

Chinoy

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think green

The background of the cover is a photograph of a person's legs in dark jeans, standing on a paved surface. A small green plant with yellow flowers is growing out of a crack in the pavement. The cover is decorated with several semi-transparent geometric shapes: a large purple hexagon on the left, a blue circle, a purple circle, and a blue circle. There are also some green leaves and stems scattered around the plant. The text 'think green' is written in a green, cursive font at the bottom.



PHAREX
HealthCorp

Editor's note

When I sat down with Jan Quing, outgoing Vice President for Comm and Pub, during one of our conversations regarding Chinoy, he mentioned that I should consider having an online issue done to increase visibility and readership. I thought about the idea, and it hovered for some time as we were doing the first issue, but I realized this transition into a new medium is worth considering only after we finish publishing for the year. However, the suggestion motivated me into developing the theme for this issue you are now holding.

Health has begun to influence today's media and culture more positively than in past decades. Companies have developed new food products with less sugar and calories. Exercise has become a key part of any active individual's schedule, whether it be spending time in the gym working on weights, jogging around campus, or time spent playing sports. If there were one event worth organizing to draw in crowds for charitable causes, it would definitely be the 'fun run'. There can be different motivations for such a movement to suddenly burst onto the scene, such as trying to gain the benefits of a healthy body, or simply emulating a celebrity's "body" of work. Nevertheless, being health conscious among young and old alike will continue to affect the choices people make about their daily routine.

On the other hand, the environment continues to be a strong issue in many circles of conversation in science and politics. With the expiration of the Kyoto Protocol in 2012, many international bodies involved in the climate change regime are searching for ways for governments to continue on their commitment to cut carbon emissions in the foreseeable future. The debate continues whether the United States or China is the largest carbon emitter in the world. The weather constantly shift from hot, sweltering heat to cold, frigid rain more frequently, while the growing trash problem prompts recycling programs and the increased use of reusable food ware.

What does the environment have anything to do with health? Aside from both becoming growing thoughts of concern, both are interrelated and cannot exist without the other. Living in a healthy, clean environment is conducive to great physical activity while staying fit and active gives justice to a background that's natural and beautiful.

The Chinese have many ways of staying healthy and of taking care of the environment. Taking in traditional medicine for different ailments and eating healthy, delicious Chinese food gives a sense of physical and mental balance. Various martial arts and using bicycles as a mode of transportation are some ways to keep fit while also having fun. We even have a feature about tableware made out of cornstarch. Allow us to show how you can stay healthy: get the bod you've always wanted and help save the environment as well, all in the Chinese style.

And yes, the idea of putting Chinoy up on the web is to save paper.

Think Green!


Hart Janssen Ang
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contents

4 - 21 FEATURE ARTICLES

- 4 - 5 Starchware: Business and the Environment in Harmony
- 6 - 8 Exercising the Chinese Way
- 9 - 10 Turning Green Into Business
- 11 - 12 The Bicycle, the Chinese, Us & the Environment
- 13 - 15 Eco- Traditions: Green-ifying Our Chinese Culture
- 16 - 18 The Happy Lemon Vibes
- 19 - 20 Unraveling the Mystery Behind Chinese Soups
- 21 - 24 The Tao of Cooking

25 - 31 BUHAY CELADON

- 25 Celestions: 2011 Celadon Executive Board Elections
- 26 An Afternoon of Awesomeness: Celadon's 2nd GA
- 27 Fifth Time's the Charm! Celebrating the 5th Spring Film Festival
- 28 Celadon Week Photo Collage
- 29 - 31 Bonjour! A Photo Journey Through Europe

32 - 33 FUNPAGES

- 32 Comics
- 33 Figure It Out! A Riddle

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3 **Chinoy** 2010-2011

For a number of businesses today, “going green” is usually associated with corporate social responsibility (CSR); that is, peripheral activities that add value to the company’s good name. However, think of businesses that revolve around the environment – only few names will come to mind, most of them being social enterprises. Does this mean that in the world of business, being environment-friendly is limited to the realm of CSR and very small enterprises? Are care for the environment and making a profit mutually exclusive? Apparently not, as Ms. Jocelyn Quing, owner of First Mega Environmental Trading and distributor of Starchware, proves.

STARCHWARE:

Written by Tiffany Lim

Business and the Environment in Harmony

Starchware refers to a line of disposable, biodegradable tableware – such as plates and cups – which are made of 70%-75% corn and yam starch. The roots of this product line can be traced back to March 2007, when Ms. Quing attended the Canton Fair in China and saw biodegradable food containers and cutlery, which, as she keenly observed, were yet unavailable in the Philippines. Since she was looking for a unique venture to put up, she thought that dealing in biodegradable products would be a good idea, especially considering her sentiments that it was about time that the Philippines caught on to the “health, wellness, and environment” trend. After some negotiations with the Chinese proprietors, Ms. Quing introduced Starchware to the Philippines in August 2007.

Naturally, Starchware initially had to deal with the challenges of venturing into then-unknown frontiers. There was the inevitably slow pickup of sales due to unfamiliarity with the product. More importantly, because the green trend was not yet as prevalent in the Philippines back then, there were several misconceptions about Starchware. It was perceived that biodegradable utensils and containers were more expensive

than non-biodegradable ones and that these did not last as long, among other misconceptions. Ms. Quing took it upon herself to clear up these misconceptions, releasing a Frequently Asked Questions (F.A.Q.) sheet that clarified that Starchware is leak- and waterproof, can resist acids and alkali, is microwaveable and able to withstand cold and heat. As for pricing, she pointed out that Starchware’s prices were actually reasonable, straddling the ground between the prices for paper and plastic products. To illustrate, she compared a Starchware spaghetti box, which costs P3.70, to a non-biodegradable spaghetti box that would cost about P5 if bought in retail, and P4 if bought in bulk.

