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CONTENU ÉDITORIAL

Du conseil à la production des contenus, Leitmotif propose l'ensemble des prestations éditoriales en anglais : rédaction, relecture, traduction.

Types de contenu Texte pour sites web ; posts pour les réseaux sociaux ; articles lifestyle ; et contenus marketing ou RP.

mpas

Les réalisations éditoriales de Leitmotif lui ont valu deux récompenses octroyées par la Media Publishers Association de Singapour :





Meilleur Numéro Spécial 2011 Numéro Extrême de « ASIAN Geographic PASSPORT » Jonathan de Leitmotif était un des **rédacteurs**

Mais aussi...



GRAPHISME

En tant que spécialiste print, Leitmotif travaille notamment sur la création de logos et d'identités visuelles, du design éditorial, des sorties musicales, du design événementiel et de l'illustration. Côté digital, notre travail comprend la restauration de photos d'archives et la création de visuels pour les réseaux sociaux.

Outils de communication Chartes graphiques ; brochures ; flyers ; kakémonos ; cartes de visite ; rapports annuels ; documents longs tels des annuaires ; infographie ; publicités ; menus ; et packaging.



HABILLAGE MUSICAL Écouter sur SoundCloud 🖚 🌑

Pour vos podcasts, vlogs et autres projets audiovisuels, Leitmotif écrit une musique adaptée à votre sujet et votre ambiance, qu'il vous faille du classique, des morceaux rythmés, ou une musique d'arrière-plan.

Champs d'action Composition, arrangement, production, notation.



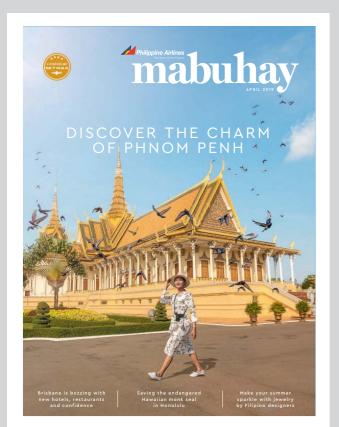
GESTION DE PROJET

Ce qui lie l'ensemble de l'offre Leitmotif, c'est une gestion de projet proactive. Nous sommes soucieux de vos objectifs et vos succès sont nos succès.

Champs d'action Établissement de timelines et deadlines ; gestion des interdépendances ; coordination entre client, partenaires et prestataires ; élaboration de plans de contingence ; gestion de budgets ; et suivis.

ARTICLES

Articles et contributions éditoriales publiés entre 2009 et 2019.



Publication Mabuhay

Client **Philippine Airlines**

Agence Ink

Publié en **Avril 2019** Life



• Melbourne

Loud and proud

An Australian-Filipino singer-songwriter takes over the airwaves Down sexual orientation and heritage

Australian-Filipino singer-MUSIC songwriter Mojo Juju – born Mojo Ruiz de Luzuriaga - is not one to shy away from challenging narratives. "I don't speak my father's native tongue, I was born under the Southern sun. I don't know where I belong, I don't know where I belong," she sings in "Native Tongue", the title track of her third studio album. It is through raw, emotional neo-soul ballads like this that the 36-year-old tackles topics of identity, Under with an album sexual orientation and heritage - inspired by that touches on her family history and her experiences as a her identity, queer woman of color in Australia. Mojo Juju's parents first met when her

Australian mother visited the Philippines as an exchange student in 1978 – after which Mojo Juju's Filipino father subsequently migrated to Australia. Growing up among a majority-white population in New South Wales with a Filipino, Aboriginal (Wiradjuri) and European heritage, Mojo Juju felt a sense of alienation and isolation - a sentiment mirrored in her experience as a musician. "The feedback I was getting from journalists

30 MABUHAY | APRIL 2019

and the music industry was that I didn't look right, sound right or act right. I was too queer or too brown or just not attractive enough to sell records," she says.

But Mojo Juju has since proven her critics wrong. She's been both prolific and successful throughout her decade-long music career - as frontwoman of Mojo Juju & the Snake Oil Merchants from 2006 to 2010, and then on her own. She's gone from throwback soul-jazz to pop to alternative R&B - and in all this time she's never tried to mold her image according to the rules of the music industry.

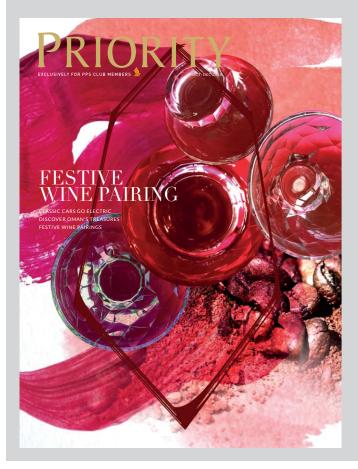
Mojo Juju may come across as provocative in her live performances and music Muriel's Wedding, the videos - but there's a 1994 film about a woman certain vulnerability that who's all but ready to get comes with her laying married except that she hasn't bare her family's history. found a groom, is now a musical. It certainly informs Catch it at Her Majesty's her identity and work: Theatre in Melbourne the emotional heart of this month. muriels Native Tongue stems from weddingthemusical. the story of her maternal grandmother, who was born from a secret love affair between

her Caucasian mother and Wiradjuri father which was then considered taboo. In Native Tongue, family stories take the form of interludes performed by her Filipino father speaking in Tagalog in "Papa", as well as her maternal grandmother in "Pidge".

Mojo Juju had long considered that being visible as a queer, non-white, female musician in Australia was enough of a statement, and thus rarely addressed those topics explicitly in her work. But a few years ago, she found that the recurring, intrusive focus on those aspects of her identity had become too much.

"I reached a point where I realized that people were politicizing my identity in ways and in conversations that I was not included in. It occurred to me that maybe being visible wasn't enough; maybe I also needed to engage with the conversation in order to be represented in ways that I was comfortable with," she says.

Mojo Juju has been keeping busy with a string of concert dates and festivals until the end of May. What's next? "I'm dying to get back into the studio as soon as possible! That's my favorite place to be," she says. "But that will be after a well-deserved family holiday - in the Philippines, of course." mojojuju.net – Jonathan Meur



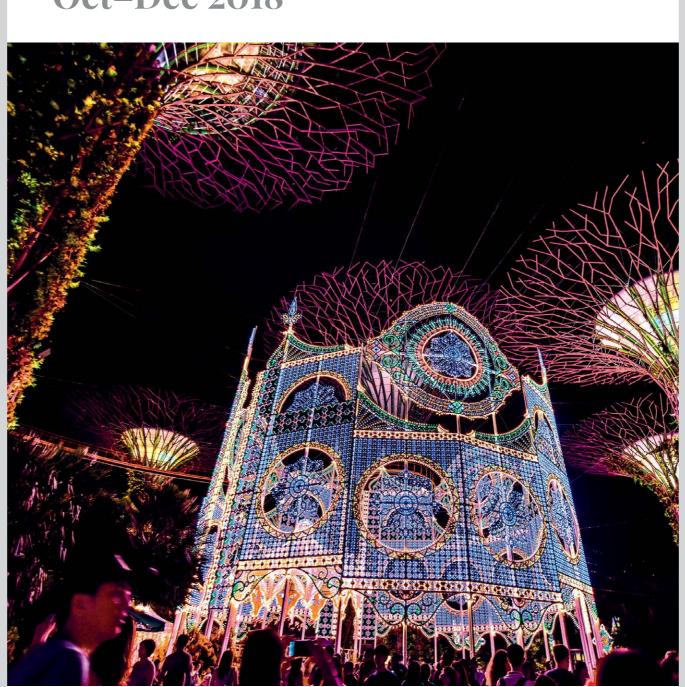
Publication **Priority**

Client Singapore Airlines

Agence NewBase

Chef de rubrique attitré Entre janvier 2016 et octobre October 2018

Events guide Oct-Dec 2018



16

[BEST OF SINGAPORE]



21 OCT-28 OCT BNP PARIBAS WTA FINALS

SINGAPORE Game, set, match! Held at the Singapore Indoor Stadium, this prestigious singles and doubles tournament is regarded as the highlight of the women's circuit, with the world's top female players vying for US\$7 million prize money. There is also plenty happening off-court, including tennis-themed activities and a prefinale concert by Jason Mraz. wtafinals.com

30 OCT-18 NOV THE GREAT MOSCOW CIRCUS

Head to the big top at Bayfront Avenue and keep your eyes peeled for death-defying acts by more than 45 top circus performers from all over the world. Expect breathtaking classics such as the Wheel of Death and the Motorbike Sphere of Fear, plus a few other surprises. great-moscow-circus.com

2-11 NOV

SINGAPORE WRITERS FESTIVAL

With writers, academics and thinkers in attendance, this annual event showcases the world's major literary talents while also shining a light on homegrown writers. Offering a range of panel discussions, workshops, talks and performances, it has hosted the likes of Nobel Prize winner Gao Xingjian, Nebula winner Neil Gaiman and Pulitzer Prize winner Michael Cunningham. www.singaporewritersfestival.com

3-18 NOV MAMMA MIA!

