

# Chinoy

The Official Publication of the Ateneo Celadon

有人問：世界上什麼東西的力氣最大？回答紛紜，得很，有的說獅，有人開玩笑似的說是金剛。金剛有多少力氣，當然大家全不知道。

象，有的說獅，有人開玩笑似的說是金剛。金剛有多少力氣，當然大家全不知道。

結果，這一切答案完全不對，世界上力氣最大的，是植物的種子。

如此之大。

最大的，是植物的

一粒種子可以顯現出來的力

切答案完全不對，世界上力氣最大的，是植物的種子。

一粒種子可以顯現出來的力

和石塊下面的

曲曲折折地，但

它的根往土裡鑽，它的芽往地面挺，這

石塊如何重，石塊與石塊之間

下面的一顆小草的生成嗎？它為著驚之大。

力量之大，的確

無比，這

象，有的

完全不對，世界上力

一和石塊下面的一顆

見這

瓦礫一

石塊

完全不對，世界上力

一和石塊下面的一顆

往陽

塊之

草叫

這是一種不可抗的力，阻止它的石塊結果也

沒有一個人

著達

曲曲折折地

往地

如此之大。

抗的力

一粒種子的力量如

完全不對，世界上力

一和石塊下面的一顆

象，有

無比

人看

這是一種不可抗的力，阻止它的石塊結果也

沒有一個人

著達

曲曲折折地

往地

如此之大。

抗的力

一粒種子的力量如

完全不對，世界上力

一和石塊下面的一顆

一粒

完全

對，世界上力氣最大的，是

它的根往土裡鑽

有人問：世

不西的力氣

合紛紜，得

象，有的說獅，有人

往陽

塊之

草叫

這是一種不可抗的力，阻止它的石塊結果也

沒有一個人

著達

曲曲折折地

往地

如此之大。

抗的力

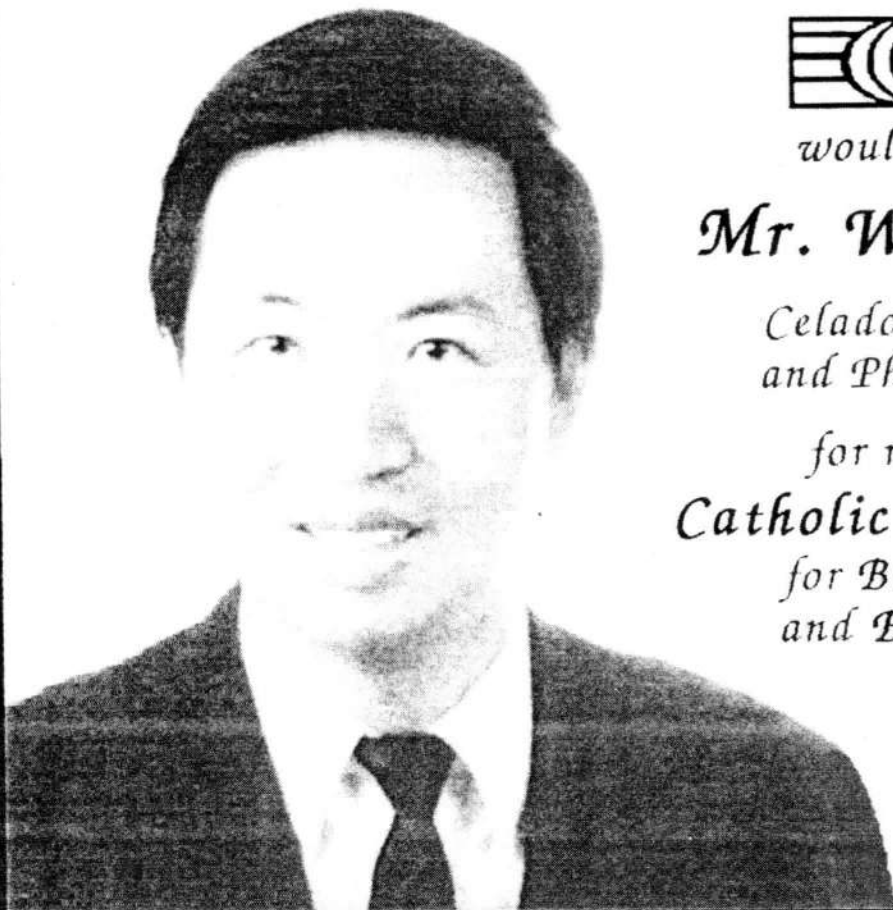
一粒種子的力量如

完全不對，世界上力

一和石塊下面的一顆



# Chinoy In The Spotlight



would like to congratulate

**Mr. Wilson Lee Flores**

*Celadon's Founding President  
and Philippine Star Columnist*

*for recently winning two  
Catholic Mass Media Awards  
for Best Business Column  
and Best Opinion Column*

---

**WE ARE TRULY  
PROUD OF YOU!**

---



628 Ongpin St. Binondo, Mla.  
tel. 2429765, 2429766

652 Ongpin Cor. Nueva St. Binondo, Mla.  
tel. 2429759

518 Quintin Paredes St. Binondo, Mla.  
tel. 2422289

*We would love for you to come visit us.*

GL6 Masagana Citimall Libertad, Pasay  
tel. 8338195

B1, B3 Ayera Mall N. Domingo St. San Juan  
tel. 7051796

Masagana Superstore T.M. Kalaw St., Mla.

[www.engbeetlin.com](http://www.engbeetlin.com)

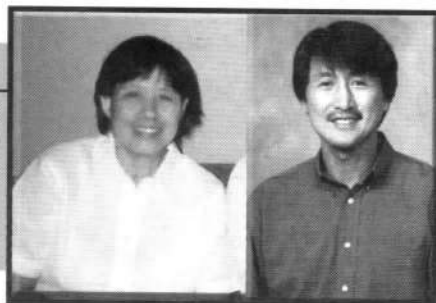


### IN THIS ISSUE...

4

#### Chinoys In The Spotlight

by Melissa Telan, Grace Saria, Pamela Go, & Jason Tan  
Read the stories of four high profile Chinoy trailblazers: Mother Lily, Queena Lee-Chua, Atoy Co and Lisa Gokongwei



12

#### Bits and Pieces of the Past

by Kristine Tang  
**Chinoy** traces the rich past of the Fil-Chi culture and shares how the Chinese helped shape Philippine history



14

#### Disparity Amidst Unity

by Omar Choa  
How do Chinese from various parts of the world consider and relate to each other? Read and find out

18

#### Chinovelas: The Newest Delicacy in Town

by Sophia Abigail Chang  
Move over local and Latin telenovelas--a new breed of soap operas now rule the airwaves



24

#### Chinoys On The Catwalk

by Joyce Gotamco  
Five young models share what it's like to be one of the few Chinoy models in the industry, among other things

28

#### The Yang Chow Fried Rice Challenge

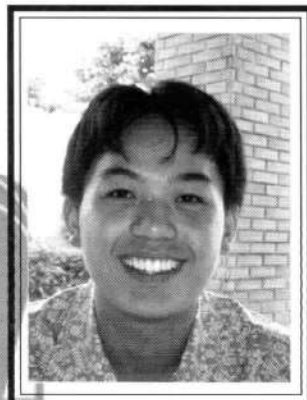
by Mary Angela Yu  
Chinoy takes you around the metropolis in search of the best-tasting Yang Chow Fried Rice

### MAINSTAYS

Editor's Letter .....	02
Buhay Celadon .....	20
Champoy .....	24
Chinoy Picks .....	28
Ping Lun Pian .....	32

# Letter from the Editor

Every culture is made up of different people and personalities. In this issue of **Chinoy**, the staff decided to take a deeper look into the Chinoy culture by featuring the different Filipino-Chinese who have made a mark in the sectors and industries they are in. Models, movie producers, publishers and teachers are just some of the people we have interviewed and featured in this issue. It is a cross section of the different Chinoys in society, and the varieties we see simply represent the diversity that the culture has evolved into. We also have other very interesting articles seeing Chinoys from the point of view of mainland Chinese. Also, learn more about those who made an impression in Philippine history. I would like to take this opportunity to thank all those who have spent a great deal of their time and effort to make this issue possible. We truly hope that our readers enjoy this issue because it represents all the talent, hard work and dedication of the **Chinoy** staff and all those who contributed to the creation of this one of a kind publication.



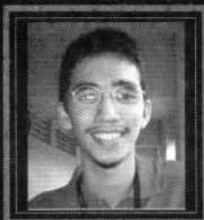
John Phillip Ong  
Assistant Editor-in-Chief

ATENEO DE MANILA  
UNIVERSITY ARCHIVES

## Contributors:



Janille Lim



Omar Choa



Joyce Gotamco



Abi Chang



Tristan Rosario



Kristine Tang



Paul Ty

For questions, comments or suggestions email us at [askchinoy@ateneo-celadon.com](mailto:askchinoy@ateneo-celadon.com)  
Article contributions are welcome.

## Text

Victor Barreiro Jr (3 AB COM)  
Omar Choa (2 BS PSCE)  
Eiza Chua (1 BS MCT)  
Jaclyn Chua (1 BFA CW)  
Matthew Dy (1 BS MCT)  
Nate Dy-Liacco (3 BS MCT)  
Pamela Joy Go (1 BS MGT)  
Imelda Ong (4 AB COM)  
Joni Andrea Ong (1 BS MGT)  
Jill Paterno (4 BS MGT-H)  
Ma. Lorraine Ranario (2 BS ME)  
Grace Saria (4 AB COM)  
Krystal Lyn Uy (3 AB POS)  
Jeleen Yu (1 BS MGT)  
Ann Yu (4 BS CS)

## ART

Kristine Briguela (3 AB EC)  
Jeremy de Guzman (4 BS LM)  
Ryan "Ollie" Dy (3 BS ECE)  
Sarah Grace Lee (4 BS MIS)  
Sheryl Ann Lim (4 BS MIS)  
Tristan Rosario (3 AB COM)  
Jed Segovia (1 BFA CW)

## PHOTOS

Dianne Cardenas (2 BS LM)  
Kelvin Cheung O (1 BS MIS)  
Katrina Ong (2 BS MGT)  
Paul Jay Ty (3 BS MIS)  
Rexine Yu (3 BS MGT)

# Chinoy

## EDITORIAL BOARD

VP for Communications and Publications  
Jules Siegrid Ang (3 AB MEC)

AVP for Communications and Publications  
Jason Tan (4 BS MGT)

Editor-in-Chief  
Melissa Telan (4 AB COM)

Assistant Editor-in-Chief  
John Phillip Ong (4 BS MGT)

Features Editor  
Natalie Chai (2 BS MGT)

Creative Design Editor  
Mercedes Mapua (2 AB IS)

Art Editor/Marketing Head  
Keefe de la Cruz (4 BS LM)

Photo Editor  
Jose Paolo Bustos (3 BS ME)

Circulations Manager  
Adriaan Kervin Tan (2 MGT-H)

## Creative Design

Mark Chua (4 BS MCT)  
Leslie CoKehYeng  
(2 BS Psy)  
Carmina Elise Dionne  
Dalusong (4 BS MIS)  
Lalaine Ong (1 BS LM)  
Herschel Sy (1 AB Pos)  
Lady Krystle Tanmantiong  
(1 BS ME)  
Melody Wong (4 BS MCT)

## Marketing & Circulations

Deana Mae Clarin (2 AB IS)  
Caroline Cua (1 BS MGT-H)  
Tiffany Kristel Ong (1 AB IS)  
Kristine Tang (2 BS MGT-H)  
Norman Telan (2 BS MGT)

**COVER ART BY:**  
Mercedes Mapua (2 AB IS)

**Special Thanks to:**  
Stephanie Ongsiypping & Micmic Pineda

# Chinoys In the

Mother Lily; Queena Lee-Chua

THE four high profile trailblazers featured here have carved their own career paths, but as it is palpable from their own lives, their Filipino origins has been a central lifestyle-former.