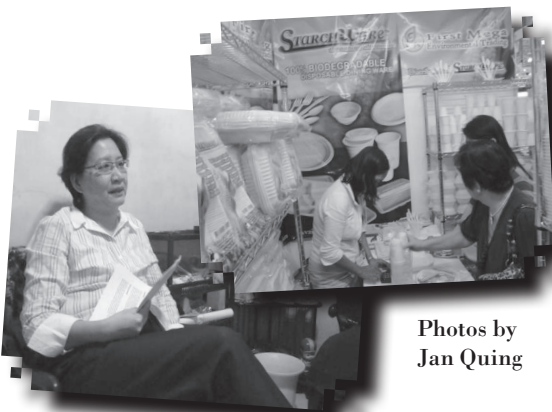
With increased knowledge about Starchware and the spread of the green movement to the Philippines came an increase in Starchware’s popularity in the years that followed. In 2009, Starchware became a supplier for Saint Luke’s Hospital and food concessionaires of the De La Salle University (DLSU) cafeteria. Since then, word has spread about Starchware, and now it serves quite a number of clients. It caters not only to businesses, but also to consumers, with Starchware being sold in

S&R, SM and Robinsons supermarkets. With some areas like Laguna and Muntinlupa issuing, or about to issue, ordinances banning the use of plastics, Starchware expects to expand its clientele in the years to come.

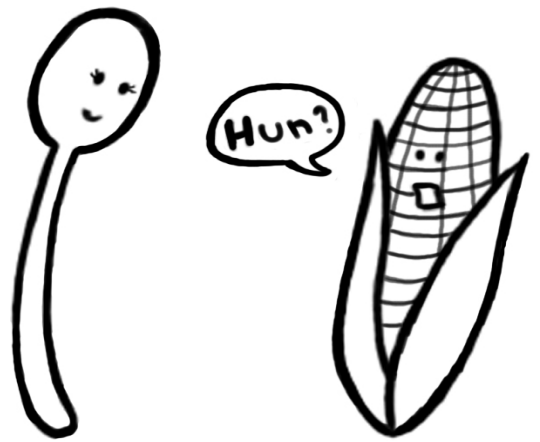
Indeed, Starchware is doing well, with Ms. Quing saying that the business is earning profits. But Ms. Quing is not only concerned with profits; she also hopes for a paradigm shift, one that promotes concern for the environment. She believes that this change should come naturally from within people. Starchware provides them with the option, but ultimately, it is up to people to take the initiative to go green. She noticed that business picked up after Typhoon Ondoy struck the Philippines in 2009, as if people suddenly realized that not caring for the environment will lead to serious repercussions. However, she hopes that it won't take another Ondoy for people to realize that it is about time that they care for the environment. She says that, like many of their clients, who approached Starchware and not the other way around, it's all a matter of resolve and initiative.

Another interesting observation that Ms. Quing made is that environment-friendly sentiments seem to be more evident in Filipinos, as she has more Filipino clients. Of course, this does not mean that Chinoys do not care about the environment, as she also has a number of Chinoy clients. She hopes, however, that more Chinoys will switch to environment-friendly products, especially considering that "going green" does not necessarily entail huge sacrifices, and that some environmentally friendly products can actually be more cost-effective.

Drawing back on what Ms. Quing said about



Photos by
Jan Quing



Art by Jessica Chan

resolve and initiative, we can see that she is intent on starting some much-needed change in the Philippines. After all, Starchware aims to become the forefront in biodegradable products. In the future, Ms. Quing hopes to introduce other biodegradable products such as starch bags, diapers and sanitary napkins. To drive down costs, she also hopes to put up a joint venture with the Chinese supplier for Starchware. If this idea were to become a reality, the joint venture will involve setting up plants all over the country, so that the owners can cooperate with local businesses to use local materials and therefore, help generate jobs and instill local pride. This could also enable Ms. Quing to develop other biodegradable products herself, without having to look for companies from which she can import them. Still, Ms. Quing acknowledges that this idea might either take a while to be actualized, or even not at all, due to intensive capital requirements. This does not bother her, though, because for now, she is contented with her mode of business.

A common misconception is that being ethical and being profitable just do not mix, for you have to sacrifice one for the other. Indeed, some people think that CSR practices drain company funds, and that social enterprises do not usually earn much (or that they incur losses). But the Starchware story shows that there is a middle ground, that neither business nor the environment needs to be pushed to the periphery. We cannot say for sure what direction the business will take in the future, or where fate will take it, but with the approach that Ms. Quing has taken, it seems that Starchware is headed towards a promising future. ☺

Exercising the Chinese Way

Written by Jason Dacuyan
Art by Jessika Chan



“KUNG-FU OR the practice of Chinese martial arts has
always been part of the Chinese culture.”

We see it done during our martial arts classes, during kung-fu films, or during normal days when your little brother shows you his new move after wushu class. Undoubtedly, we are all familiar with kung-fu but sad to say, some of us may view it only as a series of cool moves or some sort of self defence. Because of kung-fu’s rising popularity, it is important to know more about it and why people practice it.

What is kung-fu?

Chinese martial arts, popularly known as kung fu and sometimes called wushu, are a number of fighting styles that have developed over centuries in China. Kung fu and wushu are terms borrowed from the English language that when directly translated, literally means martial art. Throughout Chinese history, the Chinese martial arts have been used a lot for self defence, exercise or even just for the sake of mastering the art. But whatever the case, Chinese martial arts have made an impact on Chinese culture and history. In time, people from all over the world started learning it.

Is there a ranking system?

In traditional kung fu, there were no ranking systems. Nowadays, a lot of Chinese martial arts styles adopted the use of a ranking system that uses colored sashes or belts as indicators of rank. This is known as the Tuan Gee System of ranking. As a lot of people perceive otherwise, the belts are not what kung fu is about. They are only indicators so that martial artists would know what level they are in and what goals they should strive for the next level. Also, one of the main purposes of belts is its function as a teacher’s aid. Imagine an instructor with dozens of students. It would be quite tedious to remember what rank a student was, especially if there were a lot. Thus, the belts are there to help the instructor keep track of a student’s progress.

