on to say that the co-existence between classical and contemporary music is like different cuisines where one is not better than the other. There is originality and creativity in both. According to him, they are two different entities.

As the interview drew to a close, I asked Prof P'ng about how he deals with struggles. He aptly remarked, "Tough, that is life! Face it and move on. Leave a legacy and don't focus on yourself." Finally he said, "There needs to be a healthy view of exams and assessments. The recital is not the end. It is about the whole learning experience. After all, what is life? It is in the daily living, it is about the journey. It is a celebration."

I was thankful to Prof P'ng for his valuable time and made my way back, thinking about his earlier words on excellence and passion. Surely, I thought, with these two virtues, one would go far no matter what field they are in. No doubt, Prof P'ng has made an impact on all his students especially in emphasising that music is about who you are as a human being and that to be a true performer, you have to be yourself. As I remembered his words, I was sure they would resonate in my mind for a long time.





► Penang Fashion Week 2018 Press Conference: (7<sup>th</sup> from left) Tina Tong, Country Manager Malaysia - Viacom International Media Networks; (8<sup>th</sup> from left) Lily Tan, HUNZA Executive Director; (9<sup>th</sup> from left) YB Danny Law, Penang State EXCO for Tourism Development; (8<sup>th</sup> from right) Khor Tze Ming - HUNZA Group Executive Director; (7<sup>th</sup> from right) Simone Liong, General Manager (Northern Region), The Star; (6<sup>th</sup> from right) Fong Yin Sian, HUNZA Executive Director; (3<sup>rd</sup> from right) Lucas Lim - UCSI's De Institute of Creative Arts and Design (ICAD) Lecturer and Event Planner

## *Fashion at its finest!*

Remember Michelle Obama in Jimmy Choo's shoes at the 2<sup>nd</sup> Inaugural Ball? Or Lady Gaga in a Bernard Chandran outfit at the 2009 British Awards? How about Kimora Lee Simmons and Paris Hilton both spotted wearing Farah Khan outfits?

The Malaysian fashion scene is finding its niche in the international market, and UCSI's Institute of Creative Arts and Design (ICAD) is playing its part in tapping the potential of designers nation-wide during the Penang Fashion Week.

To be held at the Gurney Paragon Mall from 14-22 April 2018, this year's Penang Fashion Week will see UCSI hosting its fashion design competition "Runway Designer Search".

UCSI Group founder and CEO Dato' Peter Ng's

sentiments were "Fashion shows like these enable students to have greater exposure where they can network with other designers. It makes them employable and helps them keep up with the heartbeat of the fashion industry."

In a recent press conference, Hunza Group Executive Director Khor Tze Ming confirmed Gurney Paragon's involvement with participating designers to design attire for 14 under-privileged children from the House of Hope.

Also, Hush Puppies will sponsor 600 pairs of school shoes for needy children.

"We are doing Fashion Week differently this year. We are making use of this platform for charitable and social work. Fashion is not just

about label and luxury," she said.

She also said, "Our partnership with UCSI is part of supporting, nurturing the young to be top designers one day."

Additionally, inspired by Nickelodeon's SpongeBob Square Pants, SpongeBob Gold will be making its fashion debut in Malaysia in partnership with 17 fashion designers who will depict what they love about SpongeBob, while injecting their personal fashion design ethos.

Amber Chia, the celebrity model for the fashion show said, "I support the role UCSI is playing in PFW to help aspiring fashion designers learn more from experienced designers, especially the younger generation, as they are our future."



**PENANG  
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Resort Stay worth  
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**3 Days 2 Nights**  
*Twin Deluxe Room*  
Resort Stay worth  
RM1,750 x 2 winners



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## PROGRAMME LINEUP

**14  
SAT**

### Opening Gala | 7PM

Carven Ong,  
Bon Zainal,  
Iliza Ho (Taiwan),  
Kev Yiu (Hong Kong),  
Jonathan Liang (Paris),  
Valiram Group  
(Michael Kors, Kate Spade New York,  
La Martina, Tory Burch,  
Tumi, Pedro & Charles & Keith)  
SpongeBob GOLD  
Global Campaign

**17  
TUE**

7pm Runway Designer Search  
by UCSI University  
9pm Born With Style

**20  
FRI**

7pm Travis Hegel &  
National Geographic  
9pm Keith Kee

**15  
SUN**

11am Equator College  
1pm Lancaster  
3pm Debenhams  
5pm Cosas United  
7pm Jo Chuah  
9pm Blonde & Brunette