**W**e can sense it pulsate within a passionate publisher living out her dream by binding deep-seeded business fundamentals together with multi-genre literature.

We can see it awaken within a charismatically uncontainable movie producer that rebelled against her conservative roots at an early age, only to return to them under her own terms in order to keep a now-struggling local film industry afloat.

We can witness it being passed on to succeeding generations by a former basketball superstar who is now serving as a councilor for the people of Pasig, and by an award-winning professor who has discovered a potent formula for success.

Culture counts. It is that unshakeable inherited influence that we all possess. As these four great personalities show, you can't run away from what's a part of you.

-Jason Tan

## The Woman Who Launched (nearly) a Thousand Movies

By: Melissa Telan

MOTHER LILY, as Lily Yu-Monteverde is more popularly known, is a household name among a lot of Filipinos—having been part of show business for more than 40 years now.



Some people know her as the one who owns and runs Regal Films; others know her as the producer of box-office hits such as *Mano Po*. But for most people, Mother Lily is known as the woman who launched the careers of countless showbiz personalities.

Numerous *artistas*, including Kris Aquino, Richard Gomez, Aga Mulach, Assunta de Rossi and Aiza Seguerra, have made it big thanks to her. While she's not an actor herself, she's as much a celebrity as some of our country's best and most beautiful, as she has been around showbiz longer than even most veteran actors.



# The Spotlight:

Ma; Atoy Co; Lisa Gokongwei

have found their stride through a diverse range of  
own words, the inescapable pull of their Chinese-  
ing force in all of their stories.

Reputedly one of the toughest people around to get for an interview, we couldn't be happier when Mother Lily agreed to be featured for this issue of **Chinoy**.

Mother Lily met us—Celadon President Jan Clarence Lim (4 BS ME), Culturals Assistant Vice President (AVP) Micmic Pineda (2 BS BIO), Communications and Publications AVP Jason

Tan (4 BS MGT), and myself— in Starbucks Greenhills one Friday afternoon. She was dressed comfortably wearing black slacks, sandals and a white blouse, and her face did not contain a trace of makeup. She surprised us with her warm greetings, as well as her open candor. She immediately, and effortlessly, made us at ease, certainly living up to her name. "I'm your mother—or your grandma," she told us. "What can I do for you? Tell me how I can help."

We told her we were curious about how she grew up. "I grew up in a very typical Chinese family," she said, "My mother is half-Filipino [and half-Chinese, while] my father is [75% Chinese]. My father was very strict [so] we were not allowed to go out...*kinulong ako* in the convent." "But I always [made] *takas*," she added with a laugh. I was about to ask if she could speak Chinese when her phone rang. She answered her phone, conversing in rapid Fookien. Later, I asked if she could speak Mandarin as well. "Okay *lang*," she replied.

She went to Una High School (later to be known as Uno High School), a former Chinese school for girls located "somewhere in the

Mother Lily is known as the woman who launched the careers of countless showbiz personalities...

rotonda of Juan Luna." It was during her high school years when Mother Lily realized her love for movies and showbiz. Unfortunately this passion

has led her into mischief, much to the disdain of her parents. "I really liked movies that is why *sometimes talagang nagcucut* [*ako ng classes*] and then I go to movie houses. When my parents found out, of course they scolded me."

Later, Mother Lily went to Maryknoll, now known as Miriam, for college and enrolled in BS Education. "[My parents] wanted [me] to be a teacher, that's why I took BS Education. [But after] one semester, I dropped it." From BS Education, she shifted to BS Psychology. But when she reached her junior year, she decided to drop out from school. "I didn't finish college, I only went up to third year. I wanted to get married," she said. She met Remy Dee (later to take on the name Monteverde), her then boyfriend, now her husband, when he was a varsity basketball player in San Beda.

Mother Lily left college without a degree or a penny to her name. To keep herself afloat, she borrowed P10,000 from her brothers to start a small business. "I bought a popcorn machine...*Nagbebenta ako ng popcorn, tapos*

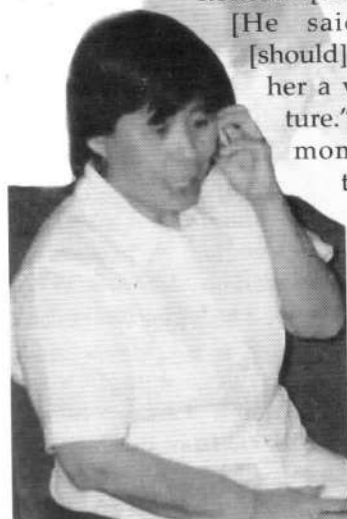
after that I started selling blouses in Divisoria, *yung parang mga ahente ng mga blouses*. At that time that's only P15 per dozen, and I [only] got a commission of 5%."

When she had saved enough money from her various ventures, she decided to give showbiz a shot. In 1961, she bought the rights to re-issue the foreign film "All Mine to Give." "At that time," she shared, "I only bought [the movie] for \$500." A dollar back then, she said, was equivalent to P2.75. Buying the rights to the movie soon proved to be a wise move. The movie became a smash hit among moviegoers, grossing about P500,000. The success of Mother Lily's first movie venture, coupled with her passion for movies ever since her high school days, made her decide to remain in showbiz.

To learn the ropes of the trade, Mother Lily started at the lowest rung of the showbiz ladder. "I started at the bottom. I became a lead man. Do you know what is lead man? [A lead man] delivers call slips, *nagtitimpla ng kape, nagluluto...production [work] lahat*." When she had learned enough of the trade, Mother Lily started producing films. About a decade upon entering showbiz, Mother Lily, together with her husband, founded Regal Films.

More than thirty years, and nearly a thousand movies, later, Mother Lily is still around in showbiz. Aside from her movie outfit, she has made investments in "real estate and also land hotel." She also has her own pre-school. What is the formula for her success? Surprisingly, the rebel Chinoy daughter revealed the way her parents brought her up had a lot to do with where she is today. "My father taught me that what is important is to be honest...[and] to work hard.

[He said] our careers [should] always start with her a very strong structure." Meanwhile, "My mom...I cannot say that [she] is *kuripot*, but she taught [me] how to be thrifty." Indeed, from selling popcorn and blouses, Mother Lily has come a long way.



Photos by: Melissa Telan

## Queen with a Cause

By Grace Saria

SHE'S a Math and Psychology professor, a newspaper columnist, author of several books, a lecturer, a consultant, a wife, and a mother, yet she doesn't look a day past 30.



Clad simply in T-shirt and jeans, Queena N. Lee-Chua, who was recently chosen as one of the Metrobank Outstanding Teachers of school year 2003, greeted me with a

warm welcome that made her chinky eyes smile cheerily as well.

Queena is one of the few renowned Chinese-Filipino who has ventured out of the traditional family business and has notably succeeded in her chosen career path. All these were achieved with her family backing her up. "Of course, they wanted me to go [with the family business] if I wanted to, but I didn't want to; so there was no pressure *naman*," Queena shares.

Although she's 100% Chinese, Queena relates that she grew up in an environment that was a mixture of different cultural influences; thus, her upbringing wasn't of the traditional Chinese kind. "For one thing, I didn't study in a Chinese school downtown; I studied in ICA (Immaculate Concepcion Academy)—a Chinese school, but it's not *really, really* Chinese. I speak fluent Fookien, a little bit of Mandarin but the language I use mostly is English, Taglish, and Tagalog. So, I [may be] Chinese but there are also a lot of American, Western, and Filipino influences."

Despite her exposure to a variety of cultures, Queena is still very proud that she's Chinese-Filipino and that she's neither just one nor



the other. She uses her heritage as a stepping-stone to foster better understanding between the traditional Chinese and traditional Filipino cultures. "I think of myself as a bridge between two cultures. I can connect well with a Filipino audience, whether A, B, C, or D class and I can connect to Chinese businessmen...as well."

Queena is not only a gem for the Filipino and Chinoy communities but for the education sector as well. She has set her goals to helping the country better its education, focusing on the fields of science and mathematics. She does this through her contribution in the academe as a professor and, more importantly, by forging connections with business people to sponsor academic projects. "I do a lot of consultancy work for the government and there are instances wherein some Chinese foundations would [ask me], 'We have this certain amount of money, do you know a worthy cause?' So I would pinpoint them to [donate to] education [projects]."

It is not hard to see that Queena is one person with a big and sincere heart ready to help and reach out to all that she can. She discloses that her ability to draw on the strengths of two cultures enriches her as a person. According to her, the strengths of the Chinese, traditionally, would be being hardworking and "barat" (frugal). On the other hand, the strengths of the Filipinos are their outgoing nature and having the value of "pakikisama." A combination of these strengths would surely give one a potent formula for success!

As Queena has established the beauty of the fusion of Filipino and Chinese cultures and their strengths, she reveals her disappointment with many Chinese-Filipino students who shun their heritage and neglect speaking the Chinese language. "*Bakit mo itinatakwil yung pagka-Chinese mo?* It's actually not a liability but an asset," she points out. She also relates the irony of the situation, because she has Filipino students who are taking Chinese for foreign language and they speak better Chinese than those who come from prominent Chinese schools.

Queena further stresses that instead of disowning their heritage, young Chinoys should try to derive advantages from their twofold identity and make the Filipino-Chinese community proud of them. "There are not many of us in the country and some Chinoys do give us a bad

name, [like the] corrupt ones. We must let everybody know that the majority of Chinoys are not [corrupt] and are actually trying to make the Philippines a better place to live in."

*Queena N. Lee-Chua, Ph.D. is a regular columnist of the Philippine Daily Inquirer's "Eureka!" and "Mind Games" and has also written a trio of books entitled, "A Book of Bless-*



Photos by: Paul Ty

## First 10,000 points

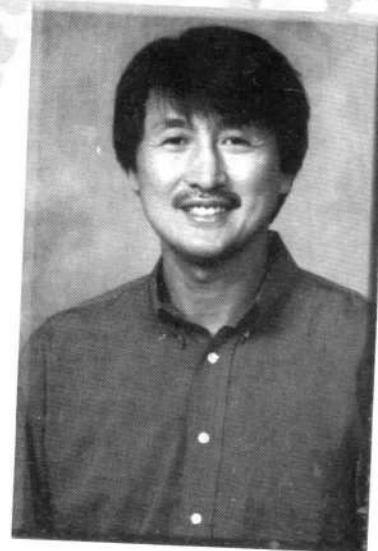
By Pamela Joy Go

FUNNY.