Here we go again! If you've never caught this classic musical, now's your chance. Set on a Greek island paradise, a tale of love, friendship and identity is told through ABBA's infectious foot-stomping hits. *marinabaysands.com*

1 DEC-26 DEC CHRISTMAS WONDERLAND

The annual festive extravaganza brings Gardens by the Bay to life with large-scale illuminations at night (left), while revellers soak in the fun. Previous editions offered something for everyone from classic carousel rides to a traditional European-style Christmas market, with gourmet spreads

prepared by celebrity chefs and Michelin-starred restaurants. *christmaswonderland.sg*

8-9 DEC STANDARD CHARTERED SINGAPORE MARATHON 2018

The highlight of Singapore's running calendar, the race becomes a Weekend Running Festival this year and reintroduces the 5km category. With four other adult categories and the Kids Dash, the event welcomes runners of all ages and experience levels, with various prizes on offer as added motivation. *singaporemarathon.com*

14-16 DEC

SSO CHRISTMAS CONCERT 2018 For three days, the Singapore Symphony Orchestra joins forces with the Singapore Symphony Chorus, the Singapore Symphony Youth Choir, and the Singapore Symphony Children's Choir to present a truly impressive musical celebration filled with Christmas classics. *sso.org.sg*

31 DEC

MARINA BAY SINGAPORE COUNTDOWN

From the early evening till past midnight, celebrate the New Year at special experiential activity hubs set up at various spots around the Marina Bay area. Previous editions have featured outdoor musical performances, carnivals and colourful waterfront bazaars. When 2018 turns to 2019, look up to witness a dazzling fireworks display light up Singapore's iconic downtown skyline. marinabaycountdown.sg

THE GRADUATE nuss



Publication The Graduate

Client **National University of Singapore**

Agence NewBase

Publié en **Avril 2018**

INLE LAKE WETLAND AMAZING SANCTUARY, MYANMAR PARKS

Feeling ready to conquer great wide-open spaces, lush forests or biodiverse waters? Take your pick from Jonathan Meur's shortlist of four outstanding national parks.



As an ASEAN Heritage Park since 2003, this sanctuary aims to protect the area's natural vegetation and geological features, make ecotourism possible, and help the wildlife on the wetlands prosper. It is believed to be a nesting spot for the globally endangered sarus crane. The lake is home to a floating market and several floating gardens. Majestic bejewelled pagodas and shrines of stone surround it, along with the wooden Nga Phe Kyaung monastery. A unique group of fishermen from

TRAVEL

MU KOH CHANG NATIONAL PARK, THAILAND

Located in the Gulf of Thailand near the Cambodian border, Koh Chang island enjoys a rugged, multifaceted character, thanks to mountainous jungles, broad bays and impressive waterfalls. It is the biggest of 52 islands interspersed throughout the marine park rich in coral reefs and crystal-clear waters. Besides chasing outstanding scuba diving experiences, visitors flock White Sand Beach and Lonely Beach on its western coast for kayaking, jungle trekking and snorkelling opportunities. The eastern, less developed side of the island is ideal to escape the tourists and enjoy some peace and quiet.

Best time to visit: The most festive time of the year is during Songkran, the Thai New Year that occurs in April. The best time to travel to Koh Chang is from November to May, when the sea is calm with good visibility and there is more guaranteed sunshine.





DANUBE-DRAVÁ NATIONAL PARK, HUNGARY

Along the Danube River in the southwest of Hungary, the 490-square-kilometre park is a refuge for many protected bird species, like aigrettes, spoonbills and black storks. It is also home to a stag population famous for its impressive antlers, and endemic species like the black hawthorn and the Drava caddis fly. Within the park, the Gemenc nature reserve boasts willow and poplar forests, large oak-ash-elm forests, and foks, an ancient system of floodplain management. Between the narrow-gauge train, walking trails, cycling routes and boat trips, sightseeing options are aplenty.

Best time to visit: In June for the Danube Carnival, a colourful showcase of traditional dances, or in October for the Café Budapest Contemporary Arts Festival, a multidisciplinary event featuring both local and international artists



YELLOWSTONE NATIONAL PARK, USA

Yellowstone National Park abounds with some of Mother Nature's most astounding works: the terracotta-hued cliff walls. river of the Grand Canvon. rainbow waters of Midway Gevser Basin's Grand Prismatic Spring, and Old Faithful, possibly the world's most renowned geyser, to name a few. Pristine lakes, ferocious waterfalls, dramatic peaks, and bright green forests and meadows complete the picture of the colossal park – almost 9,000km² – from the

northwesternmost corner of Wyoming into the edges of Idaho and Montana. Wildlife-watching is abundant, with innumerable hiking trails alive with buffalos, elk and sometimes, even grizzlies. Beyond the most popular spots are lesser-known attractions like the hot springs of the West Thumb Gevser Basin. the Lewis River Channel and the Dogshead Loop.

Best time to visit: July is chock-full of events in and around Yellowstone. From the Cody Stampede Rodeo show to the Targhee Fest and the Yellowstone Beer Fest competition, there's something for everyone. In August, the Shoshone-Bannock Indian Festival showcases Native American culture.

FRENCH SHOPPING & DINING GUIDE IN SINGAPORE

SOCHIC

LUXURY BEAUTY FASHION INTERIOR GASTRONOMY

BIKINI RIVALRY JONATHAN × JUNE 21, 2017

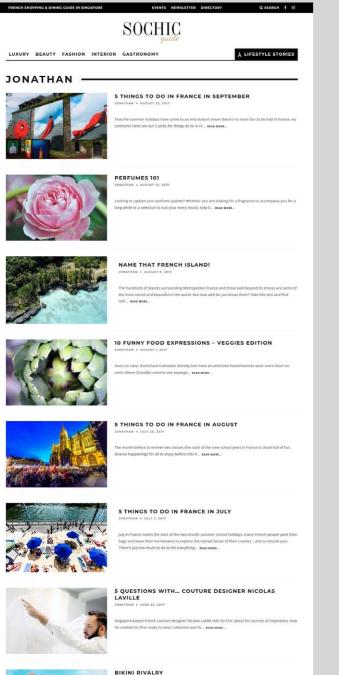


In June 1946, French designer Jacques Heim launches the Atome, a two-piece swimsuit range advertised as the world's "smallest bathing suit". Although smaller than similar swimsuits of the 1930s, the Atome still covers the wearer's navel.

In July, another designer, Louis Réard, launches the bikini (named after the Bikini Atoll), which is advertised as "smaller than the smallest swimsuit". Réard recruits Micheline Bernardini, a dancer from the Casino de Paris, to model his revealing creation at a press conference at the Piscine Molitor, a popular public pool in Paris.