**18  
WED**

7pm Dennis Lee  
9pm Richard Rivalee

**21  
SAT**

1pm Ecco  
3pm Focus Point  
5pm Raydian Chew  
7pm Akemi Uchi  
9pm Rannly Goh

**16  
MON**

7pm Micheal Ooi X  
Hero Tai  
9pm Micheal Ooi

**19  
THU**

7pm Chris Yee  
9pm Cynthia Ong

**22  
SUN**

11am ESMOD Kuala Lumpur -  
The One Academy  
3pm HTHU X P. X Manje  
  
**Closing Ceremony**  
7pm Hush Puppies  
Save My Bag  
Chow Tai Fook X  
Emmanuel Haute Couture  
Fashion Dream Comes True -  
House of Hope, Penang

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\* Programme is subject to change without prior notice.

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# PENANG FASHION WEEK 2018

COVER  
STORY

The UCSI Gazette caught up with three alumni showcasing their collections at PFW and asked them about their tastes, style and journey in fashion designing in light of the upcoming show.



# UCSI FASHION STUDENTS TO SHOWCASE THEIR COLLECTIONS AT PFW 2018

“

**It's a ready-to-wear collection that is inspired by the Ming Dynasty.** ”

— MELISSA NG WAI THENG

*BA (Hons) Fashion Design with Marketing*



▲ Melissa prefers her styles to be simple and clean-cut.

That is how Melissa Ng Wai Theng, a Fashion Design degree holder from UCSI, describes her fashion collection for the Penang Fashion Week. Specifically, she says it is “simple and clean-cut”.

Melissa's aim is to create her own unique and quality designs that are not only wearable but also allow people to look good and feel confident.

She says her inspiration can come from anything, anywhere and anytime. True enough, she draws some of her themes from songs and stories.

Being the first runner-up for the evening shoe category and second runner-up for men's shoe category in the Malaysia Footwear Design Competition 2015, she is just getting started.

Her ambition to be a fashion designer for movie stars and have her own studio sparked off when she was in primary school where she would randomly draw in class with her best friend.

For her, the Penang Fashion Week is the perfect chance to kick-start her own fashion line and commence her journey in the fast-paced industry. But she has not forgotten the advice of her lecturers at UCSI which is not to procrastinate and to stay mentally strong.

In 2018, she established her own brand, 'MindStuck', which she feels represents her personality. It is a mixture of traditional and modern designs with elements like standing collar, slits and pleats. Tassels are attached to give a more traditional look.

Her favourite fashion icons being Carven Ong and Guo Pei, Melissa's dreams are to continue with her own brand locally and market it through social media. It is certain that with her

determination and skills, she will contribute to the local fashion industry in a strong way.

Filzah Zaidi is also a graduate with a Diploma in Fashion Design at UCSI University. She has been involved in the fashion industry since 2016, previously working as an assistant designer and visual merchandiser.

She was a finalist in the Malaysia Footwear Design Competition 2015 and also participated in the Fashion Installation Batik Exhibition at the Kuala Lumpur City Gallery. Other than that, she won the grand prize for a Paper Dress Design Competition.

Her collection is inspired by a recent trip to London, particularly by the emotions and sentiments that came with it. As she describes, “I wandered through the neighbourhood early one morning, with empty streets, grey sky, damp bricks, fresh windy cool and crispy air breeze, and was paralysed by the fragrance of the flowers.”

Filzah says her line of fashion is uncomplicated and flowy. For example, they are loose, above the ankle, with boots, no heels and with dark shades of colour such as grey, black and brown.

Filzah gets her inspiration from feelings and vibes, for instance the way emotions are evoked from early mornings, quiet atmospheres, trees as well as a measure of gloominess. For her, the attraction of her fashion line comes from its silhouette, its practicality and ease in wearing.

“It is all about doing what you want to do. My dad and brother like fashion too and we talk for hours about clothes. In five years' time, I hope to create my own brand and go beyond the Malaysian market. For my juniors, I would advise them to think outside the box because breaking into the industry is not easy,” she says.

To her, the Penang Fashion Week will be a good experience and will add experience to her studies at ICAD which taught her about designing and research as well as what goes on behind the scenes including the process of sketching and sewing.

Filzah has a bright future in fashion ahead of her, with her inclination towards subtle and calm tones in her designs.



▲ Filzah is inspired by feelings and vibes.