That is how Fortunato Agan Co, Jr., or Atoy Co as he is more famously known, would describe himself in one word.

Fifty-two years old and a proud father of four kids, Atoy graduated from Mapua Institute of Technology as a BS in Chemical Engineering major.

The road to success from where Atoy came, however, stretches farther than that.



Atoy grew up in the humble and quiet province of Camarines Norte where the only game that was played to pass time was basketball. That was where he discovered and devel

oped his passion for the street game.

"I've been playing basketball since I was five or six. I joined the varsity team in high school, and then in college. The rest is history," he shares.

He was a member of two grand slam championships in the PBA in 1976 and 1983. During his time, Atoy Co was Michael Jordan – the most famous player in the league.

**"I've been playing basketball since I was five or six. I joined the varsity team in high school, and then in college. The rest is history"**

What people do not usually see in him is his being a Chinoy. He has 75% Chinese blood, and, get this, he knows how to speak Chinese. Now, you don't just see that in any basketball player.

"We had to speak Chinese [at home]. It was required. Or else, we do not get what we ask for," he explains.

Growing up with a disciplinarian father, Atoy learned how to behave well – and how to use chopsticks too. With this kind of Chinese upbringing, Atoy still follows closely rich Chinese traditions and culture.

"Yes, I still [practice Chinese traditions], but not all of them, only those that I find significant and meaningful. It is usually in the cemetery that I practice most of the beliefs, like lighting different colors of candles for each ancestor and of course, burning Gons (square yellow papers with silver painted on the middle) in the conviction that it would make the dead richer in the next life," he says.

Aside from this, Atoy also teaches his kids about important Chinese family values as he deems they are the best in the world and are most valuable in bringing up kids.

A councilor of Pasig City, Atoy lives life with the one simple principle—Do not do unto others what you do not want others to do unto you—the ancient Golden Rule, which had guided him in all his conquests, interminable as they may be.

With the titles Philippines Basketball Association (PBA) Most Valuable Player (MVP), Philippines Sports Awardee, and First Player to

score 5,000 and 10,000 points in the same league under his belt, does this champion still have any dreams left to fulfill?

"I still have dreams, but they are no longer for me. They're more for my children. I work hard for them. I want to see them graduate and have stable lives," he said.

Then, with a laugh, he adds, "And maybe, to have *apos* in the future."

Nowadays, his being a councilor keeps him busy. During his free time however, Atoy plays golf. Basketball is still a part of his life, and will always be, though he seldom plays it these days.

Finally, for the Chinoy youth, Atoy has this message: "When I was still growing up, there was a lot of discrimination for us Chinoys. If you were a Chinoy during those times, it was really

hard to blend with the Pinoy world. Thus, you must realize that you are luckier now than us. Now, the Filipinos realize that *kasama sa buhay 'yung Chinoy*. Huwag sirain ang mga Chinese values because they will be your vehicle to success. Mahalin natin ang roots natin. We should value these."

## Magazine Madam

By Jason Tan

POWER PUBLISHER Lisa Gokongwei has turned Summit Media into an international house of glossy print. She has built this house by bringing two sides of the globe together with one magazine launch at a time, pairing up modern Filipino content with Western formats in every new title that Summit releases.

A peek into Ms. Gokongwei's educational background makes this successful cross-continental union of literature and layout look like an inevitable achievement. After earning herself a Communication Arts degree in Ateneo de Manila University, she mastered in Journalism at Columbia University and developed a loving long-term relationship with the newsstands of New York City. That love has since been shipped back to the Philippines in massive bulk and the country has been all the more colorful for it.

At last count, Ms. Gokongwei has 13

magazine titles (to name a few: Preview, Cosmopolitan, Candy, Seventeen, Good Housekeeping and FHM) under the company's roster. The diversity that she has brought to the table

What are some of the key things that distinguish a Summit Media publication from its Western-based counterparts?

Most of our publications are licensed from foreign groups, but we maintain an identity of our own because we localize. About 90% of our staff is Filipino. All of the articles are written from a point of view of the Filipino. We use Filipino writers, talents, models, photographers and editors. We also produce 5 original, local-based magazines that you might have heard about.

**"...if I had not been born into the family that I'm in, I would not be a balanced publisher. Because of the training that I've received from my family, I have been forced to understand the business side of writing."**

pino writers, talents, models, photographers and editors. We also produce 5 original, local-based magazines that you might have heard about.

**Do you feel that your Filipino-Chinese background has contributed to a fresh outlook in dealing with print media?**

I think you know the cliché that Chinese people have more business sense right? I would say that if I had not been born into the family that I'm in, I would not be a balanced publisher. Because of the training that I've received from my family, I have been forced to understand the business side of writing.

Most people I know are either purely creative or purely business. If you're purely creative you can expect to lose a lot of money, and if you're entirely about business, you don't make the stuff that people want to buy.

**Any advice for readers on how to reach for the dream career?**

Hardly anyone in college actually knows what they really want to do. It's only around five to six years after working that your soul tells you what you really want to do. Don't take yourself too seriously when you're starting work. When you do things easily, it's because you follow your passion. ☺

**What is it that drives you to succeed?**

I think it's the identification that I'm involved in something I like to do. The fact that what I do is something that I'm naturally passionate about keeps me going.





# Host Extraordinaire

by: Janille Anne Lim

At 28, Michael Lim has hosted more than a thousand events, with an impressive list of clientele, some coming from the wealthiest and most prominent families in the country.

**I**f you haven't witnessed Michael Lim host an event, then you're missing out on a lot. At 28, this charming and talented fellow has become the choice host among Filipino-Chinese society circles, having hosted more than a thousand events in the course of his career.

Though noted for hosting all kinds of social and corporate events, Michael is especially known for hosting weddings. Countless couples have availed of his services to make their most awaited event an affair to remember. His clientele includes those coming from the wealthiest and most prominent families in the country.

Aside from running the show, Michael also enjoys being the brains behind event concepts. "For a wedding, I once used the concept of the *Midsummer's Night Dream*. Everything about the wedding was in line with the theme. We had waterfalls, stone walls, fountains, fairies dancing while walking into the ballroom, and wildflowers instead of the usual roses," he shares. Another



Layout by: Mark Chua

unforgettable debut concept was a "Winter in May" theme, where the guests experienced a different change of season despite the sweltering Manila heat. There was a breathtaking winter backdrop, magical background music, and a mysterious snow effect as the debutante walked into the ballroom in her winter-inspired gown.

## First hosting job

Michael hosted his first event back when he was still a student at St. Stephen's High School. Being a talented performer, he was asked to sing for a wedding. However, when the wedding host failed to show up during the event, Michael was asked if he would like to fill in. He took the challenge and the rest is history.

Since then, Michael has gone on to graduate from De La Salle University (DLSU) with a Bachelor of Arts degree in Organizational Communication and a Bachelor of Science degree in Commerce, majoring in Marketing Management. He is currently pursuing a Master's Degree in Industrial Psychology and works as a part-time professor at DLSU, teaching Public Speaking.

## Hooked on hosting

So what is it that keeps Michael hooked on hosting? "I get to meet a lot of people, the pay is very well and everyone's happy," he says. Aside from the energizing environment, Michael also loves the challenge of the job. "The events I host are done live," he explains. "You only have one shot to do it right. Sometimes things go

wrong, but you just have to be quick to be able to turn the table around." Michael also enjoys the freedom and flexibility that his job gives him. In his spare time, he loves to travel. As of this writing, he has just arrived from Eastern Europe, visiting countries such as Russia, Poland, Germany, Spain and Portugal.

Does he still feel nervous before a hosting job? "Sometimes I [still] do. I think you have to be a bit nervous sometimes, because if you're not, you tend to be overconfident. And once you're overconfident, you don't do your best." This mentality is what makes him maintain his impressive list of clients.

**At 28,  
Michael Lim has  
hosted more than a  
thousand events, with  
an impressive list of  
clientele some coming  
from the wealthiest and  
most prominent  
families in the country.**

## Proud to be Chinoy

One thing Michael is proud of is his being a product of both Chinese and Filipino cultures. His ability to speak fluently in Mandarin and English helps him cater successfully to Filipino, Chinese and even

foreign audiences. Aside from this advantage, Michael's culture has aided him in mastering the art of pleasing and establishing a rapport with both the appreciative Filipino audience and the challenging Chinoy audience, who are usually less expressive in their reactions.

But inside this talented Chinoy lies not only a gifted host and event conceptualizer, but also a person who wants to make a real difference in other people's lives. His plans say it all. "At the present, I plan to finish my Masters degree, and then pursue a PhD because I've always wanted to be an educator, to share my talents and knowledge in my field to other people." ☺

# BITS AND PIECES OF THE PAST

**Chinoy writer Kr  
Filipino-Chinese  
helped shape Ph**

**J**OHN Gokongwei, Henry Sy, Danding Cojuangco — we've heard and read a lot of things about them and we've become so well-versed in their rags-to-riches stories that we can almost recite them in our sleep. Because of people like them, the Filipino-Chinese have always been seen as businessmen and economic geniuses. But other than these, what do we really know about the Filipino-Chinese?

Sadly, even those of Chinese descent who were educated in Chinese schools find it difficult to trace the history of the Chinese people in the Philippines. We know when the Malays came and when the Spaniards came, but the Chinese, that's another story. We usually can't pinpoint when they first came into contact with the Filipinos. Moreover, we also don't know the significant contributions the Chinese have made to our country other than their business ventures.

So, with this in mind, let's see if we can trace the rich past of the Filipino-Chinese culture in this country.

- The earliest account of Chinese contact in the Philippines mentions a Chinese who emigrated to the South Seas as the offspring of Goen, a famous chief before 2286 B.C. Chinese scholars however contradict this tale as they identify the description as belonging to a Javanese.
- The legendary traveler Fa Hsien, a native of Chang-an, (the capital of the Jin dynasty) though not the first Chinese to come to the South Seas, was probably the first who took a new sea route to the



# Kristine Tang traces the rich past of se culture and shares how the Chinese Philippine history

By Kristine Tang

South Seas in 420 A.D. even after encountering a storm. He was believed to have passed by the Philippines.

But before things get too boring, let's jump from the pre-Hispanic to the post-Hispanic period and see the Chinese figures who appeared during this time and their momentous contributions.

Did you know that...

- Manila would have been a Chinese fortress had it not been for Spanish intervention?

Lin Feng, also known as Limahong, a renowned Chinese corsair, attacked and nearly took Manila in 1574. He would have succeeded had it not been for the delay of his second attack which allowed the Spanish troops to recover. He and his remaining men then went to Lingayen, Panagasinan, only to be forced out again by the Spaniards, leaving his only lasting legacy, the Limahong Channel.

- Doctrina Christiana, the first book ever printed in the Philippines, would not have been printed had it not been for the Chinese?