Kung Fu Belts

| | | | |
|----------|-------------------|---------|-------------------------------------|
| WU TUAN | FIFTH BLACK SASH | SAN GEE | THIRD BROWN SASH |
| SZU TUAN | FOURTH BLACK SASH | SZU GEE | PURPLE SASH/ GREEN SASH WITH STRIPE |
| SAN TUAN | THIRD BLACK SASH | WU GEE | GREEN SASH |
| ERH TUAN | SECOND BLACK SASH | LU GEE | BLUE SASH |
| I TUAN | FIRST BLACK SASH | CHI GEE | YELLOW SASH |
| I GEE | FIRST BROWN SASH | PA GEE | WHITE SASH |
| ERH GEE | SECOND BROWN SASH | | |

**Why practice kung-fu?**

As far as we know, there are many other sports and exercises we can do to stay physically fit and healthy. Take jogging, or playing basketball for example. But a lot of Chinese and even non-Chinese people like to do it differently- they use martial arts. Here's why:

SELF DEFENCE

One of the major reasons why people take up martial arts is mainly to learn how to defend themselves. Not only will martial arts be able to teach you self defence but also the way to think about defending oneself. Doing martial arts also gives you the reflexes and the confidence to fight back whenever you're in a pinch.

SELF-CONFIDENCE

As one becomes a better fighter, one's self-confidence literally boosts. You will gain self-assurance and confidence not only in the dojo you practice but also in the outside world.

DISCIPLINE

In any martial art, its mantra is always "practice makes perfect". Drills, punches, and kicks are constantly being done in repetition with the emphasis on details and rhythm. Even when sparring, discipline and respect is still observed as there are still rules and protocols to follow.

EXERCISE

Let's say you practice two hours a day. Within those two hours are warm-ups, practicing and even sparring. The warm ups and practices comprise the bulk of the time and the workout you get will not only contribute to the development of your muscles but will also build stronger Cardio-vascular systems. Even in the most active team sports like Basketball, Soccer or Volleyball, you still don't get much of the workout like you do in martial arts. This is because you don't necessarily play the whole game and even if you do, there are still breaks.

**What are the styles of kung-fu?**

Because of its diversity, it is impossible to describe and list down each and every style of Chinese wushu. Therefore only the most representative and influential schools are dealt with. To describe them one by one would be very tedious but for information's sake, here are most the popular Kung-fu styles:

| | | |
|--|--|--|
| Shaolin Quan (Shaolin Chuan) | Chang Quan (Long-style Chuan) | Tai Chi Quan (Shadow Chuan) |
| Fanzi Quan (Tumbling Chuan) | Cha Quan (Boxing Chuan) | Xingyi Quan (Form and Meaning Chuan) |
| Bagua Zhang (Eight-diagram Palm) | Pigua Quan (Axe-hitch Chuan) | Baji Quan (Eight Extremes Chuan) |
| Liuhe Quan (Six-combinations Chuan) | Hua Quan (China-style Chuan) | Sanhuang Paochui (Three-emperor Cannon Chuan) |
| Nan Quan (Southern-style Chuan) | Tongbei Quan (Back-through Chuan) | Xiangxing Quan (Animal-imitating Chuan) |
| Chuojiao (Feet Poking Chuan) | Tantui (Leg Flicking Chuan) | Hong Quan (Hong-clan Chuan) |
| Yuejia Quan (Yue-family Chuan) | Zui Quan (Drunkard Chuan) | Yingzhao (Eagle Claw Chuan) |
| Tanglang Quan (Mantis Chuan) | Ditang Quan (Ground Tumbling Chuan) | He Quan (Crane Chuan) |
| Yongchun Quan (Ode to Spring Chuan) | Luohan Quan (Arhat Chuan) | Yi Quan (Mentality Chuan) |
| Hua Quan (Flower-style Chuan) | Lanshou Men (Blocking-hand Chuan) | Ziran Men (Nature Chuan) |
| Chanjia Quan (Chang-family Chuan) | Mian Quan (Continuous Chuan) | Duan Quan (Short-range Chuan) |

Kung Fu in Media

Although the practice of kung-fu is mainly for self-defence and exercise, it has also become an element of today's media. More and more films, TV shows, video games and other forms of media are using kung-fu as a medium of entertainment. Ever since Bruce Lee's *Enter the Dragon* became an immense hit in 1973, the martial arts fever spread worldwide. Children are now trying to imitate Bruce Lee's moves and because of that a lot of them decided to practice martial arts. A key role of martial arts in media is that it inspires people to see why martial arts is worth learning and thus, encourages more and more people to practice it. Some other popular media that use martial arts are *The Karate Kid*, the *Dragonball Series*, and video games like *Mortal Kombat*.

Kung Fu and the Environment

Some sports like basketball, football or golf require a huge area of space and other fancy equipments in order to play. Kung fu, however, has a good environmental effect because it doesn't need much equipment to perform. You don't need a court, a wide field or a fancy golf course- only empty space enough for you to perform your stances and moves.

Kung-fu is and will always be a part of the Chinese culture. It has various styles, rankings and usefulness. It teaches the martial artist self-defence, confidence, and discipline- important life values and skills deeply imbedded in the Chinese way of life which aren't taught in other sports. Finally, it helps you exercise. By practicing kung-fu, you develop your muscles and build a stronger cardiovascular system. Plus, it has a good environmental effect in that it doesn't really take up much space. Now that you know more about the subject, it is then up to you to decide whether or not to practice kung-fu. But whatever your decision is, what is important is that you learn to appreciate the beauty of Chinese martial arts, and its part in our culture. You have to admit, those martial arts moves rock. ☺

Turning green into business

Written by Maria Gana

Really, who would've guessed that the bottle cap of your favorite thirst-quenching Coca-Cola soda would make a big fashion statement? Go check out bazaars and see how our young and talented entrepreneurs turn old soda can tabs, bottle caps, safety pins, dice, dominoes, poker chips, mini figurines, and Lego, Scrabble, and Boggle pieces into very stylish and in-demand accessories. Not only is it a very creative and smart low-cost business, it is also very "green-minded."

If your old toys when you were 5 years old are rotting in the attic, if your flared and baggy elephant jeans are suffocating in the innermost parts of your closets, or if absolutely anything in your house serves no use for you anymore, I suggest that you save them from their loneliness and misery. It's time to bring them back to the life they deserve by recreating them to something new and useful! It's called recycling and it is what our fragile earth needs from you right now. Believe me, it will bring you tons of fun!