Although Heim's Atome enjoys more sales and is the first to his French beaches that year, it is Réard's design and name that will eventually stand the test of time.





hing suit". Although smalle ... READ MORE

Blog So Chic

Client

La chambre de commerce française à Singapour

Rédaction de plusieurs postes en vue du lancement du blog En juillet et août 2017

AGENDA NEWSLETTER DIRECTORY

Q SEARCH f



A LIFESTYLE STORIES



Neighbourhoods

Raffles Hotel Singapore

Opened in 1887 by the Sarkies brothers,

this iconic landmark is a monument of

colonial architecture and luxury, steeped

in history and lore. Visitors can enjoy the building's old-world charm while strolling

the corridors and courtvards of the hotel

grounds – including the Raffles Hotel

Singapore is undergoing extensive restoration works. Refer to the website

or call in advance to check the

Tel: +65 6337 1886 / +65 6412 1180 /

Email: concierge.singapore@raffles.com /

Seah Street and Purvis Street next to

packed with eateries, including famous

opitiam (traditional coffee shop) Chin

Bar & Kitchen (*tessbar.com*), authentic

rench crêperie Entre-Nous (entrenous.

alace (yhingthai.com.sg), as well as fine

om.sg) and Garibaldi (garibaldi.com.sg)

itors can stop by the MINT Museum

Arts & Design, p33) in the evenings for a

shing tipple on the rooftop bar.

sg), Bib Gourmand awardee Yhingthai

hin Eating House, hip watering hole Tess

he Raffles Hotel are parallel streets

+65 6412 1267 (Trade Contact)

groups.singapore@raffles.com

EAT STREETS

affected facilities.

Fax: +65 6339 7650 Website: raffles.com/singapore

Address: 1 Beach Road

hotel's legendary Long Bar.



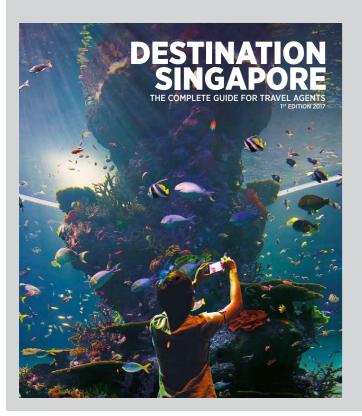


its name. Dance classes and theatre workshops are also held here (visit the website for more information). Don't miss Timbre (timbregroup.asia/timbresg/ timbre-the-substation), the bar and bistro in The Substation's open-air garden, which hosts live-music gigs till late every night.

Address: 45 Armenian Street Tel: +65 6337 7535 Website: substation.org Email: admin@substation.org

HOLLAND VILLAGE & ONE-NORTH

A short bus ride from Orchard Road and the Singapore Botanic Gardens (see Attractions, Adventure & Nature, p52). the eateries and bars of Holland Village (affectionately referred to as Holland V by local residents) have long been popular while its hawker centres and kopitiams (traditional coffee shops) offer plenty of local flavours. This quaint area plays host to an abundance of live music (see Nightlife Precincts, p89), Just a stone's throw away from Holland V is the district of one-north, which is a cluster of research and development technology centres. Here, visitors will find green corners and lots of dining options. A small



Publication **Destination Singapore**

Client Singapore Tourism Board

Agence NewBase

Publié en Juin 2017

The Substation

As Singapore's first independent venue for experimental contemporary arts, this is where local art lovers come for edgy performances and alternative art shows, from dance, theatre and music to literature and visual arts. Founded in 1990, it was built in a former power substation - hence,

detour between Holland V and one-north will take visitors to Ghim Moh Market and Food Centre.

Website: itc.gov.sg/industrial-land-and-space/ pages/one-north.aspx Nearest MRT: Holland Village Station / one-north Station

Points of Interest

2am:dessertbar

Fronted by one of Singapore's culinary stars, 2am:dessertbar showcases pastry chef Janice Wong's creative and luxurious creations. So named because its closing time is 2am, the dessert bar caters to night owls and diners with a sweet tooth. Visitors can expect delicious classics - such as chocolate tarts and tiramisu alongside Wong's signature one-of-a-kind creations, like Shades of Green comprising pistachio sponge, coco mousse and pandan ice cream, that have earned her global accolades. A limited savoury menu is also available.

Address: 21A Lorong Liput, Holland Village Tel: +65 6291 9727 Website: 2amdessertbar.com Email: 2amdessertbar@gmail.com





QUEEN OF SWEETS

am:dessertbar's Janice Wong, whose flagship restaurant is located at National Iuseum of Singapore, has learnt from the world's best chefs, including American uminaries Grant Achatz and Thomas Keller, Spanish chocolatier Oriol Balague and French pastry chef Pierre Hermé.

Chip Bee Gardens

A short walk from the Holland Village MRT station, Chip Bee Gardens is a food lover's haven. From neighbourhood fixtures like vegetarian Mediterranean restaurant Original Sin (originalsin.com.sg) and an Italian deli and pizza bar both managed by the family-owned Da Paolo Group (dapaolo.com.sg), to relative newcomers like bakery Baker & Cook (bakerandcook. biz) and dessert café Sunday Folks (sundayfolks.com), all visitors will find something to satisfy their taste buds here. To beat the heat visitors can head to ice cream parlour The Daily Scoop (thedailyscoop.com.sg), which is known for its creative and local flavours (brave souls can try the Mao Shan Wang durian flavour, while others can opt for chendol or lychee martini).

Address: Along Jalan Merah Saga, Holland Village (opposite Holland Road Shopping Centre, off Taman Warna)

Ghim Moh Market and Food Centre

In-the-know residents from around the island often flock to this hawker centre for a taste of authentic local flavour. Popular stalls include Ghim Moh Chwee Kueh (#01-54) for the local dish of steamed rice cakes topped with preserved radish; Granny's Pancake (#01-52), which sells a local version of pancakes stuffed with ingredients like peanut or red bean; and Jiu Jiang Shao La (#01-17) with its famous roast meats. Most stalls close in the evening, so it is best for visitors to head down for breakfast or lunch.

Address: 20 Ghim Moh Road

Timbre+

Timbre+ brings together a wide range of food offerings in the one-north area together with a weekly entertainment roster of live local music acts (Mon-Thu, 7.45pm-11pm; Fri, 8.30pm-12.30am; Sat, 8pm-12am). Visitors will find permanent food trucks, casual eats and restaurantgrade fare at reasonable prices. The Bottle Shop (*timbreplus.sg/bottle-shop*) has a rotating cider and beer menu of close to 200 different types of drinks from around the world plus a limited range of spirits.

Address: 73A Ayer Rajah Crescent, JTC LaunchPad @ one-north Tel: +65 6252 2545 Website: timbreplus.sg Email: info@timbregroup.asia

Wessex Estate

The Wessex Estate comprises 58 blackand-white colonial houses and 26 blocks of walk-up apartments. This residential area is perfect for a quiet stroll along lush greenery. The houses are also a big draw for artists – several use them as studio space and, one weekend a year in March. the public is invited to visit the homes and galleries for the self-guided ArtWalk@ Wessex (facebook.com/ArtWalkWessex).

Address: Woking Road and Whitchurch Road. off Portsdown Road

DID YOU KNOW?

Built in the 1940s, the houses of Vessex Estate were originally homes of British military officers and soldiers before the British troops withdrew from Singapore in 1971–1975.

MARINA BAY

This area was established on reclaimed land to form an artificial inlet named Marina Bay. Dominated by the towering structure of Marina Bay Sands[®] (see p77) and the lit-up Supertrees of Gardens by the Bay at night, this commercial and tourism hub not only delivers some of the city's most popular museums and historical attractions (see Attractions. History & Heritage, p41), renowned luxury shops and stunning waterfront views, but it is also the site of the Marina Bay Street Circuit, which plays host to the

DESTINATION SINGAPORE 75



Blog GoodVis

Publié en Juillet 2016

GoodVis

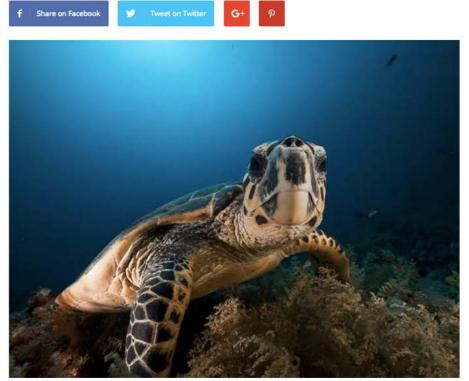
HOME NEWS DESTINATIONS GEAR CONSERVATION & MARINE LIFE PHOTO & VIDEO

Home + Conservation & Marine Life + 6 places to dive with turtles in Asia Pacific

Conservation & Marine Life Destinations

6 places to dive with turtles in Asia Pacific

Can't get enough of these charming guys? Here's where you can fin alongside them July 6, 2016



It's tough to not get excited when you spot a sea turtle anywhere in the world

"Duuude!". Whether you fell in love with Crush when you first saw the movie Finding Nemo or have always had a soft spot for these hard-shelled cuties, bookmark this list stat if you're hoping to marvel at a lovely sea turtle or two out in the deep blue.