Keng Yong, a Chinese artisan, was commissioned by the Dominican fathers to print for them the Doctrina Christiana.

- Filipinos during the Revolution would have had difficulty counteracting Spanish weaponry if not for the help of a Chinese?

**Filipino-Chinese have always been seen as businessmen and economic geniuses, but other than that, what do we really know about them?**

Towards the end of the Spanish colonization, the Filipino revolutionaries were able to contract a Chinese foundry worker to make for them cannons to be used against the Spaniards. This unsung Chinese hero is General Paoa.

- An Atenean was one of the major proponents in the move towards the nationalization of Chinese immigrants?

Bernard Go, a graduate student of Anthropology at the Ateneo de Manila University was a key player in the Committee hearing of the Naturalization Laws. He argued that if the Chinese immigrants would not be made into Filipino citizens, Communist China would have a bloc on the existing Chinese citizens in our country thereby allowing the Chinese government to interfere with Philippine affairs. However, through the nationalization of immigrant Chinese, they were able to venture into different fields other than business and utilize their talents to be of service to our nation. ☺

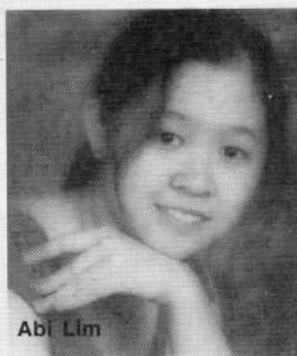
*Sources: Philippine-Chinese Profile: Essays and Stories; A Study of References to the Philippines in Chinese Sources from Earliest Times to the Ming Dynasty; Crossroads: Short Essays on the Chinese Filipinos.*

Art by: Jed Segovia

# Disparity Amidst Unity

By Omar Choa

**How do Chinese from various parts of the world consider and relate to each other? Read and find out.**



Abi Lim



Javvy Yu

Some Sundays ago, our church pastor talked about human differences and stated how Chinese in different countries are becoming "different" from each other in increasingly significant ways. He mentioned how it is gradually becoming more acceptable for Chinese in the US to send their elders to homes for the aged. It would actually be better, having no one left to take care of them at home with everyone away in school or at work. Such an action, however, would be considered atrocious by *angkongs* and *amahs* here in the Philippines, who hold fast to ancient Chinese values of lofty reverence for elders. Clearly, belief systems and values systems are changing dramatically. How, then, do these "Chinese" relate to and consider each other today?

I visited the Philippine Academy of Sakya, one of the Chinese schools in the Philippines whose Chinese-immigrant student popu-

lation is steadily increasing. I originally went there planning to interview people from mainland China, but instead ended up conversing with two Chinoy high school sophomores.

Javvy Yu grew up in the Philippines, where she finished grade school at Grace Christian High School. Then she left for Xiamen, China to study Mandarin for three and a half years. She returned to the Philippines after that to resume her high school education. Meanwhile, Abigail Lim came to the Philippines from China when she was six-years-old, and has lived in the Philippines since then. Even though Abigail is not a recent immigrant, she is in constant contact with the Chinese immigrants in Sakya.

## Not A Pretty Picture

I asked Javvy and Abigail to differentiate Chinoys from Chinese from the mainland. According to them, mainland Chinese tend to quarrel more and are more *pikon* than Chinoys, who tend to think first before they speak. On the other hand, Chinoys are more frank as opposed to their mainland counterparts, who are rather hesitant to speak directly.

In the mainland, it is not unusual for fishermen's children to own personal comput-

ers (PC). I found this fact remarkable, considering most Filipino fishermen today are probably struggling to make a living, much more afford PCs for their children. This is one of the perks of China's one-child policy.

Both Abigail and Javvy agree that men in China are *baduy* dressers as compared to Chinoys. However, Chinese women generally (and unsurprisingly) have excellent taste in fashion and clothing. Even miniskirts are now socially acceptable in China, a fact that elderly Chinese everywhere would probably cringe at.

China, according to Javvy, is not yet open to the idea of homosexuality, so don't expect to see cross-dressing men on Chinese streets.

Javvy recalled a strange phenomenon existing in modern Chinese homes—mainland Chinese call each other on a proper-name basis. But what's strange about it is the fact that it includes parent-child relationships. According to the two girls, very few people in mainland China call their parents "Papa" and "Mama." I found this surprising, considering that respect for elders is very highly esteemed in Chinese culture, as evidenced by ancestral worship.

### "Chinese" ≠ "Taiwanese"

Strangely, even Taiwanese seem to paint quite a grim picture of mainland China and Chinese. Our church has people from Taiwan who came here to study medicine at Fatima Medical

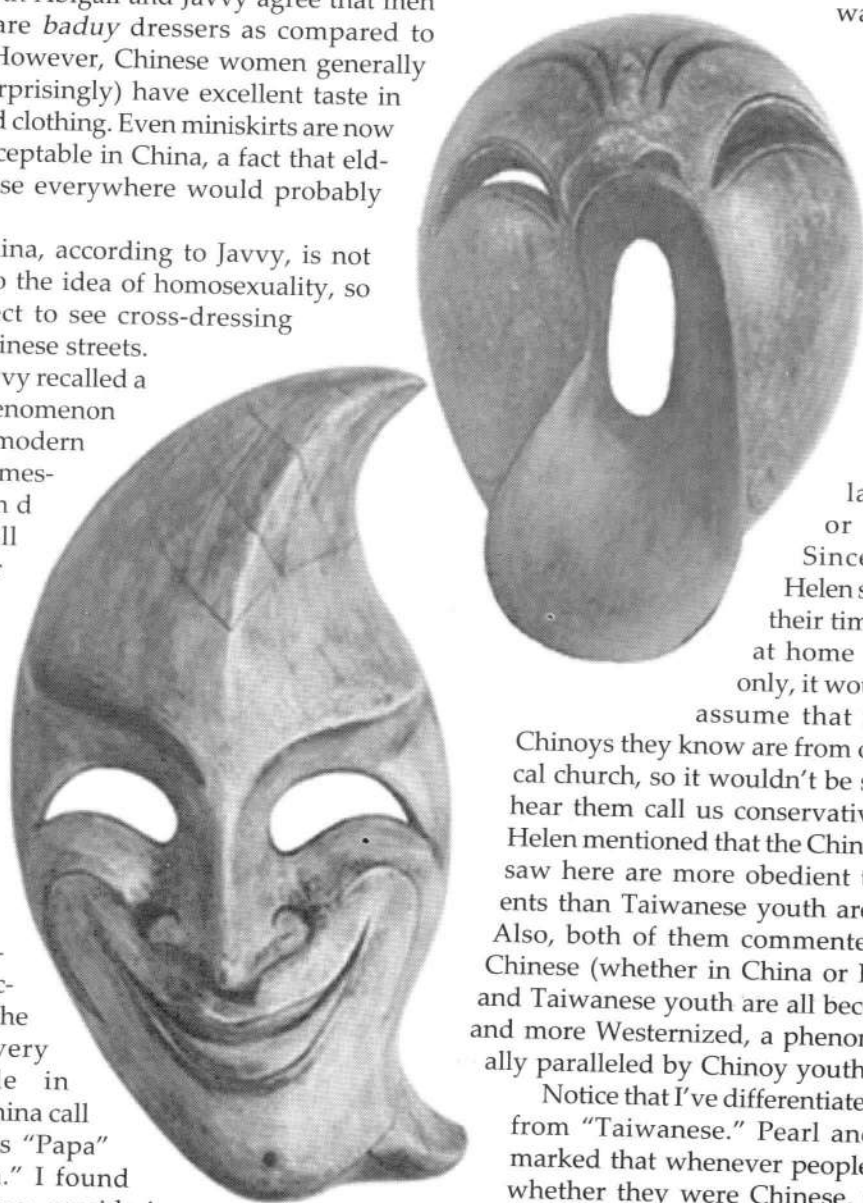
College. Pearl Chen, 30, and Helen Huang, 26, have been in the Philippines for two years and two months now. I asked them what they thought of Chinoys in general as compared to mainland Chinese and Taiwanese.

One of the primary things Pearl and Helen mentioned about Chinoys was that they were more conservative than mainland Chinese or Taiwanese.

Since Pearl and Helen spend most of their time here either at home or in school only, it would be safe to assume that most of the

Chinoys they know are from our evangelical church, so it wouldn't be surprising to hear them call us conservative and stuff. Helen mentioned that the Chinoy youth she saw here are more obedient to their parents than Taiwanese youth are in general. Also, both of them commented that both Chinese (whether in China or Hong Kong) and Taiwanese youth are all becoming more and more Westernized, a phenomenon actually paralleled by Chinoy youth.

Notice that I've differentiated "Chinese" from "Taiwanese." Pearl and Helen remarked that whenever people would ask whether they were Chinese, they would say "no" and answer instead that they were Taiwanese. I believe the same would go for the rest of Taiwan in general. I knew that the gap between China and Taiwan was more than just geographical, but I never imagined Taiwanese actually going to the extent of addressing themselves differently in relation to Chinese. Pearl and Helen also said that in China, restaurant service was (and I quote) "crap," because no matter how well or how poorly waiters serve







Art by: Jeremy de Guzman

you, they're going to get paid the same amount anyway. In Taiwan, however, waiters strive to provide excellent service. This is one of the disadvantages that China is plagued with, being communist nation. Somehow, these people made more real to me the serious issues Taiwan has with China. Helen also said that Taiwanese are quite different from mainland Chinese – economy-wise, politics-wise, and especially religion-wise. She claimed that most mainland Chinese are atheists (probably due again to communism). Taiwan, on the other hand, is probably more diverse in religion, with the famous Tzu Chi foundation leading in the area of Buddhism, as well as the numerous non-Catholic

Christian churches all over Taiwan (evangelical, I presume).

#### Us and Them

When I was in high school, we had classmates from China and Taiwan. Our Chinese teachers usually had higher expectations of them, and not just that, but they were also usually the ones who got the highest grades in composition class (*zuo wen*), which is unsurprising. We would usually for their help in translations, and some of us even asked them to make our compositions altogether. They learned Filipino quite fast, which made communication easier



## Chinese in different countries are indeed growing more and more apart – culture-wise, language-wise, values-wise

influenced our value system in that we've assimilated both positive and negative Filipino values. I would say that most non-Chinoy Chinese are more culturally conscious and proud than Chinoy are, in terms of Chinese art, music, and other areas excluding tradition or religion. I very much agree with Helen that Chinese (and Taiwanese) youth everywhere are becoming more

and more Westernized. Just look at all the chinovelas and the Chinese music videos popping up, and you'll easily see the power and extent of Westernization in the East. If you listen to modern Chinese or Taiwanese music, you know that a lot of songs frequently have English lines in them. Also, the way

Chinese, Chinoy, and Taiwanese dress has been very much influenced by the West.