Here are some drab to fab ideas:

ONE.

Empty tin cans can be used as very attractive storage holders by sanitizing them well and decorating them with gift wrappers, fabric, ribbons, glitters, sequins and the like. Put some life on your workplace with these glam cans; and your desk won't be able to thank you enough for eating that can of corned beef!

TWO

When your jeans become out of style, cut them up and they can make great looking shorts. Turning them into shorts isn't the only option, as you can turn your jeans into rugs, purses, headbands, or even use them, with some slight changes as a fun and fresh cover to your notebooks. Basic sewing skills will do, but definitely creativity is the main key.

Just like jeans, you can cut up old shirts to make them more useful. You can cut them into tube tops, tank tops, halter tops, off-shoulder tops and cropped tops with just a few snips with your scissors. You can even combine two tank tops together to make a nice two-sided tote bag. You also have the option to transform your favorite graphic or printed tee into a pillow case for small pillows. There are loads of easy steps for you to follow in the internet, so check them out.

THIRD

FOUR.

Does it hurt to spend the extra 20 to 50 pesos in buying gift bags and gift wrappers? How about making them at home using newspapers and magazines instead? Just wrap your gifts normally using newspapers or magazines as the wrapper and add some color to it with recycled ribbons, markers and anything colorful that you can find. If you would like to make a gift bag, you can do that too with thick sheets of newspaper or thicker magazine pages. A few folds, creases, tape, punched holes, strings, then your gift is ready to be placed in it!

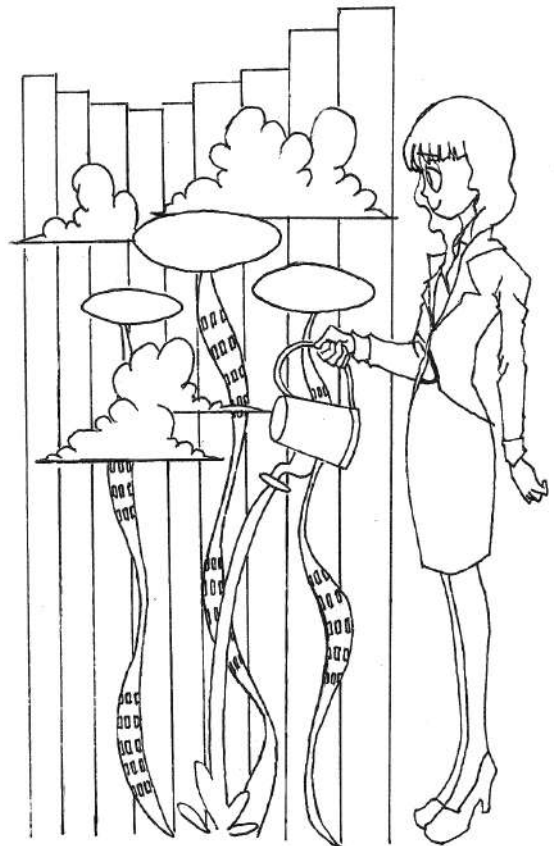
FIVE.

After each semester ends, do you find old readings clumping up in your room that remind you of the stressful classes you had? Instead of opting to throw them or to recycle them by using the clean side of the pages, why not create totally new sheets of paper with different kinds of thickness and texture? All you would basically need is a blender, and a paper making kit that you can purchase for less than 100 pesos. It's better than having to remember those thick readings that drove you crazy.

"A good tip is not to look at everything as trash, and with a little creativity, you'll be fine."



These are just a few things that you can do. There are more than a hundred ideas for you to explore on your own. A good tip is not to look at everything as trash, and with a little creativity, you'll be fine. It's a good idea to start recycling the things lying around in your house because it will somehow spare you from spending money on buying new things constantly. Other than saving, you can also start earning money by creating brilliant products to sell. Since Chinese-Filipinos are one of the most creative and business-minded people, who knows? Your product might become the next big thing. Most importantly, your little step of recycling just might go a long way in saving our beautiful environment. ☯



Art by Lesly Tan



Pedaling: it is such a big part of our lives, yet most take it for granted. We do it when we sew, drive, ride a motorcycle, exercise, as well as when we ride a bike. Actually, the image we most associate with pedaling is the bicycle, one of the first and most ubiquitous forms of transportation found today. The bicycle is also associated with another aspect of life we take for granted: the environment. The bicycle has no emissions whatsoever and is thus known to be an efficient way to get around without doing any damage to the environment. Such a mode of transport would be an optimal choice for everyone because of its flexibility, user friendliness, and health benefits.

One of the most rapidly developing nations today, China, has adopted the bicycle as one of its major modes of transportation. It is not unusual for one to see hundreds of people on bicycles mulling about on major roads in Beijing. Unusually, though it is China where our ancestors came from and we Chinese Filipinos have ended up being like everyone else in the Philippines as we have become a little too reliant on motorized transport to get around. Sure, it may be practical in this country as anyone who has tried riding their bike outside their subdivisions or got stuck up on their bike would say but this is not the problem. The problem is this: the majority of people in our country prefer the comfort and safety of riding a car to the free spirited environmental friendliness of a bicycle. One major evidence of this trend is several bicycle association's attempts to improve bicycle friendliness in Metro Manila (Groups like Padyak

and Firefly Brigade who recently lobbied for the LRTs to allow foldable bikes on board trains to be able to cut down on car usage and CO2 emissions). It is simply the majority rule that stands out here and no one dares to oppose it and the polluted air and non-bike friendly facilities for transit here in Metro Manila just aggravate the problem. In China though, the bicycle is a part of everyday life as it is used for deliveries, transportation, work, public service, as well as safety. The majority rule is also at play here that most of the Chinese simply prefer the flexibility of such a contraption.