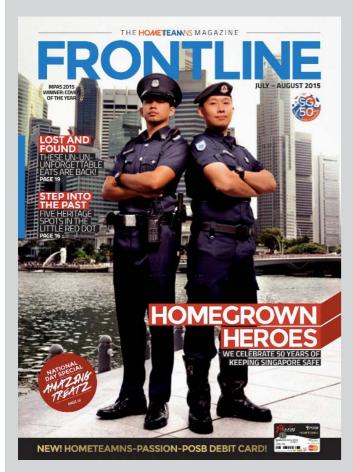
Bunaken, Indonesia

This popular marine park in North Sulawesi is home to an insane number of turtles (you can expect to see up to 10 on a single dive!). It's also a great place for wall and drift diving. Currents can be unpredictable, so keep an eye on your dive computer and don't be too preoccupied with the stars of the show (or the camera).

Sipadan, Malaysia

Rich in corals and fish, Sipadan welcomes green and hawksbill turtles that mate and nest there. You'll see them snacking on sponges or taking a long day nap at Barracuda Point, or you might find them flying over your head at West Ridge, Hanging Gardens, or Staghorn Crest. (Certified) thrill seekers should check out Turtle Tomb, an underwater limestone caves system with lots of passageways 20 metres below the surface.

• 1301



Publication Frontline

Client HomeTeamNS

Agence **NewBase**

Publié en Juillet 2015

HEROES' HOME RUN

HomeTeamNS marks 20 years of its signature REAL[™] Run with a "Hero's Edition: Unleash the Hero in You"

aptain America, Iron Man and Spiderman were among the 5,000-strong crowd of runners who answered HomeTeamNS' call for heroes on 17 May.

Still Singapore's only run to feature road, trail and sand terrains, this year's HomeTeamNS REAL™ Run proved once again to be a big draw for amateur and professional runners of all ages.

This edition featured 10km and 5km competitive and recreational run categories, both stretching from the Sentosa Gateway bridge to Siloso Beach.

Guest-of-Honour Mr Masagos Zulkifli, Minister in the Prime Minister's Office, Second Minister for the Ministries of Home Affairs and Foreign Affairs, and President of HomeTeamNS, flagged off the run. He also took part in the 5km run with his family.

An inaugural "HomeTeamNS Celebrates Life" 5km torch relay paid homage to the over 180, 000 NSmen from SCDF and SPF who keep Singapore safe and secure.

The 20 athletes involved, including members from the SCDF and SPF, ran the race and finished it as a team. Among them, Amos Chia (SPF) and Haikal Low (SCDF), both 20, found the sand segment the most challenging. One of the runners was

Mohammad Shariff Abdullah, who runs and cycles some 200 kilometres every week despite being born without a left foot.

The Singapore Blade Runner hopes that his performance will inspire fellow runners to go the distance: "If I can do it, they can do it much better." Now how's that for inspiration? For the full list of results, visit

www.realrun.sg 💼

6 HOMETEANNS













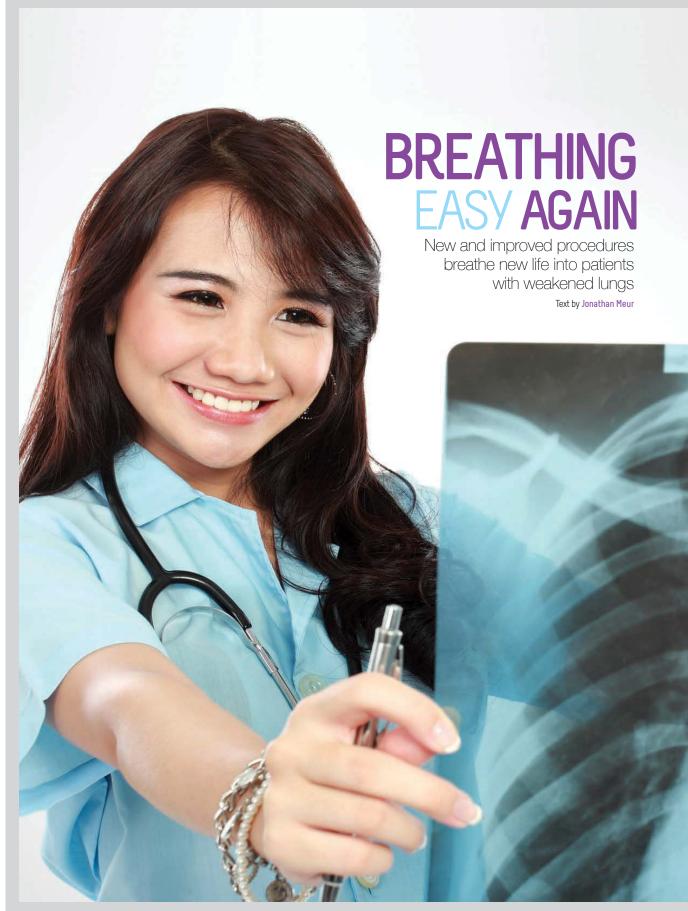


Publication Caring

Client Changi General Hospital

gence NewBase

Publié en Mars 2014



SPECIAL REPORT // BREATHING EASY AGAIN 👔

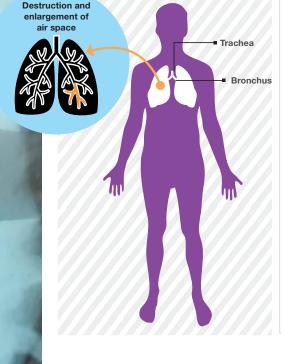
HELP FOR **COPD PATIENTS**

After giving up smoking and undergoing a relatively new procedure at CGH, COPD patient 51-year-old retiree and family man Shamadi was able to breathe more comfortably.

ABOUT COPD

COPD stands for Chronic Obstructive Pulmonary Disease, which describes chronically poor airflow and destruction of a person's lungs.

The symptoms include shortness of breath, cough and the production of phlegm. This condition, when left untreated, tends to worsen over time. It is most commonly a result of tobacco smoking, although air pollution and genetics may play a small role.



PREVALENCE

According to the Ministry of Health, COPD is one of the 10 most common diseases that affects Singaporeans. CGH records 300 to 400 hospitalisations and around 1,000 outpatients every year.

PATIENT PROFILE

Most COPD patients are men (85–90%) aged 70 or more who are current or ex-smokers.

THE PROCEDURE

The common procedure to treat severe COPD patients has been around for around eight years. A CT scan identifies the most diseased part of the lungs before a valve is fitted bronchoscopically to ease breathing.

A new procedure has been around since 2011 and is established in Europe. It has been used in CGH since 2012. CGH is Singapore's only public hospital and one of the few institutions in the region to perform the procedure.

The improved procedure, using a second-generation catheter measurement and bronchoscopic valve procedure, is an endoscopic operation (which means no surgery is required). In addition to information from a CT scan, a balloon catheter is inserted in the lungs to evaluate airflows.

This method is non-invasive for patients and allows greater accuracy in the placement of the valve. Depending on the severity of the case, the patient may need one or up to three valves per lung.

RECOVERY

Patients can usually go home after about two days in the hospital.

CARING MARCH//APRIL 2014

2 RELIEVING PNEUMOTHORAX

It took just three hours for 19-year-old Aaron Cheuk to feel his chest pain easing. He had suffered from pneumothorax as he was preparing to sit for his A-level exams last year. Despite restricted movement for around 10 days, Aaron was able to complete his exams together with his classmates.