It seems, in the final analysis, that Chinese in different countries are indeed growing more and more apart – culture-wise, language-wise and values-wise. Change is inevitable, and eventually adaptations *will* be made. No one knows exactly how different Chinese everywhere will be from each other in the future, but we must be careful and watch our step that we might not fall into the same trap a lot of Chinese and Chinoy have already fallen into: Discrimination (racial or otherwise) within the race. Chinese from different parts of the world ought to learn to accept each other, whatever cultural differences there maybe. In the end, after all is said and done, "Chinese" – whether Chinese-American, Chinese-Thai or Chinese-Filipino – are all still Chinese. ☺

among us. The saying "birds of the same feather flock together" also applies to them. They form their own cliques and were not really isolated, but consolidated. I guess it's only natural for them to feel more comfortable with fellow Chi-

nese or Taiwanese. Even in their choice of boyfriends or girlfriends, they always or usually choose fellow immigrants. In our high school, they seemed to know all the other immigrants, whatever the year level. The sad thing, though, is that they were usually made fun of by students, who even called them names. Discrimination among Chinese is unhealthy yet very much alive.

### *Gua Si Lan Nang: I am Chinese*

I see mainland Chinese and Hong Kong Chinese as well as Taiwanese (especially youth) as collectively having different values from Chinoy. Our being Pinoys, to some extent, has

# Chinovelas:

## The Newest Delicacy in Town

By: Sophia Abigail Chang

Move over local and Latin telenovelas—a new breed of soap operas now rule the airwaves.

SOAP OPERAS rule Philippine television. Tune in to primetime TV and you'll know what I mean. Start from six to nine in the evening and witness a bombardment of sappy, melodramatic *teleseryes*, one drama after another. However, these days, a new trend has sprung up. Move over local and Latin soap operas—chinovelas now rule the airwaves.

What exactly is a chinovela? Chinovela is a term coined for Chinese soap operas dubbed in Tagalog. The craze started when ABS-CBN aired *Meteor Garden*, a Taiwanese soap based on a popular *manga* (Japanese comics) called *Hana Yori Dango*, last summer. This record-breaking phenomenon became so popular that other chinovelas began arriving in droves pretty soon, dodging its local and Hispanic counterparts out of primetime slots.

But what's the big deal with these chinovelas? One attraction would probably be the "anime" factor of the chinovela. Look closer and you would notice that the lead actors of such series resemble anime cartoon characters. Chinovela actors usually have a tall, lean, slightly muscular build and sport a layered, jagged-edge fringe often seen on Japanese anime characters. Not only

that but the way the story is told—with the frequent flashbacks and voice-over thoughts—is similar to anime. Thus, it is no surprise that the young (and young at heart) audience who went gaga over anime did the same for the series.

"...just as Pinoy viewers were getting too saturated from all the sappy Spanish and Pinoy telenovelas, these chinovelas come along. The timing was perfect."

Second, just as Pinoy viewers were getting too saturated from all the sappy Spanish and Pinoy telenovelas, these chinovelas come along. The timing was perfect. Sure, the plots







Art by: Ollie Dy

can be compared and coming down to the nitty-gritty of it all, these soaps offer the same thing. But hey, they're something new, aren't they? Here in the Philippines, something new almost always becomes something big overnight: take the Shawarma and Zagu craze for instance. However, the fate of these soaps is yet to be seen.

Of course, it doesn't hurt that the actors who play the lead roles are undeniably head-turning. Take the four good-looking leads of Meteor Garden as an example.

Now that you have an idea what caught the people's attention, let's take a closer look at the plot and see if chinovelas are offering something fresh.

Even with the usual unrealistic, sometimes predictable and too coincidental happenings in the story, series are still continually patronized. It has the entangled, tortuous, heart-breaking, tear-jerking plots, virtuous central characters and evil, merciless villains (including the glamorously outfitted ones like Dao Ming Si's mom with her Marge Simpson hair), all of which television viewers find engrossing in varying degrees.

Soaps have that special magnetic ability to draw in viewers, interweaving the lines of what's reel and what's real that most would not be able to distinguish which is which. Watching soap operas is comparable to watching another person's "exciting" life unfold right before your very eyes – episode after episode, night after night. And since you've started watching from

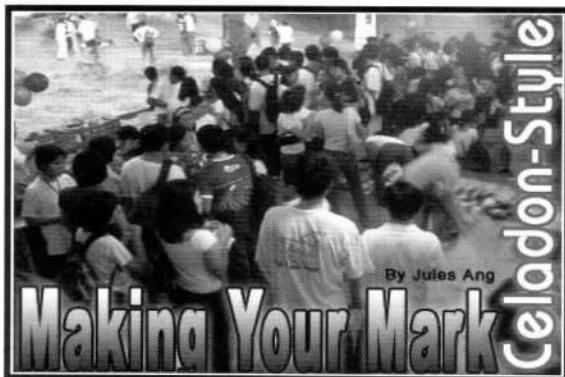
the first episode, questions as to what happens next will haunt you. Thus, the cycle of *teleseryes*, be it Chinese, Filipino, or Spanish, continues its supreme reign onscreen.

Whether it is for diversion, for escape, for entertainment or for role-playing illusion purposes, we are compelled by such shows to stay tuned. We just love to bathe in our tears, drown in our sorrows, and destroy in search of vengeance—completely indulging in our emotions. And yes, the audience tends to exaggerate and overreact. Filipinos are sensationally melodramatic, a little tug at our heartstrings and our knees completely give way.

So, what's really different from these Chinovelas now hogging the primetime scene? Nothing much. It's not really just the story that people follow; it's actually the sumptuous eye-candy. ☺



Layout by: Leslie CoKehyeng



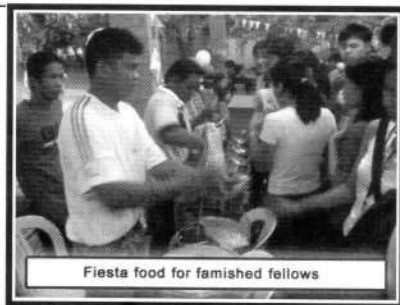
*Jail booths, loud music, and loads of fun mark this year's 1st General Assembly.*

Last July 11, "Stamped," a mini-fair extravaganza known to many as Celadon's 1st general assembly, brought to every Celadonean a nostalgic flashback into their high school days of jail booths, loud music, and loads of fun.

The Colayco Multi-Purpose Hall flickered in full color as Christmas lights, balloons and banderitas ran its length, all to boost that fantabulous fiesta feel. Booths – from customary ones such as jail and marriage, to extraordinary ones like water balloon and dice games – were scattered around the pavilion in ornate and flashy get-ups. A bonus of cozy mats provided a makeshift picnic spot for those who prefer to momentarily lounge the GA away. Some final nitty-gritty – sound system check, registration

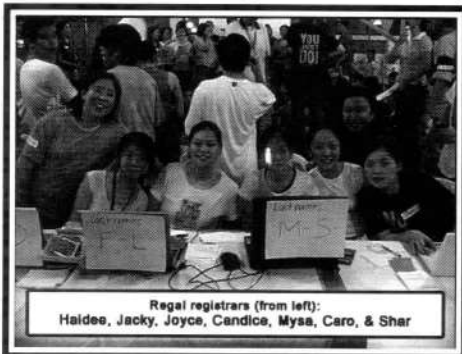
(4 BS ME) respectively, the celebration started. Celadoneans circled the pavilion to participate in the different booths. Aiming to complete the seven-booth participation requirement in exchange for a promising prize, members moved from one booth to another all in the hope of getting stamped (which, apparently, is where the project got its name). After a few more moments of booth-hopping and merriment, members finally settled down in preparation for the project's planned program.

The program began with Executive Board members clowning around as they presented a Disney-inspired production. Exaggeration did the trick of entertaining the audience, especially during an incredible impersonation of Princess Jasmine by AVP External Affairs Lorenzo Te (3 BS AMC). The department videos followed, each showing what officers were made of (at least in the comedic level) while showcasing what's in store for members for this school year.



After a melodic presentation by the Celadon choir, famished members flocked to the food stalls. While the members were cleaning their plates of mashed potatoes, tender-juicy spare ribs, and baked macaroni, their visual appetite was having a feast of its own as they watched the slick moves of the Celadon dance troupe, led by dance diva Charlene Chua (4 BS MIS). Finally for dessert, a sweet serenade presented by two guest Atenean acousticians lulled the night away.

"Stamped" can basically be narrowed down into three things: great food, pure fun, and effortless fitting-in. And so, as the Christmas lights went off, and the decorations were stowed away, project heads Angeline Go (3 BS ME), Donna Tan (2 BS MGT), and Stephanie Go (2 BS ME) went home tired, yet fulfilled and pleased to know that other orgs now have an idea of what makes a perfect general assembly. ☺



counters check, food stalls check – and everything was all set.

After the invocation

and welcome address led by EVP Jane Carol Or (4 BS MIS) and President Jan Clarence Lim

# In Focus: Mooncake Mania

by: Eiza Chua

**C**ELADONEANS and friends gathered eagerly at the Multi-Purpose Hall last September 12 to celebrate one of the most awaited events of the year: The Mid-Autumn Festival Dice Game (or *Pua Tiong Chiu*). Dubbed as "Mooncake Mania" this year, this Celadon tradition started in 1985. "Mooncake Mania", like all the other mooncake events, turned out to be another smashing success for the organization.

Prizes were placed in a heap on tables, which were covered with red tablecloth (there were around fifteen). Large bowls and dice were given. The players, whilst munching on mooncakes, drinking free coffee and gulping down ice cream, practiced their luck on the bowl while waiting for the program to start. The excited chatter, along with exclamations and tinkling sounds, soon began to fill the hall.

With Jason Tan and Jalene Tiu hosting the event, Celadon President Jan Clarence Lim gave some opening remarks, followed by a "shake-ya'-booty" performance of the Jazz Dance Troupe Girls. After the facilitators on each table laid out the rules and ice-breakers, the games began.

Everyone had their own distinct style in tossing the dice. Several people tossed casually while a few took a longer time shaking the dice quite vigorously. Others blew for luck, and some even went as far as chanting spells.

The prizes, which thankfully weren't boring old hopias, were as follows: One red [or four] (*shiu chai*) gets three Mentos candies. Two reds (*di chin*) have a choice of a mug, a clapper, or a hanky. Three reds (*sam hong*) beget a pillow or a water bag. Four of a kind except reds (*si chin*) gets a car screen, piggy (or rather, panda) bank, or a

CD rack. Straights or two Three of a kind (*tui teng*) gets the foldable chair with *sandalan* and pouch, and lastly, the highest (*chiong wan*) gets the Super Sleeping Bag.

During the ten minute break, a short skit about the legend of the moon was presented by Lorenzo Te (3 BS AMC) and Hannah Audrey So (2 BS MIS). After that, sponsors called out raffle numbers to give away free gift certificates courtesy of Superbowl of China and gift packs from Genesis Iced Coffee to lucky winners. Wall clocks were also given away.

A few tables went through the game as fast as 30-45 minutes; others took as long as two hours. At the end, everyone (well, not really everyone) contentedly lugged their prizes home. Although not every player may agree, in my opinion, the P200 entrance fee was more than worth the prizes, if not the enjoyment.