This "bicycle" tradition started by example too. In communist China, when the people were lacking in supplies, resources, and money, officials of the government thought it wise to use the bicycle for its economy as well as handiness and easiness

to maintain. Supporting this would be a blog I saw wherein the blogger was talking about two special bicycles which he sold (authentic communist China bicycles) wherein the trademarks of the design were the lack of gears and a cardboard seat—this clearly points to the fact that during that time, easy maintenance was key. Since not many people had money then either, they simply followed what their government was doing: adapting to the times and taking advantage of what resources they had. Thus was the popularity of the bicycle ensured in China, until now as the people have grown up with this dependable machine as well as grown used to the said object.

In the Philippines however, history took a different turn: democracy and capitalism—yes, when it comes to differentiating communism with democracy, ideology plays a great role in society. With the rise of these form and ideals (bolstered by the Americans), many people became well to do early on while others simply fell into poverty (not the case in China as everyone was “equal”). One of the major criticisms of democracy when it comes to democracy is wealth disparity due to the fact that a typical democracy prioritizes a middle class rather than the marginalized. The crime rate forced the more well to do people to just simply stick to the safety of automobiles and thus the majority of the population here found it easier to use motorized transit for everything—as simplicity and safety are not valid options.

So as purveyors of both cultures, what are we to do? Could we still make our Chinese ancestors proud of us by helping the environment (and thus save the Philippines’ natural beauty) through the bicycle as they in China did as well as start adopting it into our daily lives? Well, first of all, we could start the change, each of us by simply using the bicycle for our daily local needs (within our own communities, or barangays).

By showing our close neighbors the usefulness of the bicycle, they too may be inspired to use this machine for their pursuits closer to home (rather than waste gas doing the same thing). Try advocating for bike lanes on roads, as well as proper signage so that bike riding would be safer in our country: some areas like UP and Fort Bonifacio have already taken steps to implement this “bike-friendly city” ideal. Well here’s my suggestion: it’s possible but it would not be easy to do as earlier said, the car and pollution as well as crime is still dominant in our country.

The bicycle, like us, is very Chinese, as it has become synonymous with the people and daily life of China. If there were something we as Chinoys, could do to help our transport, it would be to introduce and help propagate the Chinese ideals of economy, flexibility, as well as cleanliness through the usage of the bicycle. Economical values because it does not waste anything, flexibility because it can bring us where cars cannot and do a variety of tasks for us, and lastly cleanliness, because it does not pollute, or emit any noxious gasses. Are not economy, flexibility, and cleanliness Chinoy ideals taught to us by our parents and grandparents to observe always (or most of the time anyway) not only in our homes, but in our lives and professions as well? Yes, these ideals may not apply to all Chinoys, but in the more traditional and cultural sense this is observed to be true. The bicycle epitomizes these ideals to a very great extent and using one proves that we, as Chinese-Filipinos care for these ideals as well as for our heritage, as the Chinese in China have grown to love this ever-useful machine, just as we here in the Philippines would surely grow to love it too. We can change the environment to something we can savor, do our health a favor, and give our lives more flavor the Chinese way! ☯



ECO-TRADITIONS: *Green-ifying Our Chinese Culture*

Written by Janine Young and Alessandra Uy

In traditional Chinese culture, the color green is associated with spring and in direct relation, life and vitality. While the thought of green symbolizing plants and life on Earth is pretty much a universal symbol that has persisted since ancient times, the modern world has latched on to it and transformed the humble color and its humble meanings into a phenomenon that has changed the way people live.

A lot of people know what it means to “go green”. While some companies have been pursuing the green mission for a long time, it was only three to four years ago when the green movement finally turned mainstream. Awash with ecosacs, segregation, and “earth-friendly” products, the easy ways of dampening our carbon footprint have convinced us that we’re doing our part. But all these things are just a little part of our lives, and being content with this is ignoring the big picture.

Having Chinese backgrounds, we are all somehow affected by the many lavish traditions and cultural practices that are a part of being Chinese. Whether it is in its simplest forms (eating meals with chopsticks), or in its most extravagant displays (brilliant, multitudinous fireworks during both New Years), we Chinoys have undeniably partaken in these traditions, whether directly or not. But have we ever thought of what this is doing to our environment?

We may be unaware of the environmental travesties we are committing just by following and respecting our culture. It is difficult to



imagine giving up practices that have been followed for centuries, but what we want to show you in this article is that we do not need to totally abandon our rich Chinese tradition in order to protect Mother Earth. Instead, a reinvention is in order; to take Chinese traditions and in simple, easy tweaks transform it into something we would like to call Eco-Traditions.

Perhaps we should start with the simplest, most basic, and probably the most unassuming of Chinese practices: using disposable bamboo chopsticks. Because of its size, we tend to underestimate just how much waste these one-time-use utensils amount to. Did you know that in China, about 45 billion pairs

of chopsticks are produced every year? That's millions of trees and bamboo plants every year. That number itself is quite mind-boggling, considering there is a very simple solution to it that does not jeopardize the authentic Chinese dining experience at all.

Multi-use chopsticks or simply, chopsticks that can be washed and reused are easy eco-friendly substitutes. They essentially serve the exact same purpose as bamboo chopsticks, only of course, a lot better for the environment. When at a Chinese restaurant, request for their multi-use chopsticks instead and help them cut costs too. Dining out at fast-food style dimsum restaurants or noodle houses? No problem. Nowadays, it is quite common and pleasantly surprising as well, to see cased chopstick sets being sold around stores- even in cheap novelty shops. What is rather amusing is the variety of colors, designs and materials available for chopsticks- from cute colored stars and cartoons on plastic chopsticks for children, to floral-designed chopsticks for the ladies, and even to shiny metal or cool porcelain chopsticks for those who prefer them classy. Once these chopsticks are packed in cases, bringing them around should not be that big of a problem, considering its small size and almost unnoticeable weight.

our lungs. Other chemicals are used to produce the brilliant colors and other effects for specific fireworks and these include various heavy metals that are dangerous to humans and animals alike. Though we do not immediately see the repercussions of the chemicals we are putting in the air, when the debris settles, the heavy metals and other chemicals enter the soil and water that eventually make their way into the food that we eat.