ABOUT PNEUMOTHORAX

Pneumothorax - collapsed lungs refers to an abnormal collection of air or gas in the space that separates the lung from the chest wall. This condition may disrupt normal breathing, and can be life-threatening because it can lead to oxygen shortage and low blood pressure.

Pneumothorax patients suffer from sudden chest pain and shortness of breath. In general, they are smokers with a family history of pneumothorax, but many patients do not have any past medical history at all.

PREVALENCE

About 40 to 60 patients with this type of pneumothorax are treated at CGH's A&E department and the Respiratory & Critical Care Medicine (RCCM) department every year.

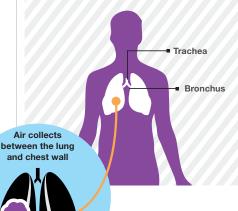
PATIENT PROFILE

This condition mainly affects young males.

THE PROCEDURE

Typically, a large plastic tube with a diameter of an index finger is inserted into the space around the collapsed lung to free trapped air, which allows the collapsed lung to expand normally again. The tube is connected

MARCH//APRIL 2014 CARING



to a large drainage bottle, and patients are hospitalised for observation for three to four

days, to allow management of the tube and bottle while the lungs recover.

Since 2008, CGH has performed an improved procedure that uses a much smaller tube with the diameter of a drinking straw. This initiative by the RCCM and A&E department reduces the discomfort felt by patients. The smaller tube is connected to a mini portable one-way valve to allow trapped air to gradually escape, and permits early discharge of the patient.

This procedure is most suited to first-time patients with spontaneous pneumothorax, with no underlying lung disease. It is unfortunately not effective in patients who suffer recurrent episodes, have underlying lung diseases or those who develop pneumothorax due to trauma.

RECOVERY

An important advantage of this improved procedure is that it allows patients to recover in the comfort of their own homes, without having to be hospitalised. This in turn can mean a smaller healthcare bill.

procedure to treat pneumothorax has given student Aaron Cheuk a new lease of life (photo by Robing Ng)

CGH's improved



Publication AugustMan

Maison d'édition Burda

Publié en Juin 2013

Land of the Dodo

Discover the beauty of Mauritius through a native's eyes AS TOLD TO XU CI'EN PHOTOS GETTY IMAGES



Jonathan Meur is a Franco-Mauritian singer-songwriter based in Singapore. His music is a fusion of folk, pop, rock and classical, and has drawn comparisons to the likes of Sufjan

Stevens, Kings of Convenience and Regina Spektor. A featured artist at the Singapore Writers Festival 2012, Jonathan performs regularly in Singapore at venues such as the Esplanade. He recently released his debut EP Woodnotes. Check it

out at ionathanmeur

bandcamp.com



PAMPLEMOUSSES www.gov.mu/portal/site/ssrbg

Pamplemousses features the oldest botanical garden in the southern hemisphere. Famous for its giant water lilies, the Jardin de Pamplemousses is a sanctuary for ancient trees and plants. Well worth a one- or two-hour stroll. A stone's throw away, the factoryturned-museum Beau Plan tells the story of what was once the country's biggest industry: sugar.

182 AUGUSTMAN JUNE 2013



LE PESCATORE pescatore.restaurant.mu

Mauritius has some of the best seafood restaurants where you'll find unique dishes such as octopus curry or fish vindaye. Standout spots include Le Pescatore in Trou aux Biches, a finedining establishment with an ocean view (try the sweet water prawns) and La Clef Des Champs in Floréal, which probably has the island's most prestigious guest list.



The crystal-clear waters surrounding Mauritius are teeming with the most colourful marine life, especially in the north. Popular sites such as Aquarium to the Stella Maru wreck are conveniently located a short boat ride away from most hotels along the Grand-Baie coast, like Merville Beach and Le Mauricia. Pick one of those as our base for a day of diving.







MONT CHOISY Coastal Road Mont Choisy, Trou aux Biches

In November, flame trees around the island start turning a vibrant red. A stretch of road lined with these beautiful trees borders Mont Choisy, a beach of fine white sand and a favourite spot for both locals and tourists. Stop by one of the nearby street stalls for some sinful but yummy local fried foods - gato pima (chilli cakes) and gato bringelle (fried eggplant).



Publication ASIAN Geographic JUNIOR

Maison d'édition Asian Geographic Magazines

Publié en Janvier 2012



Have you ever wondered why there are 365 days in a year? Why not less or more? Actually, in some cases, there are! Read all about some of the world's most important calendars.

How It Started

This calendar was proposed by an Italian physician called Aloysius Lilius, and approved by Pope Gregory XIII in 1582.

How It Works

People all around the world use this calendar oday to plan the school year, decide when to go on holiday and refer to dates in calendars of ther origins. You could say it is an international common calendar. It is made up of 365 ays, and 366 on leap years.

un Fact

his calendar replaced another one, the Julia alendar, and to achieve the transition the Por ecided that 10 days should be dropped! Ca you imagine going to bed on January 21st and waking up on January 9th? Well, that is exactly what happened to many countries.

How It Started

Long before the Gregorian calendar was instated, China's Emperor Huang Ti introduced he country's lunisolar calendar in 2637BC.

How It Works

A lunisolar calendar is based on the movement of both the moon ("lunar") and the sun <u>"solar"). On the Chinese calendar, a year lasts</u> between 353 and 385 days. One lunar month is about 30 days – from one full moon to the next. So one 'lunar year' would only last up 36 days, less than a proper calendar year. That is why one month is added every three years to nake up for this shartage.

Auspicious days to get married and dates for estivals such as the Chinese New Year and the 1id-Autumn Festival are derived from is calendar

In every 12-year cycle of the Chinese calenda each year is represented by one animal. The pest-known story behind this involves Buddha and a test of speed and smarts. He invited nimals to take part in a race and offered the rst 12 animals that crossed a river their place n the Chinese Zodiac calendar, in the order which they crossed the final line. The animals received an invitation from Budd a feast for an important celebration. Only tured on the calendar.

THE CHINESE CALENDAR

THE ISLAMIC CALENDAR

How It Started

In 638AD, the second Muslim caliph (a leader) chose 16 July 622 AD as the start of the Islamic calendar. That year saw the Hijra ("going away"), which was the journey of Prophet Mohammed and his followers from Mecca to Medina, marking an important transition in Islamic history.

Science Seeker

How It Works

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his calendar is based on the lunar cycle and has 354 days. That means the year-end comes 11 days before the Gregorian calendar and the two calendars only end on the same day every 33 years. The start of each month coincides with the first visible appearance of the new moon. This can be a challenge because it depends on how close the moon is to the sun, how brightly the sun shines on the moon, how good (or bad!) the weather is and whether there is any pollution. This calendar is still used for religious purposes.

Fun Fact

A difference of eleven days between the two calendars may not sound like a lot, but over a long period of time, the gap keeps getting bigger. For example, 1st January 2000 (according to the Gregorian calendar) corresponds to 24th Ramadan (the ninth month) 1420.

In 2000, Muslims around the world celebrated Eid Ul-Fitri (celebrations after the month of fasting or Ramadan) twice! Once in January 8 and another time on December 28.

ommon calendar for the entire country.

Calendar, about 30 different regional calendars were in use in India. Some still exist today, ncluding the Bengali calendar, the Malayalam alendar, the Tamil calendar, the Telegu calenda and the Kannada calendar. These reflect the



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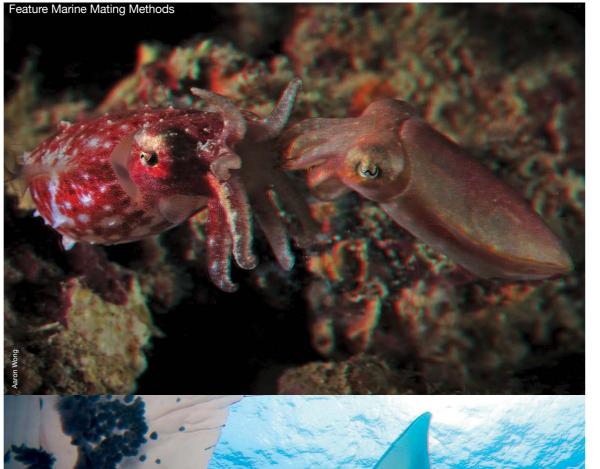
"What you're gonna do is swim upstream against a down-flowing river until you come to a huge waterfall... and you're going to leap, and leap, and leap up this waterfall, and you swim along, and you leap, and leap, and leap; then you get along, and you lay eggs, and you fertilise the eggs, and then you drop down dead! Ha!"