“

**I draw much of my inspiration from the French designer Jacquemus, who is very different.**”

— **FILZAH ZAIDI**

*Diploma in Fashion Design*

For Nichelle Ng, her studies at UCSI taught her how to handle machine sewing, pattern sewing and pattern drafting. She also gained a lot of knowledge in fashion marketing and retailing which, she says, will help her in launching her own brand.

Quirky, colourful and fun is how she describes her style. She was the finalist in the Malaysian Footwear Design Competition 2016 and the Sakura Collection 2018.

On how her collection stands out from the rest, she says that the bright colours would attract attention and each design has a meaning to it. She hopes that people will smile when they see her designs.

Her collection for the Penang Fashion Week is inspired by the fashion of the 80s and 90s while the detailing and texture of the garments are inspired by childhood memories before technology took over.

Her journey into fashion was not easy.

“My lecturers taught me about the fashion industry and motivated me to participate in competitions to gain experience and confidence. I have learned how to prepare for the process of launching my own label,” she said.

With Moto Guo and Moschino in mind, she aims to do research, plan her production carefully and if she gets the chance to launch her own brand internationally. It seems that for this budding designer, the sky is the limit.



▲ Nichelle describes her style as quirky, colourful and fun.

“

**I hope that people will smile when they see my designs.**”

— **NICHELLE NG**

*BA (Hons) Fashion Design with Marketing*





outfit **MELISSA WT . MINDSTUCK**

venue **FUTURISTIC ENGINEERING LABS . UCSI UNIVERSITY**

model **AMBER CHIA**

makeup & hair stylist **PINKY CHIA . AMBER CHIA ACADEMY**

art direction **LUCAS BLIM . ICAD**

photography **JIVEN TEH . ICAD**

assistant **ALEX GOH . ICAD**



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outfit NICHELLE NG









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# UCSI UNIVERSITY BUILDS BRIDGES THAT CANNOT BE BROKEN

The recent signing of a Memorandum of Understanding (MoU) between UCSI University and Nihon Pharmaceutical University of Japan (NPU) exemplifies a collaboration that is much needed if we are to embrace global health and wellness in the 21<sup>st</sup> century.

The MoU was signed by UCSI Vice-Chancellor Senior Professor Dato' Dr Khalid Yusoff and NPU Vice-President Professor Dr Minoru Tsuzuki in the presence of UCSI Group founder and CEO Dato' Peter Ng. UCSI's Faculty of Pharmaceutical Sciences Dean Professor Dr Yeoh Peng Nam said that the MoU is a great platform for UCSI students in the first and second year of their pharmaceutical degree to experience a student exchange programme to Nihon.

During the ceremony, Professor Tsuzuki expressed his gratitude towards UCSI especially to Vice-Chancellor, Senior Professor Khalid. "It is a great opportunity for us and a beginning of a strong relationship in the exchange and development of research for both universities", he said.



▲ A group photo of members from both universities.

Founded in 2004, NPU was established by the Tsuzuki Gakuen Group, focusing on training medical professionals who understand "integrated medicine" combining both Eastern and Western medicine with preventive medicine and how to adopt these concepts in

modern society. The event was truly a bridging of cultures and an opportunity to exchange ideas, thoughts and opinions for the betterment of both nations as a whole.



▲ Students enthusiastically discussing the assignment from the trainer.

The field of Engineering today has evolved from the traditional to the contemporary. Students can enjoy a more interactive and fun learning experience which enables them to incorporate their own personal touches.

One example where this became possible was through the Arduino and Programming Workshop, held at the UCSI University Kuala Lumpur campus.

The workshop was a collaborative effort between the UCSI University's Institute of

Engineering and Technology (IET) On Campus group and Gieption Sdn Bhd and started with a speech by Assistant Professor Dr John Tan Teng Hwang, Head of the Electrical and Electronic Engineering Department.

According to him, the purpose of the workshop was to understand Arduino, how it works, and learn programming concepts using C and C++. Additionally, one can learn Arduino specific programming using a variety of hardware and components for projects prototyping using breadboard.

## ENGINEERING MADE FUN AND INTERACTIVE

Students were thrilled to solve problems in troubleshooting circuits, learn how to perform coding with the hardware and attempt to build their very own blue-tooth communication device.

"The workshop was particularly fun and beneficial as we were able to learn programming and build our own innovative projects with Arduino," said one of the eager participants.