Congratulations to Robelle Ngo, Edz Hao, Allan Go, Norman Telan, Joyce Gotamco, Ronald Tang, Joanne Tan, Sherwin Ngo, Jumie Pua, John Peter Pineda, MM Arranz, Ryan 'Ollie' Dy, Clarissa Kaw, Charlene Chua, Kendrick Saavedra and Mhir de la Santos for winning the *chiong wan* prize! May you all use those sleeping bags in good health (and also after cramming those never-ending projects). To all the other players (including me), oh well, better luck next year. ☺



by: Janille Anne Lim

Among all the legends which explain the history of the Mooncake Festival, the most famous is one which also has its roots in Chinese history. Back in the thirteenth century, when the Chinese were oppressed by the Mongols, it is said that mooncakes – which Mongols did not eat – were the perfect vehicles for hiding and passing along plans for their rebellion. And on that fateful day, the fifteenth day of the eighth month, they successfully threw off their oppressors.

Today, Chinese all over the world commemorate this even through dancing, feasting, games and of course, eating the delectably filling mooncakes, all under the gleam of the full Mid-Autumn moon.

**WHEN** the moon is at its brightest, the Chinese know that the Mid-Autumn (or the Mooncake) Festival has come. Falling on the fifteenth day of the eighth month of the Chinese lunar calendar, the Mid-Autumn Festival is a special celebration when the Chinese get together to honor beauty, bravery and the richness of Chinese culture and tradition.

Layout by: Lady Krystle Tanmantiong



# Celadon-sponsored 'Honk'— a hit!

By: Eiza Chua

CELADONEANS gathered at Meralco Theater last August 9 to catch "Honk! The Ugly Duckling," a musical produced by Trumpets Philippines. Meralco Theater was packed that evening, thanks to Celadon's Marketing and Finance Department, who sponsored half the seats in the theater.

**O**liver Ryan "Birdie" Salva (3 BS MIS), VP for Marketing and Finance, explains why Celadon chose to sponsor a musical, instead of a movie, this year. "For one, it had great potential [only three seats were unsold, in fact]. Also, it was never done before [in Celadon]."

Just like all fairy tales, the Honk! team had their own share of dilemmas too. For one, a few days before the project, ticket sales were still "nervously" slow. However, the Honk! team held their head up high and went through the adventure of finding viewers, who eventually found themselves lucky to have bought a ticket. And so, even without the help of any fairy godmother, the team was able to pull it off and you obviously know how the team lived ever after the event - happily.

## On The Play

"Honk!" is a modern-day retelling of Hans Christian Andersen's "The Ugly Duckling." The musical has won an array of prestigious awards, including the Laurence Olivier Award for Best Musical, the FNB Vita Award in South Africa, and the Elliot Norton Award in USA, showing that it appeals to audiences of all ages.

The story centers on Ugly, who is hatched from an egg but has features that are very much different from his siblings. Ridiculed by his own family and everyone else, except for his mom Aida (Carla Martinez/Agot Isidro), Ugly is easily driven away by a tomcat who wanted to eat him. Soon, he runs away from home and gets lost. While Ida searches for her son, Ugly goes on an adventure, meeting a multitude

of colorful characters like Greylag the Goose, Lowbutt the cackling hen and Queenie the Cat along the way. The paths of mother and son finally cross when Aida discovers Ugly frozen during a blizzard. Like all fairy tales, he survives and, in the end, transforms into a beautiful swan. We all know what happens next.

Actors Sheila Francisco, Nanette Inventor, Noel Rayos, Tonipet Gaba, Sweet Plantado, Analiza Zialcita, Mayen Bustamante, Mylene Rosal, Bongoy Manahan, and Loy Martinez, newcomers Rychard Everly, John Muhall, Paolo Valenciano, and Lana Jalosjos made the play a delight to watch.

The acting was remarkable, the special effects were superb and the costumes, designed by Gino Gonzales, were simple but effective.

The script, by Anthony Drewe, was witty and hilarious, as well as inspiring. As it was set in today's modern times, it uses everyday language so people can relate more to the message.

"Honk!" ran on Saturdays from August 1 to September 7. ☺



Photo by: Oliver Salva

Colorful costumes, a superb script and a powerhouse cast made "Honk" pure delight to watch

Layout by: Lady Krystle Tanmantiong

[www.ateneo-celadon.com](http://www.ateneo-celadon.com)

# ARCHERS IN THE ROOST

## CELADON-ENGLICOM

### STUDENT EXCHANGE 2003



By: Olive Go

**Read about what happened during the ADMU-DLSU Student Exchange for Celadon and Englicom members, as experienced by one of the event organizers.**

**I** WAS A BUNDLE of nerves as I sat on one of the benches in Xavier Hall. It was September 5, the day when all the weeks of tireless planning would finally be realized, for members of Englicom – the De La Salle University (DLSU) counterpart of Ateneo Celadon – will leave their barracks at Taft and get the chance to visit our Loyola roost.

In the beginning, things were not going as planned because the most important element of



Photo By Stephanie Ongsiyping

my project was missing – the Englicom members, who were apparently running late. My heart raced as each minute flew by with the La Sallians still nowhere to be found. I needed to know what was taking them so long, so I sent a text message to my contact in Englicom, who told me that they were still stuck in traffic. Upon hearing this, I hurriedly asked my partner Stephanie Ongsiyping (2 BS MGT-H) to help me come up with a contingency plan. Then, I went to the visitors' parking lot to wait for the five students from the University of the Philippines (UP) who would be joining us. By the time everyone arrived, it was nearing lunch-time.

After a brief round of introductions, we divided the participants into two groups. The first group were toured around campus, while the other group had Group Dynamics (team-building activities more conveniently termed "GD's") and sat in some classes of Celadon members to get a feel of what it's like being Atenean. After a tiresome yet fun-loaded tour, we proceeded to the cafeteria for a late lunch.

After sampling some Atenean food, our "Green" visitors were given some free time to hang out with their "Blue" friends. This, after all, must be their primary reason for going to Ateneo. We all met up in the Colayco Multi-Purpose Hall a few hours later, and the group who had the GD/Sit-in combo proceeded to the campus tour, and vice versa.

A culminating activity in the Social Science Building Case Study Room (SS-CSR) followed after the second half of the visit. Afterwards, the Englicom members were then serenaded a few songs by our very own and very talented Celadon choir. Subsequently, a video showcasing the age-old Ateneo-La Salle rivalry was shown: It started with the classic basketball rivalry and ended with the two schools being friends. Finally Celadon President Clarence Lim (4 BS ME) gave the concluding remarks.

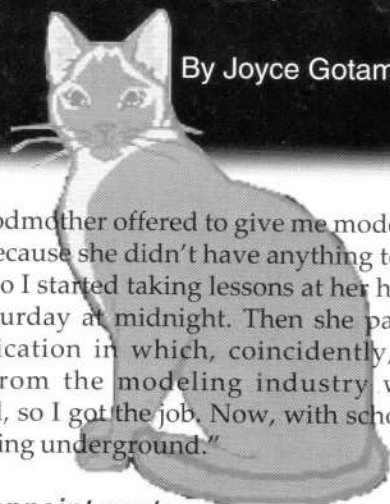
As the visit came to a close, everyone bonded over *turon* and Zesto. Souvenirs were passed around and countless pictures were taken. And so, temporary good-byes were said, as everyone agreed to meet each other again next season. ☺



Photos by: Paul Ty

# CHINOYS ON THE CATWALK

By Joyce Gotamco



**S**EVERAL years ago, you would rarely hear the word "Filipino-Chinese" and "model" in the same sentence. Many Chinoys back then didn't take modeling seriously and considered it as "un-Chinese". Until now, the modeling industry has never been noted for its Chinoy dominance. However, unlike before, more Chinoys have opened their minds about working as a model. Let us hear the stories of 5 young Chinoy models.

## Christina Chen

CHRISTINA CHEN remarkably manages to ramp model for brands such as Freeway and Mango while still struggling through high school. She originally came from Taiwan and can speak fluent Mandarin, English, and Filipino. Lately, she is trying to master French. Dreaming to become a diplomat one day, she works hard in ensuring her future success.

### *Her take on modeling...*

"It feels good to know that somebody is into your beauty but you have to take modeling as something normal because there are a lot more beautiful people out there."

### *Getting in the industry...*

"My godmother offered to give me modeling lessons because she didn't have anything to do. (smiles) So I started taking lessons at her house every Saturday at midnight. Then she passed my application in which, coincidentally, the people from the modeling industry were interested, so I got the job. Now, with school, I do modeling underground."

### *The disappointments...*

"When people come up to you and tell you that they don't need you for the job. Well, in the first place, they were the ones asking for you to go to the auditions. They were the ones asking me to do something for them and then they end up telling me that they didn't like it. It's pretty bad."

### *Hassles...*

"I have skin asthma. I can't stay under the sun for too long. My skin is really sensitive and it's hereditary so there's no medication for it. It just goes





away. [When modeling] you really have to take good care of your skin."

### **Aspirations...**

"I want to become an ambassador. I am planning on taking Diplomatic Relations in college. Right now I am taking lessons in French and piano every Saturday. It's hard work and my schedule is pretty hectic but that's my goal."

### **Lily Ann D. Chu**

LILY CHU can certainly be described as all-that. She graduated *cum laude* from UP Diliman with a degree in BA Psychology, and can sing, dance, host, and act quite splendidly. She was part of "Singles", a dating show in ABC-5, and is currently co-hosting a program called Double Team in IBC-13. She also plans to get a Masters Degree in Theater Arts. Looks, talents and brains— indeed, she's certainly got it all.

### **Her take on being a model...**

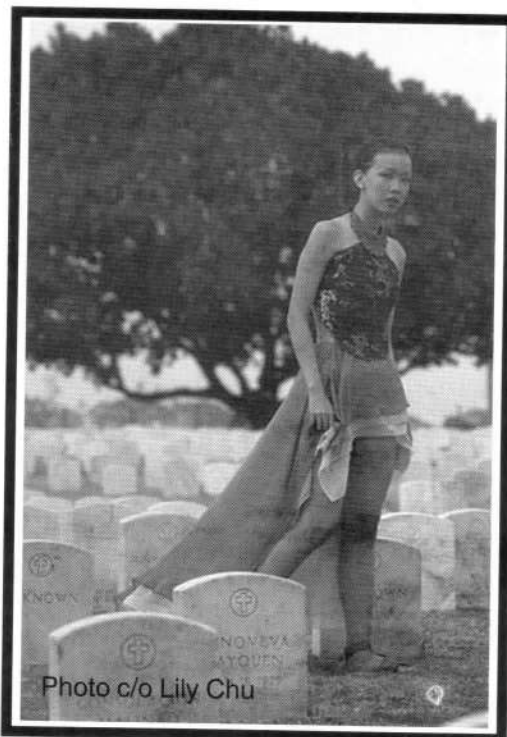
"To tell you the truth, I don't like to think of myself as a model. It is not the only thing I do, and when people ask, I tell them that I am an actor/singer/host/model. Modeling is the least of my priorities, but I guess since we have to give everything a label, I guess you could call me a model ... but it's just not the primary thing I do. I, however, definitely consider myself as entertainer, a performer, and many times I demarcate the small society I move around in"

### **Perks of the work...**

"It feels great doing what I do because I think being in the entertainment industry keeps you young--you work fewer hours than the average day-jobber, and you make just as much money, if not more. More importantly, being in front of an audience gives me such a rush every time."