Text Jonathan Meur

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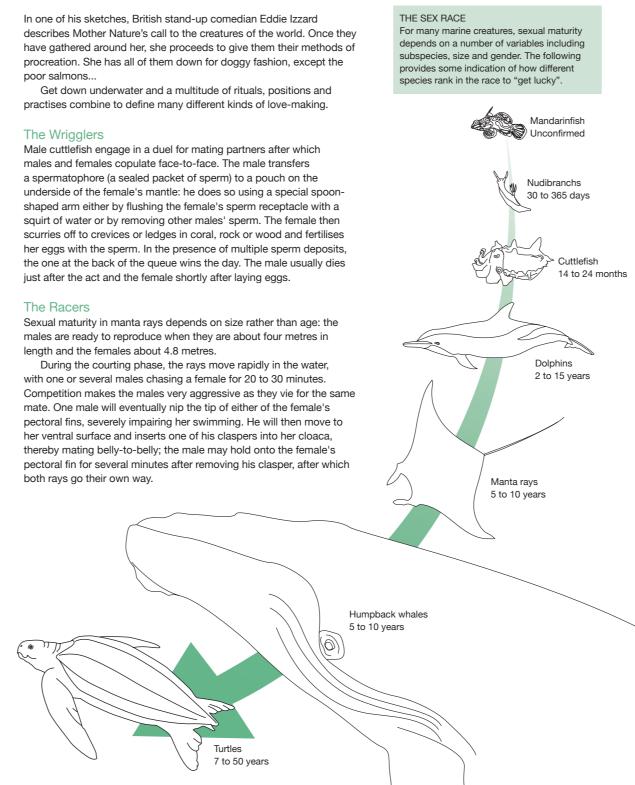


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Feature Marine Mating Methods

DID YOU KNOW? and porpoises evolved from land-dwelling ancestors, most likely of the Artiodactyl order. The ancestors of dolphins are believed to have entered the water at the time of the Eocene epoch, about 50 million years ago. Interestingly, the bones in dolphin pectoral fins closely resemble those of the nan hand and their skeletons also have all pelvic bones that an vestigial hind legs. Over time, dolphin have evolved in water. They became more streamlined and lost their hind limbs in favour of tails that enable them to swim faster and dive deeper after prey. To make up for this absence of gras imbs and facilitate the mating act, some dolphin (and whale) species have developed

the cunning ability to control their penises

a certain extent!

The Flirts

ke all marine mammals, dolphins, whales Size matters. Female mandarinfish tend to favour bigger and stronger males, which means that the latter mate more often than their smaller counterparts. Researchers have found that, in the absence of larger males, female mandarinfish spawn with smaller males, although reluctantly. In all cases, dusk triggers the mandarinfish's seductive dance for two: with the female resting on the male's pelvic fin, the minute fish move up in the water column, as high as one metre above the coral reef. At the peak of their ascent, they simultaneously release a cloud of sperm and (up to 200) eggs. The fish then part. Sometimes, two or three attempts are necessary because the females are inclined to end the dance before spawning has occurred, making sex a rather risky business: up and away from the shelter of their reef, the pair is vulnerable to predators.

The Sixty-Niners

Nudibranchs produce both sperm and eggs, which makes them hermaphrodites. This means that, within the same species, any mature individual is a potential mate. This, in turn, increases the chances of fertilisation and maximises reproductive potential. To mate, two nudibranchs align, side by side. The reproductive organs open on the right-hand side of their body and the individuals copulate facing opposite directions with their right sides connected. The act may take seconds or a whole day, depending on the species and is usually twoway, both individuals donating and storing sperm. Both then go their own way to lay one to six masses of eggs in an anti-clockwise spiral that may contain millions of eggs.



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Feature Marine Mating Methods

The Beachdoers

Sexual maturity among sea turtles varies among species and is related to carapace size: they range from 60 to 95 centimetres for hawksbills to 69 to 79 centimetres for green turtles. Courtship usually takes place several weeks before the nesting season, with possibly two males or more courting a single female. Apart from the leatherback species, males have enlarged claws on their front flippers with which they grasp the shells of the females during mating. Fertilisation is internal. Couples usually mate near beaches with adult turtles sometimes migrating long distances to the tropics to reproduce.

The Players

Humpbacks reach sexual maturity between the ages of 6 and 10. For the massive mammals, courtship is a social activity: it involves an energetic and playful group that races along the surface at wild speeds, churning the water up into turbulent splashes of breaching whales. The males use their teeth, tailstock, tail and other parts of their body as weapons when aggressive combat breaks out. Competition can be tough as females may mate with more than one male, choosing those that



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OSE IS THE BIGGEST? urprise: the Earth's biggest animal well-endowed. Indeed, t olds the record for absolute size,

e largest penis measured reaching Little is known about the mating ritual of whales due to the inherent difficulties tudying these animals. However, we do ow that they mate from late autumn and a through winter, generally near the surface nd in warm waters.

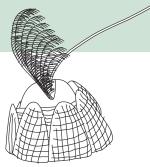
produce the largest quantity of sperm. In addition, males sing a long and complex song that can last up to 20 minutes - there exist two such songs, one sung by the humpbacks of the Pacific and one by those of the Atlantic. Though the pitch of the song may change, the tune remains similar between individuals. Though the song is most likely involved in the mating ritual, other males do respond to the song. This means it might be used for another purpose such as echolation.

The Romantics

Dolphins become sexually active at a young age, even before reaching sexual maturity, which depends on species and gender. Females seem to be sexually receptive during a large part of the year and are normally responsible for initiating a courtship that can last several days. Reproducing during spring, the dolphins swim together and pet each other with their fins, with the male making elaborate calls and swimming patterns. Just before mating, the male rubs and nuzzles the female. The mating act itself only lasts one to two seconds. It happens belly to belly and may be repeated several times within a short time span. Various species sometimes copulate with other dolphin species. Dolphins are known to have sex for reasons other than reproduction. AD

F REAL WINNER winner in the "relative size" category

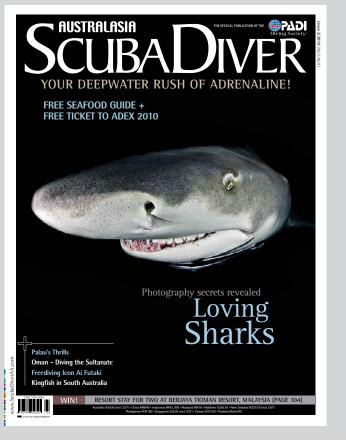
pected: living in a fixed lives, barnacles look for ma rojecting a penis about eight times the overall size! That's the highest penis to body ratio in the animal kingdom. Barnacles living in gentle waters have g, thin penises while specimens in rough ters have shorter, stouter penises that are better able to endure strong waves. //





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DESTINATION CHRISTMAS ISLAND



Publication **Scuba Diver AustralAsia**

Maison d'édition **Asian Geographic Magazines**

Publié en Avril 2010

All I want for Christmas is my Whale Shark!

Brothers Jonathan Meur, of Asian Diver magazine, and Scuba Diver AustralAsia Field Editor Mathieu Meur chose Christmas Island as their family Christmas destination

Text by Jonathan Meur and Photos by Mathieu Meur

Christmas Island looks nothing like its namesake holiday: no snow-covered trees, no ice-skating rings, no carolling choirs. Aside from what you would expect of a tropical isle - wild open spaces, pristine white-sand beaches and waters teeming with marine life - the Australian territory also flaunts some features all of its own, including terrain shaped by phosphate mining activities and road tracks speckled with its famous red crabs (Gecarcoidea natalis). For my brother Mathieu and I, there is no place we would rather be for the holidays. The island's Christmas crawlers are everywhere so I shouldn't be surprised that one comes knocking at my door, waking me from slumber. A clawed tapping on a glass door heralds a new day and our last chance for a first encounter with the ocean's biggest fish.