Usually, when it comes to fireworks, the bigger the show, the better. Maybe we are too enthralled by the flashing lights to see that the bigger the show, the bigger the environmental damage as well.

While there have been talks about chemically producing fireworks less harmful to the environment, we should not be too convinced it will indeed "save the earth." What scientists suggest is simply a substitution of certain compounds and the usage of fewer amounts of chemicals to produce less smoke and decrease its toxic effects. However, the fact remains that fireworks involve multiple combustions and unnecessary exposures of dangerous chemicals into the atmosphere. Even a small effect taken exponentially would mean huge consequences for our environment, especially in a country like ours, which allows fireworks to be displayed

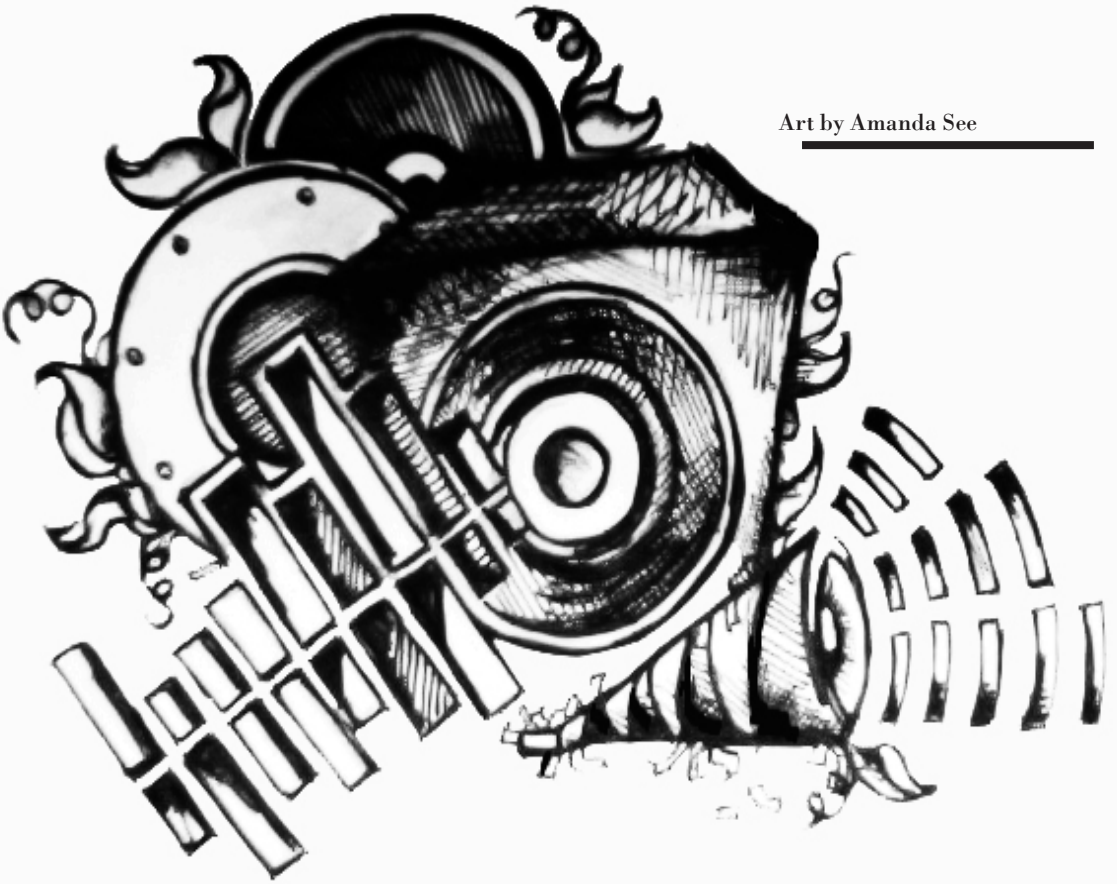
"Going green" is not something that can be applied to just some products or some parts of our lives, it is a lifestyle and that means that we have to take our whole lives into consideration.

Another of the more obvious eco-unfriendly traditions is the massive displays of fireworks that our families put on at the start of the year and at Chinese New Year. While we are admiring the beautiful effects of the fireworks, we are also, unknowingly or not, propelling many dangerous chemicals into the environment. Aside from the gunpowder and ash debris from the packaging that we all know about, fireworks also rely on a blend of coal and sulfur to fuel the explosion. The particles from this part of the firework are the black substances that clog up

almost anywhere, anytime, and by anyone.

Now that we are looking for an alternative to firecrackers, it would probably be a great idea to pinpoint the exact Chinese belief behind its practice. Being big believers in the power of luck, the Chinese have long put faith in the superstition that fireworks are able to scare evil spirits away with the deafening noise and racket it creates. But take note: it is actually the noise it makes, rather than the explosive displays of color that fulfills the belief and tradition.

Art by Amanda See



Logically speaking, as replacements for damaging fireworks, noise-creating objects and instruments can be used instead. From blowing the beloved children's toy, the colorful "torotot," or the long and loud vuvuzelas, to sharp sound of banging pots and pans, or to the hip rocking beats of a booming stereo, the "desired" noise pollution can be created at a fraction of the cost, with virtually no ecological damage.

Though if giving up fireworks altogether is too much of a leap from tradition, or if you simply cannot imagine ringing in a new year without the quintessential explosive, perhaps the power of sharing can help you in reaching a happy medium. Instead of having every house setting off their own fireworks, talking with your neighbors and organizing a group display will help not just to cut down on harmful emissions and waste, but also significantly cut down the cost of your family's new year's celebration. This way everyone involved still gets to enjoy a fabulous fireworks show, and can also rest easy knowing that they have shaved a great chunk off of the

negative impact they have on the environment.