### **On loving what she does...**

"I love what I do because I love being watched, and I love being pretty and dressing up! I love meeting new people, and I love fashion and movies and music and the whole society that some people may frown upon as pretentious, but it is something that entertains me. You have to have the inclination for the nature of the industry, I guess. It's so nice to walk down the Greenbelt strip and know practically everyone!"



### **The obstacles in being a Chinoy model...**

"A lay-out artist really wanted to cast me for a shoot he was doing and presented my pictures to the client who declined because they said they did not want a Chinese face, but a tisay face instead. It is usually like that here. If you stick around long enough, though, you will find that there is a small niche for chinitas/chinitos. At times, that is really the look they want."

### **Her goal...**

"I want to host/co-host a lifestyle segment for a top channel, like *dos* or *siete*. Incidentally, I am currently co-hosting a sports/lifestyle show on IBC 13 called Double Team. You can catch it every Sunday at 2:30 pm! So today IBC 13, and tomorrow the world!"

### **Ronan A. Chua**

BESIDES being a campus patroller for Magic 89.9, Ateneo's Ronan Chua is a senior studying AB Communications. His past works involve modeling for Mossimo, Human and Folded and Hung, doing promotions for Sun Cellular and hosting various events and gigs.

## *His take on being a model...*

"At first I had the impression that once you're a model--wow! You're a model. But that is not the case in reality."

## *A little tidbit about the business...*

"There are levels of status quo in the modeling industry. There are the glam models, the ones you see in really popular magazines and commercials. Then there are anonymous types, like us, who have fashion shows and some commercials. Then at the lower end, [there are those who] do promotional [work]."

## *His first steps...*

"I never really saw myself as a model but I jumped into it by accident. Two years ago there was a model search held by a teen's magazine. My mom, wanted my sister to join but when she approached the school for permission, the nuns didn't allow it. My mom thinking that it would have been a waste, told me, "Why not take the chance? You'll never know." I was really hesitant because this was the time when I had just lost a lot of weight. Before, I weighed 242 lbs. My mom saw the change and it was probably something for me to try out. After I passed the audition, two days later they called me up for a 1<sup>st</sup> screening then a 2<sup>nd</sup> screening... then I got in. So, I was part of the 1<sup>st</sup> batch of Meg's Circle of Friends."

## *Modeling as a hobby...*

"I wouldn't exactly call modeling as a career. I see it more like a hobby. The reason that I'm sort of sticking to it is because of my health, as a way of maintaining my physical state of being."

## *Ambition...*

"On the physical level, I aim to perfect my physical imperfections. But on the economic level, I want to finish college and get a stable job--not necessarily a high paying one, but definitely the salary has to be definable."

## *The downside...*

"Insecurities! It was very difficult for me to overcome the fact that here I was making it as a model. And there is also the fact that we are trapped by time. One can only do so much. There have been times when I could have gone to a lot of auditions but I had school, which needed to be prioritized. Sometimes I can't help



regretting some of the opportunities I have missed."

## Alexandra Chu

ALEXANDRA CHU, a junior in Chiang Kai Shek College studying Computer Science, is a down to earth, practical woman who sees modeling as an opportunity to gain work experience. She is currently the image model of Conca.

## *Why she models...*

"I model to gain some experience, to have fun and at the same time make use of opportunities"

## *The hardships...*

"It's such a vanity case. You have to be vain so you can be prepared all the time. You always have to be presentable. Every morning you have to take time with your appearance because one minute there's an interview and the next minute you have another event. Sometimes you just want to forget about it all because it is embarrassing that you have to face everybody who are all presentable and you're not. There is also the fact that there is always someone more beautiful than you. It's very scary, that's why you always have to be prepared."

## *Against the traditional...*

"At first, my father didn't approve because it was very "un-Chinese" but my

mother wanted me to gain some experience, just for fun. Fortunately, my mother rooted for me."

### ***To stay or not to stay in the industry...***

"I dream of being a commercial model maybe for a clothing brand because I have a weakness for shopping. But dreams aside, I would not stay in this career for a long period of time. I want to teach kids someday. That's what I truly want."



### ***Obstacles as a Chinoy model...***

"In this industry, it's hard being a Chinoy. They always choose the mestiza because they have the x-factor of looking more unique, although there are Chinoys that model but still, they prefer the taller ones with bigger eyes."

### ***Grace Saria***

**Chinoy's** very own Grace Saria (4 AB COM) not only appears in various fashion shows but also does promotional work for high profile corporations such as Coca-Cola, Nokia, Globe and Del Monte. When she's not busy modeling, she whips up articles for various publications, tinkers with HTML and spends time with her boyfriend Oli, with whom she had put up a baking business with, called *Chocolate Fantasy*.

### ***Her take on modeling...***

"I believe modeling is a good stepping stone in developing my character and personality."

### ***How she got started...***

"An agent approached me in a mall and gave me her card. She told me to come to their office for a Video Tape Recording (VTR) if I was interested. I was skeptical at first because it might have been some exploitation scheme of some sort but I'd never know if I didn't try right? So I went and tried out the industry, and I'm thankful that I did because it's enjoyable and a good source of extra income, too."

### ***How much she earns...***

"Depends on the event...for promotion work it ranges from P1000 to P3000 [per gig]."

### ***How her family sees her modeling...***

"At first, they were skeptical. My parents told me gazillions of stories about past models that were lured by more tempting offers than what the modeling business can offer. I guess it's just normal that they were concerned. But now, my family sees my modeling as a

sideline job and is proud that I'm into earning money early on in my life, because when they were at my age, they didn't really concern themselves with earning money for the future."

### ***The difference in being a Chinoy...***

"Well, physically, I think my fair skin is a plus factor and other models attribute my usually clear skin to my Chinese heritage."

### ***How people around her perceive her...***

"I'm amused with how people perceive me differently. I guess they're just surprised to see that I'm working. As for my friends, they're v e r y supportive of my work and want to join in t h e bandwagon as well. I think they feel that I'm privileged to have these sideline jobs while I'm still studying." ☺



Layout by: Cami Dalusong



# Yang Chow

## The Yang Chow Fried Rice

**Read on as Chinoy staffer Ann Yu takes you around the metropolis in search of the best-tasting Yang Chow Fried Rice.**

**A**s I was browsing over the list of articles to do for this issue, my eyes were drawn towards these 4 golden words: *Yang Chow Fried Rice*. Being my vain self, I instantly assumed that the good and gorgeous people of *Chinoy* decided to include an article about it after reading my application for *Chinoy*, where I had explicitly stated that Yang Chow Fried Rice is my favorite dish. Naturally, I had to offer my services. Reviewing Yang Chow Fried Rice is a tough job, but as they say, someone has to do it.



Rating: 1-5 shrimps, 5 shrimps being the tastiest

**Gloria Maris, Cainta**

*Location:* Near Sta. Lucia Mall

*Time open:* 10a.m.-10 p.m.

*Options:*

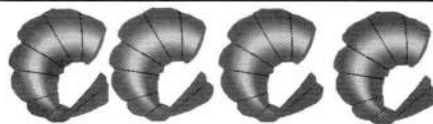
- Big serving – good for 8 people and costs P350
- Small serving – good for 2 to 3 people and costs P140

*Comments*

The first thing I look for in Yang Chow Fried Rice is the shrimp, since some restaurants scrimp on this very important ingredient. For this serving, there were enough shrimps— not too much to make it Shrimp Fried Rice, but just enough. There were enough pieces of meat and

peas, as well. Nevertheless, it lacked flavoring. It didn't have the subtle salty flavor common to Yang Chow.

Rating



4 Shrimps

It would have been better if it had more flavor.



**Gloria Maris, Araneta**

*Location:* Araneta Coliseum

*Time open:* 10 a.m.-10 p.m.

*Small serving:*

This also serves two to three people, but it only costs P100, 40 bucks cheaper than the one served in their Cainta branch. Apparently, prices in Gloria Maris branches vary. These prices are determined by the manager, and his decision depends on the location of the branch. Since this branch is

# Fried Rice Challenge

by Mary Angela Yu

not near any residential subdivisions, their prices are lower.

## Comments

The serving had enough pieces of shrimps, peas and meat. The rice was also of good quality, meaning it had the right degree of "chewiness". I also liked this serving more than that of the other branch, since it was saltier and had more flavor. In fact, one of the good things about Yang Chow Fried Rice is the fact that it can stand on its own as a full meal so one can eat it even without any viands.

## Rating



5 Shrimps

The mixture of flavoring and saltiness was perfect. This branch also has a cozy atmosphere, perfect to a post-UAAP-game dinner.

## Hei Chin Lou

*Location:* Pasay Road, near Power Books

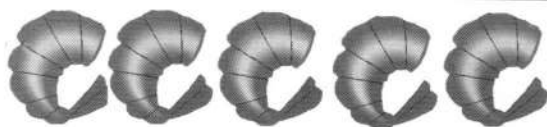
*Time open:* 10 a.m.-10 p.m.

*Serving:* The serving that they offer feeds one to two people. It costs P120.

## Comments

What can I say? I really liked their serving of Yang Chow Fried Rice. Not only did it have the right amount of ingredients, namely, shrimps, peas and meat, it also had the right degree of saltiness and the right flavor of Yang Chow. I can eat it without dim sum or other viands and still be full after eating.

## Rating



5 Shrimps  
Sarap to the grain!

## Mann Hann

*Location:* The Spa Building, Libis

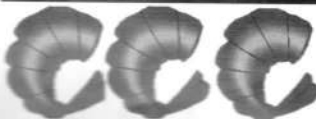
*Time open:* 10 a.m.-10 p.m.

*Serving:* Their serving of Yang Chow, at P150, is enough for 3 people.

## Comments

The serving did not offer enough shrimps, and in fact, the shrimps in it were small ones. Furthermore, as opposed to the other servings above, Mann Hann's Yang Chow Fried Rice barely had peas in it. However, it did compensate by having more pieces of meat than done so by adding more flavor. This serving lacked the normally salty flavor of Yang Chow Fried Rice. In fact, to me, it did not taste much like Yang Chow. Instead, it tasted more like ordinary fried rice.

## Rating



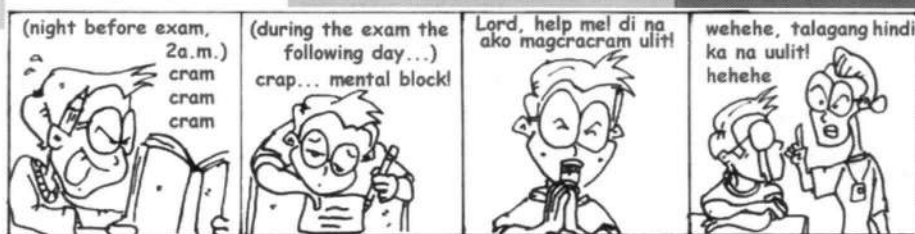
3 Shrimps - The keyword is more.