I'M DREAMING OF A SPOTTED CHRISTMAS

The new day happens to be the 25th of December. It is our sixth and last day on the Indian Ocean island. The diving so far has gone without a hitch: the marine flora is lush with thick anemone bushes and stunning hard corals guarded by scores of surgeonfish and triggerfish. Characteristic walls plunge thousands of metres into the depths and fringe the underwater landscape around the entire island. The weather is mostly clement, which makes for great visibility, but the week is coming to a close and many divers have come back to the shore to share the amazing encounters they've had with whale sharks. We've not been so lucky. Yet, as we reach our dive guides and buddies at Flying Fish Cove, it is obvious that today is going to be a special day.

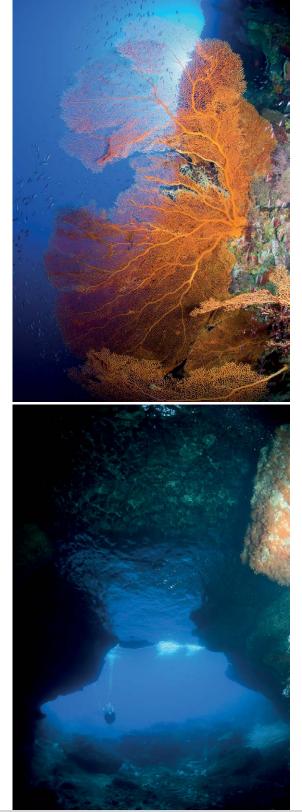
From a distance, we can see the boat shining from the garlands that have been added especially for today. Our guides don festive hats (and earrings!), and welcome us with big smiles. Lynny, our divemaster, asks: "So what do you want for Christmas, mates?" There's no hesitation about what we want and a reply is not even necessary, as Hama, our instructor captain, chimes in: "We'll find you some then!" Of course, there is no telling for certain precisely where the whale sharks roam, but we up our chances by following the dark blue outlines created by sheer walls, keeping engine noise to a minimum. We also keep a lookout for large flocks of bosuns and bbobies that hover above sizeable aggregations of fish. These fish are a sign of plankton-rich blooms that are also favoured by whale sharks. Several diving and snorkelling outfits are also out at sea and share sightings through radio communication. But no news so far.

First dive of the day and we start at the site called Rhoda Wall. We drop to 20 metres. Five minutes into the dive, Hama calls on the troops as he observes an endemic and diminutive scorpionfish. We float near the edge of the abyss and, as everyone converges toward our guide, I think to myself how funny it would be for a whale shark to appear at this very moment. That is when I sense a massive shadow looming from behind.

THANK YOU, SANTA

Relive (or imagine) the moment you reach the top of a rollercoaster track before it dips at full speed. This is how I feel in the presence of this magnificent creature: awestruck, not sure what to expect or

opposite page: The largest gift in the sea! Island, like this picture perfect sea fan, it's easy to forget to keep an eye on the blue | One of several cavernous swim-throughs ScubaDiverAA.com 67



DESTINATION CHRISTMAS ISLAND

what to do. In hindsight, what follows is rather comical: while I take | X Do not fin madly to keep up with the shark. Really, don't. The care to get my buddies' attention (with a bang of my tank), I forget marine encounter etiquette and make a huge effort to keep up with X Do not touch the animal. the whale shark – that means much finning and much bubbling! I do, however, maintain a comfortable distance. In comparison, my brother seems quite relaxed as he gets close and takes leisurely shots of the giant.

This first encounter lasts probably less than two minutes, but feels like 20, for good reasons only. As we go back to our fellow divers however, even their masks can't hide the slightly disapproving look on their faces. My frantic jubilation might have startled the animal, cutting the experience short for all. Fortunately, this isn't the last encounter of the day! Our next interaction involves the entire group and my learned behaviour is now much more civilised. In all, we join three different boats of snorkellers and meet three more whale sharks. The big fish respond to our strategic calm and quiet by taking the time to swim around or toward us. The thrill and excitement of that very first encounter, and the more courteous interactions that follow, combine to make this day the most memorable Christmas ever.

We decide to call it a day with the rest of the family and a bottle of Veuve Clicquot. As we share the day's diving highlights and a selection of my brother's most impressive shots, we all agree that the creatures of nature need not act extravagantly to make an impact on us humans: when they are as imposing, gracious and poised as whale sharks, they need only show up to say "hi".

Whale Shark Encounters: Do's & Don'ts

X Do not panic. Whale sharks are impressive but harmless. Take a few seconds to calm down and let the whale shark(s) control the interaction.

- excessive motion and additional bubbles will only scare it away.
- ✓ Do remember that safety your buddies' and yours should be your top priority at all times.
- ✓ **Do consider snorkelling**. Without the noise from the dive equipment, whale sharks will be more inclined to spend more time interacting with you. SDAA

PACK YOUR BAGS

Pack lightly. The island offers most amenities locally. As for flights Silk Air flies from Singapore to Christmas Island and back every Thursday, Malaysian Airlines flies from Kuala Lumpur every Friday From Perth and Cocos (Keeling) Island, fly with Virgin Blue. Check exact timings when planning your trip.

ENTRY AND EXIT REQUIREMENTS

Visa requirements vary from country to country. (immi.gov.au/visitors/tourist).

CURRENCY

Australian Dollar (AUD). 1 AUD = US\$0.92

BEST TIME TO DIVE

If you want to catch the red crab migration (which happens nowhere else), go around the end of the year. Check christmas.net.au for dates.

DIVE WITH

Christmas Island Wet'n'Dry Adventures (divingchristmas.com), Christmas Island Divers (christmasislanddivers.com)

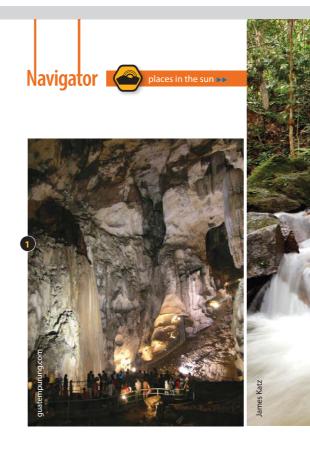




Publication ASIAN Geographic PASSPORT

Maison d'édition Asian Geographic Magazines

Publié en Octobre 2009



Magical Gopeng

A rainforest with something for everyone – From silence seekers to novice naturalists and ardent adventurers

TEXT: Jonathan Meur

ess than 20 kilometres separate the small city of Ipoh and the town of Gopeng. Yet the contrast between the busy traffic and buzz of the state capital of Perak and the peacefulness of the former mining town could not be more obvious. With only the murmur of the nearby rivers for a natural soundtrack and a pristine rainforest for a playground, this green wilderness in northwestern Malaysia is an all-in-one getaway destination.

Gopeng embodies the "less is more" idea: it only takes a few wooden, kampong-style houses and sketched-out tracks to draw the perfect platform from which to make the most out of the raw natural beauty of this rainforest. In fact, these narrow roads are pretty much where your adventure starts: officially labelled "two-way", they actually fit one car only, making any head-to-head encounter scary at the very 📔 go. After a long day's worth of activities, the Ulu Geruntum least. But confident local drivers will ensure you reach your destinations safe and ready to explore.

passport



BUGS AND BIG FLOWERS

A leisurely stroll reveals the variety of natural wonders that call the forest home, not least of which is the world's biggest flower, Rafflesia. Nicknamed the "corpse flower" for its foul smell, this parasite flower can be found by visitors along trails known to local guides.

While Rafflesia keeps mosquitoes and beetles at bay, the rest of the forest hosts insects aplenty, including Malaysia's national butterfly, the beautiful black and green Raiah Brooke.

The proximity of the Orang Asli indigenous houses scattered within the forest makes it easy to get a further taste of all things Malay. Local fruits like the durian, rambutan and pulasan are also available everywhere you

and Ulu Kampar rivers provide cooling waterfalls in which to unwind.