# Leo Xuying (Marion)

**BEng (Hons) Electrical and Electronic Engineering, graduated 2011**

**Master's Scholar in Business and Technology Management at Korean Advanced Institute of Science and Technology (KAIST). Worked at Texas Instruments Malaysia and Intel Technology.**

In this column, The UCSI Gazette catches up with its prominent alumni and celebrates their achievements and accomplishments after their education at UCSI. These are individuals who have had immense success in their studies and are now pursuing their dream careers and other exciting endeavours. This is very much a reflection of their life journey and how they got to where they are now. In this issue, we get a glimpse of the life of Marion Leo, a BEng (Hons) Electrical and Electronic Engineering graduate now pursuing her Master's degree in KAIST.



**Our ambitions are a vivid reflection of who we are and who we aspire to be. Growing up, what led you to choose Engineering as a field?**

Since I was young, I was curious about what goes on behind the scenes and how things work. I was inspired by my father, who practices the logic of science and physics in everyday life to solve problems. Choosing Engineering as my major taught me the practicality of incorporating theoretical knowledge into the real world. After some years of working, I realised that management skills can also be critical in Engineering.

**Progress in the field of Engineering undoubtedly requires certain skill sets that are of essence. What are some skill sets that you acquired in your education at UCSI that you think are irreplaceable?**

Besides what we study in class through textbooks and lab work, the COOP internship programme gave me a lot of exposure in the various industries in Engineering. I was fortunate to work as an intern in the Oil and Gas industry as well as Food and Beverage industry. Besides, I also joined a research group that was focused on embedded system designs. This was a good experience in handling small scale engineering projects.

**How did your training in Creative Thinking, Communication and Influencing Skills impact your success as an Engineering student seeing that Engineering, in general, is deemed quite a technical field?**

I underwent training during my first job at Intel. The Creative Thinking, Problem Solving and Decision Making training was eye-opening as, after being in the technical field for several years, people tend to confine their ideas forgetting that we can still be creative in many ways and "think out the box". The Communication and Influencing Skills training was helpful especially for engineers, where the majority work is with computers and there might be fewer opportunities to communicate. It was important for me, too, to discover different perspectives and better possibilities of a

career path beyond having just technical expertise.

**Intercultural experiences are enriching and rewarding at the same time. How would you compare your study experiences both here in UCSI and South Korea?**

This was one of the most exciting parts of student life abroad! I loved meeting people from various nationalities and cultures. Being in a multicultural environment, there are often interesting conversations and activities that occur, and a lot of room for discovering new things. Through this experience, I am able to learn a lot more about international culture and practices.

**What excites you most about the field of Engineering?**

When I was still actively engaged in the technical field, understanding the science of how things work often grabbed my attention. Currently, being exposed to innovation management, I have an interest in the type of inventions and innovations that engineers and scientists can produce to fit the needs of wants of consumers, and how the engineering research and innovation can be marketed effectively to consumers.

**What stands out the most with regards to your education at UCSI University especially in preparing you for your journey as a postgraduate scholarship holder in KAIST?**

I believe that the quality of education in the field of Engineering received at UCSI has prepared me well for employment in multinational companies. The education I obtained was a good testimonial for my career, which is the deciding factor for acceptance as a postgraduate scholar in KAIST, with the hope of contribution to the future of society.

**You have been employed both in Texas Instruments Malaysia Sdn Bhd and Intel Technology Sdn Bhd. What were some of the challenges you faced in working for these top companies and how did your**

**education at UCSI equip you in overcoming these challenges?**

One of the main challenges when moving from academics to employment is organisational change. Specifically, the organisational structure and individual responsibility is something that new employees need to pick up fast. I was glad that during my years in UCSI, I was involved in organising activities and events, which helped to nurture leadership skills and provide exposure to management roles.

**What next for you, after completing your Master's degree in South Korea?**

My purpose in getting a Master's degree in Business and Technology Management is to gain the knowledge and competency to move on to marketing or management roles in the corporate world. However, having a continuous thirst for knowledge, I might consider pursuing further studies.

**Other than excellent CGPA scores and employment in world renowned companies, what do you think were other factors that made you successful in securing the scholarship in KAIST?**

It is critical for students to know their own unique value and talent, and how these values can be utilised and contribute to the development of the country and society. It is also important to be able to have a good sense of curiosity, responsibility and vision for the future.

**Besides immersing yourself in the intricacies and technicalities of Engineering, what other interests do you have?**

Over the years, I developed an interest in reading non-fiction books, mainly on social psychology. This was one of the motivating factors of my choice for postgraduate research in Marketing and Consumer Behaviour. Besides that, I have also developed photography as a hobby, where I can explore the technical aspects of taking good images and being creative in making images unique, beautiful and meaningful.





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