Layout by: Melody Wong

# SCHOOL BLUES

By Tristan Rosario

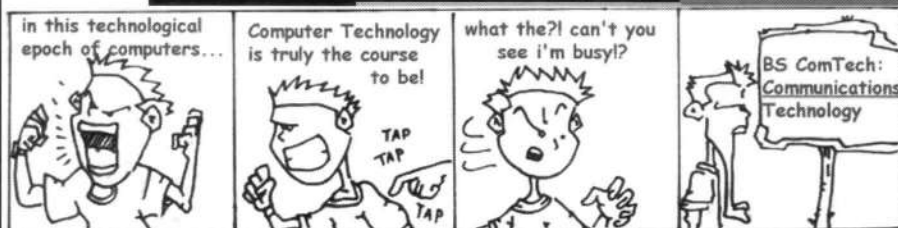
## Learning experience



## F4 Fever



## COMTECH



## Mentos - the fresh maker



## Yearbook pictorials





# Celadon Press Release

Indeed, Celadon has been busy - so busy to the point of going beyond the boundaries of its department's projects and reaching out to help other institutions, as evidenced by the following



## Chinoy Culture On Your Coffee Table

At this moment in history, many Chinese Filipinos are searching for their identity by tracing their roots; they are trying to find their place in society by rediscovering their heritage; they are preparing for a future in which the relationship with their adoptive is changing yet again, and calls even more for mutual understanding - an understanding that has to begin with their own understanding of themselves. *Chinese Filipinos* is an attempt to begin writing this point in history and attempt such a grand feat.

*Chinese Filipinos* is a product of the cooperation of those who believe that the unique Chinese-Filipino heritage is not yet lost and that it is worth saving and remembering. This book is a collaboration of Ateneo de Manila University Chinese Studies Program, Xavier School, and Jesuit Communications Foundation, Inc. Clinton Palanca wrote the main text, and an editorial team composed of Dr. Ellen Palanca, Jonathan Chua, and Aristotle Dy. SJ wrote most of the captions. Felix Mago Miguel designed the book, using materials from some of the country's best photographers, foremost of which are Jurgen Freud, Nico Sepe, Denise Weldon, and Sonny Yabao. In order to make it accessible to a wide range of people, the book will be sold at a very reasonable price of two thousand two hundred pesos (PHP2,200).

*Chinese Filipinos* is a must for anyone - regardless of ethnicity - who wants to know more about the beauty and intricacies that envelop Chinese-Filipino culture. c/o Chinese Studies Program



## Celadon's Founder FOUND!

Celadon - through the efforts of the Externals Department - has been reunited with its founding president, Wilson Lee Flores (center, right picture). Wilson, as he likes to be called, established our organization with Michael Chua and Cathy Sue Villanueva in 1985. More than 110 members applied during a three-day recruitment period. Some proposed projects were support for the Ateneo Scholarship Fund, acquaintance party and Chinese Moon Festival celebration.

Now a much-acclaimed writer for Philippine Star, Wilson is amazed to hear the growth of what was once just a dream of his. He has enthusiastically provided advice and assistance whenever he can. He also introduced us to Anvil Executive Club, an organization of young Filipino-Chinese entrepreneurs, where he is Executive Vice President. Anvil invites prominent personalities from government, business, diplomatic and socio-civic sectors monthly to give a talk to its members. It was a privilege for Celadon to have attended Anvil's talks last August 24 with past Presidential Adviser Mr. Dante Ang (center, left picture) and September 28 with Senate President Franklin Drilon through the invitation of Wilson and Anvil President Mr. Ronald Alan Ko. Anvil members have been very accommodating, supporting Celadon's projects, such as Honk! The Ugly Duckling & Link: the Talk Series. -Clarence Lim

## A Talk To Remember

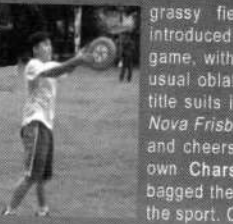
It was an educational afternoon in the Social Sciences Building AVR July 14, 2003 when Richard Chu came to visit. Enlightening the audience about the different aspects of Chinese life in the Philippines spanning from the Spanish era to the present, Mr. Chu shared some of his findings and research results for a little over an hour.

A Ph.D. holder from the University of Southern California, Mr. Chu was invited to speak by the Chinese Studies Program (headed by Chair Dr. Ellen Palanca). He offered explanations on how the Filipino-Chinese of today came to be what they are. He also spoke of the many roles the Chinese played in the Philippines in different eras, even focusing on certain families by tracing their roots back to China and studying how each generation's members lived in and were treated by society. Although his research focused mostly on the Filipino-Chinese population in Manila, it offered some insight and changed some of the stereotypical views on the Filipino-Chinese back then. -Nats Chai



## Frisbees for Footballs

Last August 22 to 23, Celadoneans were invited to compete in a sporting event right in the heart of Makati City. No, this was not basketball, amidst the ongoing UAAP heat. It was something different as our amateur participants soon found out in the grassy fields of San Lorenzo Park. They were introduced to what looked like an American football game, with no tackles and with frisbees in lieu of the usual oblate rubber balls. This event, as if no other title suits it better, was aptly called the Jack and Jill Nova Frisbee Series. And so, after all the mud, sweat, and cheers, we are proud to announce that our very own Charson Yu (2 BS MGT, Externals manager) bagged the MVP distinction, despite being a novice at the sport. Congratulations Charson! -Cheson Sy



## Chinoy Inspires

Mr. Henry Francis Espiritu, UP Cebu alumni and teaching assistant to Dr. Manny Dy, Jr., sent two copies of this year's *Chinoy* first issue to his alma mater. Upon reading our publication, the students in UP Cebu were impressed with Celadon and were inspired to put up a Fil-Chi organization of their own. As a matter of fact, they are already planning to go to Ateneo during their semestral break to observe how Celadon is functioning. -Jules Ang



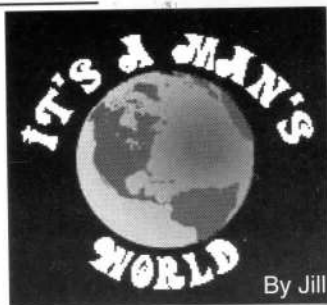
## Japan Invades Ateneo!

Last September 5, Celadon, assisted Kaisa Para Sa Kaunlaran (at Ms. Teresita Ang See's request) by touring 19 students and one professor (currently taking up Chinese Studies) from Aichi University in Japan. After exploring the whole stretch of the Loyola grounds, they were unanimous in choosing the Ateneo Art Gallery to be their favorite Ateneo spot. -Jules Ang



## Celadon Goes To Malacañang

Last September 11 in time for the Mid-Autumn Festival, Celadon, along with other Alliance of Filipino-Chinese Students (AFICS) members, was invited by the Grand Family Association (through Benito J. Ho) to dinner with President Gloria Macapagal Arroyo at the Malacañang Palace. -Clarence Lim



By Jill Paterno

**After all the progress we've had in our history, how can some of today's women still be raised to serve the men in the family?**

I ALWAYS contradict this statement, but I know at the back of my mind that sometimes it's still true. Ever since I was a little girl, I've tried so hard to prove that the statement is outdated. Looking back, I remember myself being over competitive when it came to boys and a bit more indulgent towards my fellow girls. Up until now, I still strive hard to beat out guys, or at least be in the same league as they are. I feel the need to challenge their capabilities and crush them whenever I can.

**"I wanted to tell them they were right—I will never be as smart as a boy because I am smarter than a boy!"**

I grew up in a culture that overprotected women because they were seen as weak and delicate. Now, I find myself detesting the freedom and assumed superiority that boys have. Men are seen as the stronger, smarter and more courageous sex; in this context, girls simply become their complements, decorations that are destined to grow up to be their supportive and loving wives.

After all the progress we've had in our history, how can some of today's women still be raised to serve the men in the family? What innate superiority do men have over women, allowing them to order women around? There is no doubt that double standards in the treatment of men and women commonly happens in Chinese-Filipino households. And the sad fact is people accept it as part of tradition. I do understand that this partiality stems from having a culture where only sons can carry on the family name. But this is a technicality

that has unfairly put women in a more vulnerable position than men.

As a child, I saw how my family favored the boys more than the girls. They always got the better rooms, the better toys and the newer appliances. It did not seem fair to me that they got what they wanted because they were thought to be more important. Boys were allowed to do whatever they wanted and I was stuck with doing all the work. I was always forced to do household chores supposedly as preparation for when I would have my own family. But the more they forced me to try to become a good housewife, the more I rebelled.

I tried my best to do well in school and show my family that not all girls were dumb and content to be submissive. There were occasions when they tried to put me down and tell me that I will

never be as smart as a boy. I wanted to tell them they were right—I will never be as smart as a boy because I am

smarter than a boy! When I started taking home medals proving academic achievements, they insisted that I only got good grades because I put in so much effort. They never believed a girl could be that smart and I almost started to believe them. Still, my resolve kept me going.

I firmly believe that gender has nothing to do with what one makes of his/her life. Success depends on the individual. Although at times my family still thinks I should just prepare myself to become a "proper" wife, they have finally come to accept that I have my own life to live. I chosen to become a woman of my own rather than just be just someone's decoration. I will find myself not behind someone else's shadow but instead on my own two feet and making a name for myself. ☺



*Jill is currently looking for the ideal partner. If you can tolerate her craziness and weirdness, you should get in touch with her for an interview.*

Ping Lun Pian is a Chinese term used to denote a written opinion or critique

ause  
Boys  
nd I  
ays  
y as  
am-  
ome  
now  
con-  
hen  
will  
hart  
nted  
hey  
-I  
e as  
oy  
am  
ome  
hey  
put  
uld  
em.

do  
de-  
my  
self  
ally  
e. I  
her  
will  
ow  
g a

r  
n  
in  
ng  
m

# Chinoy

PLACE YOUR  
AD HERE

Want to advertise in **Chinoy's** next issues? Contact us at 4266001 local 5055 or 09178976530



*We're not just known for our hopia...*



*Special Tikoy*



*Tikoy Roll*



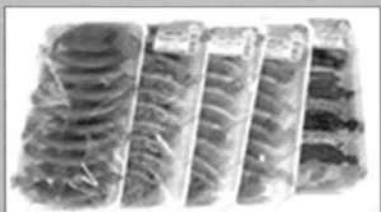
*Special Ube Mooncake*



*Special Red Ampao*



*Peanut Desserts*



*Filipino Delicacies*



*Bread and Cakes*



*Lumpiang Shanghai*



*Kikiam*



*Kobe Chicken*



*Scallop*



*Crab Claw & Crab Cake*

*... we're known for serving the best!*

Contact us: 628 Ongpin Street, Binondo, Manila. Tel: 2429765/2429766



*Eng Bee Tin*  
永美珍