We humans have proven ourselves to be by far, the most destructive living things on this Earth. Every day we pile more and more waste on the planet, and we are already beginning to see the consequences of our actions. If we want to save the planet that we are living on, it is going to take more than just changing some parts of how we do things. "Going green" is not something that can be applied to just some products or some parts of our lives, it is a lifestyle and that means that we have to take our whole lives into consideration. We have to figure out how each part of our lives, be it our daily life in the Ateneo, or the culture that we celebrate on those special days, affects the environment, and more importantly, what we can do about it. We have given you a few ideas on how to "green-ify" your life from a Chinese perspective, but it is up to you to figure out, "What more can I do?" ☺





The Happy Lemon Vibes

Written by Riche Lim
Photos by Shanice Garcia
Art by Jerusha Ong

BACK IN JANUARY, I was given the opportunity to cover a popular franchise fresh in the Philippine market – Happy Lemon. The atmosphere, ambiance, crowd, and the drinks all drew me towards the store and gave me a unique, innovative, and vibrant experience that I cannot get out from my head, or from my craving taste buds.

Sweet Beginnings

Happy Lemon, as the name suggests, has a smiling lemon named Lemon Boy for its mascot. It started back in 2006 in Hong Kong, and has since spread to cover 100 outlets throughout Hong Kong and China. Seeing the popularity and potential of this franchise, a group of Atenean entrepreneurs from Batch 2007 took this opportunity to bring the franchise over to the Philippines, and Happy Lemon finally arrived to the long-deprived Filipinos. After three months of dealing with the franchise, they got the brand and opened their first branch at Promenade on November 15, 2010.

“We decided to bring the brand to the Philippines because the product is innovative, and is a good alternative to coffee,” mentioned Edward Go, one of the co-partners of the Philippine franchise.

Innovation is a key factor in this franchise, a lesson that the partners learned from their time spent in the Ateneo. As a former Celadon member, Edward Go remarked how traditional the organization was back in the day, and that it was simply an organization filled with Xaverians such as himself doing traditional cultural activities. But students these days, he said, always try to look for something new, something fun and fresh. To adapt to these changing environments, aspiring entrepreneurs have to be creative.

Drinking a Burst of Sunshine

The Happy Lemon experience is exactly the creative experience that draws the crowds by the flocks. The feeling of entering the store is so unique that it begs you to simply try out each and every one of their drinks, and come back for a return trip once you have had your fill.

A simple glance at their menu would tell a lot about how unique this franchise is. Happy Lemon serves specialty beverages, meaning that they do not just serve green tea or milk tea to the customers; they offer options and choices to suit each customer's tastes. Their menu offers a wide range of bases including lemonade base, fruit bases, coffee bases, cocoa bases, and tea bases. They also offer toppings unfamiliar to the new customer – blueberries, nata de coco, kanten jelly, and the like.

The menu of Happy Lemon is able to suit a variety of tastes and sugar levels, as I experienced during my time there. Together with my photographer Shanice and my artist Pat, we each ordered drinks which suited our preferences very well. Not knowing what to order, we opted to choose the bestsellers, marked by the Lemon Boy logo on the menu.

My order, the Lemon Yogurt with Aloe, is what many would call the conservative choice. It is essentially yogurt mixed into a lemonade base and topped with aloe, a sweet-sour combination which

enables you to experience the subtle tastes of all the ingredients. Its light, sweet taste was simply a perfect fit for me.

Both Shanice and Pat were feeling the need for a sugar rush and so ordered the Milk Tea with Oreo Cookies and Cream. I found it both intimidating and humorous that the cashier punched in the label “100% Sugar” on their receipts, something which also garnered nervous twitches from them. The order was presented in what I could best describe as a very creamy milk tea with chunks of Oreo. It tastes even better than it sounds, as the slightly bitter taste of tea blends perfectly with the sweetness of the Oreo chunks, and the milk together with the cream takes the customer to a dairy paradise. Their large grins say it all.

Seeing how haggard I was from a long day in the university, Edward offered me a unique drink – Lemon Peppermint with Nata de Coco. The appearance of the drink made me raise a lot of questions, as I had never seen a drink quite similar to it. It appeared to be green lemonade but with a brighter green hue, and the translucent toppings were simply blended into the drink. Each sip, for the lack of any better adjective, was like drinking creativity.

It tasted so refreshing and new that I could not find any proper combination of taste descriptions, and most customers do say that about their drinks.

The Happy Lemon experience is exactly the creative experience that draws the crowds by the flocks.

Among all those great drinks, I was introduced to the best-seller of the store, the one that draws in lines of customers craving for a sip of it – Rock Salt Cheese. It might sound like an unusual choice for a beverage, but the number of orders for this specialty beverage does not lie. At the base of the drink is your preference of cocoa, coffee, or green tea; and at the topmost layer is a scrumptious, moist, and frothy cheesecake taste.

I was told the proper way of drinking this beverage is a ritual that allows you to fully relish it in all its deliciousness. The drink is served without a straw, nor a stirrer, because you must drink directly from the cup. Only then can you taste the perfect mixture of the froth and base each and every time.



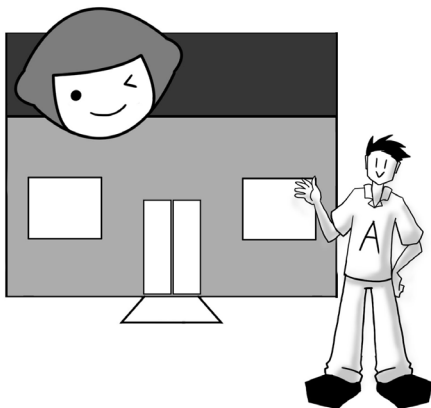
The author interviewing partner Edward Go

Keeping Up the Energy

Happy Lemon may have established its foothold in Promenade with its fun and hip image, but it is the sound goals of these entrepreneurs who have brought the franchise over to the Philippines which will help maintain the positive, youthful Happy Lemon experience the customers keep coming back for.

The franchise strives to maintain its high quality in terms of preparation, ingredients, and service time. Ingredients are all natural, and prepared skillfully by staff that have undergone intense training to assure the quality of the preparation. Service is fast in the store,

WELCOME!



To maintain the experience that the customers feel each time they visit, the franchise also strives for consistency. Each drink must be consistent in terms of mouth feel, texture, sweetness level, and freshness to assure that the customers are getting the perfect taste with every order.