ECO-ADVENTURES

There is so much to do in Gopeng, you'll be on the go from the moment you get there to the moment you leave. While the forest's eco-resorts offer various types of in-house games and sports entertainment, the true adventures take place in the forest itself. The river can serve as the starting point to a series of action-packed activities, including river boarding, whitewater rafting, whitewater kayaking, water abseiling, and water "tubing".

Another element of Gopeng's natural beauty, imestone caves like Gua Tempurung and Gua Kandu, are great places to explore. Communists once used them as hiding places during the 1950s, and many wall writings of that era are still visible today. Hikers can also enjoy a twoday trek – passing through rivers, thick bamboo forests and Orang Asli villages - to the fertile mountain slopes of the Cameron Highlands.

GOPENG'S BEST GUIDES

Some like the thrill of discovering new places on their own, while others enjoy meeting people and hearing what they have to share about those places. If you belong to the latter, you must meet Gopeng-born David Foon and his wife Janice. With their Gopeng Rainforest Resort nestled within the forest, both are experts on their home terrain's fauna and flora as well as the small town's history. Their passion is undeniable, their enthusiasm contagious, and you will be delighted to have them as your hosts and guides.

With great company and options ranging from complete relaxation to adrenaline-pumping, non-stop fun, Gopeng is an eco-haven waiting to be discovered. Age

GOPENG

How To Get There

From Singapore, fly to Ipoh via Firefly com my). From there, it's a 30-minute drive to one of Gopeng's ecoresorts. Parlo Tours (www.p *my*) provide transportation to Gopeng and other places in Perak.

➡ When To Go Perak is a year-round destination, but expect both rain and shine - and high humidity.

➡ Where To Stay

Two eco-resorts are located in the heart of the forest: the affordable Gopeng Rainforest Resort (www.gopengrainforest.col and the higher-end My Gopeng Resort

(www.mygopengresort.com). Both offer a range of packages that include accommodation, food and different combinations of activities

Attractions

whitewater rafting, kayaking, abseiling, and the trans-Cameron trek. For something more relaxed try the Rafflesia and Raja Brooke trails and visit the forest's Orang Asli villages. Only venture into the forest with local guides as some spots can be steep and treacherous.

Food

The adventurous can try their hand at

Perak Tourism www.pera Currency The Malaysian ringgit (MYR). As at September 2009, US1 = MYR 3.53; $\in 1 = MYR 5.05$.

Information

) Visitors can explore

he limestone caves that

urround the rainforest.

2) This waterfall along the Kinta River is a

prime spot for aspiring

abseilers.

Local dishes include laksa, rendang, curry mee, chicken hor fun and lai fun. Food can be provided by the resorts.

(3) Whitewater rafting is

one of the most sought

after activities. (4) The Rafflesia can be found in Gopeng all

year round.







REVEALED

HULI COW!

This well-decked out man belongs to the Huli people, indigenous to the southern highlands of Papua New Guinea. His costume and makeup are characteristic of the traditional ceremonies that initiate young Huli men to the adult phase of their lives.

Both his body and face are painted with coloured clay, blood-red *hare* and bright yellow *ambwa* respectively, and his overall look is topped with an elaborate, feathery headdress (known as *manda*), the region's cultural symbol.

Made of hair, the headdress curves upwards and ends in two small wings composed of parrot feathers, which are also part of the fan motif at the front. The tips are complemented with vertical white feathers from the Splendid Astrapia Bird-of-Paradise (*yagama*), while the soft-looking plumage of the Raggiana Bird of Paradise (*ubija*) tops the tribal crown. Ag

2 ASIANGeographic



Publication **ASIAN Geographic**

Maison d'édition Asian Geographic Magazines

Publié en **Juin 2009**

by Jonathan Meu

PROJETS D'ÉDITION

Une sélection de projets révisés et/ou corrigés par mes soins entre 2009 et 2018.

Maison d'édition de ces projets **Asian Geographic Magazines**

sauf *Focus*, publié par La chambre de commerce française à Singapour

"FOCUS", MAGAZINE OFFICIEL

Rédacteur

Septembre 2013 - Mai 2018





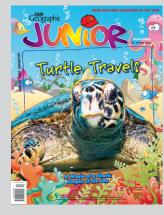


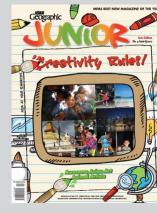


ASIAN GEOGRAPHIC JUNIOR

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Décembre 2009 - Février 2011







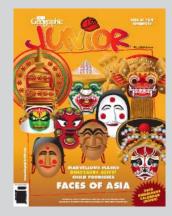


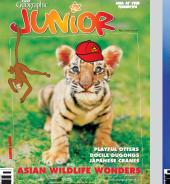


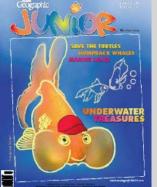




Chef de rubriques Avril - Décembre 2009







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ASIAN DIVER

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Janvier - Décembre 2010









Chef de rubriques Avril - Décembre 2009

AsianDiver Masters of the Sea



RslanDiver

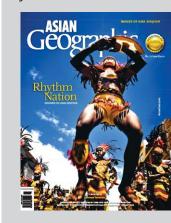




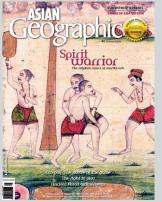


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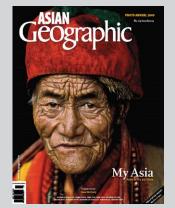


















SCUBA DIVER AUSTRALASIA

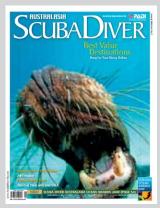
ASIAN GEOGRAPHIC PASSPORT

Chef de rubriques Décembre 2009 - Décembre 2010









Rédacteur contributeur Juillet 2009 - Octobre 2010





2011 Media Publishers Association of **Singapore Awards** Numéro Spécial





GRAPE EXPECTATIO







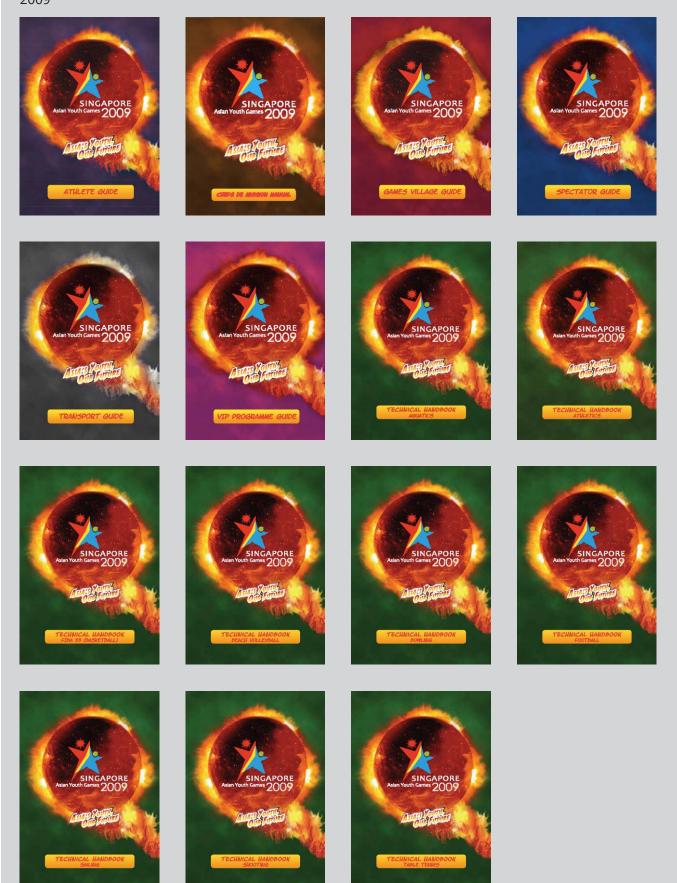






GUIDES OFFICIELS DES ASIAN YOUTH GAMES

Rédacteur du projet 2009



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