In terms of target market, Happy Lemon is targeting teens, yuppies and young adults. But after observing the customers at the store, I did not only see college or high school students, but also working adults. You do not need to be of a young age to enjoy the Happy Lemon experience, because the store is envisioned for all the happy, outrageous, fun-loving, and adventurous types out there.

More than simply another beverage store, Happy Lemon attracts their market well because of the wonderful ambiance created by the yellow vibrant walls and the modern-styled chairs. Many Filipinos love to lounge around in cafés and socialize with peers, and this trend was readily observed by the partners of the store. Clients do not just enter, order a drink, and leave; they order a drink, pick a chair, and relax. The store readily adapts to this trend, because beyond its drinks, the energetic feeling the store emits reminds you of the refreshing, fun side to life.

Spreading the Happy Lemon Craze

I can only describe the experience so much in words and pictures; only your taste buds can tell you the rest. But the partners also understand that Promenade may be too far and inaccessible for it to be a regular hang-out spot for some crowds, and they are making expansion plans to address this. Its price point makes it a good choice for college students,

with the large drinks costing only around P100 at most.

For those who are already craving for a sip, this Happy Lemon craze may be spreading to an area near you. Happy Lemon plans to open a branch in Eastwood City sometime during March this year, and to follow are branches in Robinson's Place Ermita and Katipunan Avenue.

Brightening with an Extra Smile

I was told by Edward that the cute image of Lemon Boy is what causes all the girls to flock to the store, which effectively draws in the gentlemen as well. But Happy Lemon has another so-called ace in its sleeve that allows it to multiply its customers.

Not many people know that Ateneo's very own Chris Tiu is also an owner of this store, and he frequents the store whenever he has the time. Unfortunate as I was to not be able to see him during my visit, Edward mentions that Chris visits around twice a week when he is free, and would even serve the drinks to his customers. The result is a multiplication of Happy Lemon's customers for that period of time.

The store is envisioned for all the happy, outrageous, fun-loving, and adventurous types out there.

Innovation and Mission

What Chris embodies in his service to his customers is the path that Happy Lemon takes towards the success-building of its brand image. Edward mentions that entertaining customers is a key concept, and entrepreneurs do not just sell their products, but they also interact with their customers.

Anton Diaz of Our Awesome Planet calls it "The Starbucks of Milk Tea", but Happy Lemon represents something more than a specialty beverage store. It is a symbol of youth, creativity, innovation, and entrepreneurship. It is a message, an inspirational standpoint that encourages us to grab opportunities when they are presented to us, as these young owners of Happy Lemon have done.

Age is but a number, and youth is a universal feeling. Edward Go sums this up in one statement: "You just have to feel young, and you can do anything." ☺



Written by Karen Tan & Patricia Tan
Photos by Samantha Lim | Art by Karen Fuentes

UNRAVELING THE MYSTERY BEHIND CHINESE SOUPS

Have you ever wondered what you're actually taking in whenever you drink Chinese herbal soups? Whether you've ordered them from restaurants or if your grandmother forced these upon you, you've definitely noticed their differences from the offerings being served in western cuisines. You may be a believer of the positive effects of these herbs, or you may be on the opposite end; but it wouldn't hurt to be familiar with what you're eating.



Ginseng

Also known as the “King of Herbs,” Ginseng, particularly the root, is a valuable ingredient that is made into tea, candies, wine and soup. Its types include White, Red, American and Korean Ginseng, and are usually mixed with chicken meat. Although quite a famous ingredient, Ginseng itself is not eaten, but chewed. It is believed to help restore energy and to help organs like the liver and lungs be in good condition. Certain findings from studies state that it has the potential to alleviate medical conditions such as cancer.



Bak kut teh

The name of the soup is literally translated as “meat bone tea”. Usually served with rice or noodles, this soup is a favorite in countries like Malaysia, Singapore, China and Taiwan. Its broth is a mix of pork ribs and herbs like dang gui*, cinnamon, fennel seeds and garlic.

There are numerous variations to this soup. The most common one is the Teochew style, in which more pepper is added, and the broth is made lighter. Another saltier type is made by adding more soy sauce. For those who are more conscious about their health, chicken is used instead of pork. In this case, the soup is called chik kut teh.

* Dang gui, or the Chinese angelica root, plays a vital role in women’s health. It is said that it nourishes the female reproductive organs and alleviates period pains. It has a woody aroma and adds strong flavors to food when cooked.



Sibut

This is one of the most famous herbal soup concoctions. Most would agree that it tastes good, noting its unique flavor. It isn’t exactly sweet, salty, sour or bitter. It’s what most would call an “acquired taste”. Sibut can be cooked together with chicken, beef or more popularly, duck. Four to five kinds of herbs comprise this soup.

It is made of Dang Gui, just like Bak Kut Teh. It also contains brown mushroom-looking herbs, called Chuan Xiong. This improves the circulation of blood and alleviates headaches.

Another component is Bai Shao or the “Peony Alba”, which is also good for the blood. This also helps prevent miscarriages and stops bleeding. The black raisin-like herb called Shu Di or the Chinese Foxglove is part of the recipe too. This is used to treat palpitations, insomnia, excessive bleeding, night sweating, dizziness and irregular menstruation. Sometimes, Gou Ji Zi or the Goji Berries, which look like red raisins, are added. These improve one’s eyesight. Drinking a hot bowl of Sibut invigorates the blood and restores energy to strengthen the immune system.

These are only a few of the famous healthy soups which give a new definition to Chinese herbs. They are not just the bitter, unidentifiable objects found in those drugstores along Ongpin street. Infusing them with the right combination of meat and seasonings in boiling water will definitely create a flavorful masterpiece that both satisfies the palette and strengthens the body. ☯





The Tao of Cooking

A glimpse into the benefits of food in health,
according to Traditional Chinese Medicine

Written by Margaret Kawsek

Art by Krista Uybarreta

CHINESE COOKING HAS developed quite a reputation for itself over the years for being a fall-back cuisine to anyone who doesn't really know what to eat for that day. Perhaps this is why Chinese restaurants are everywhere, always teeming with activity, boasting of red walls and exotic lanterns and plates heaped full of hot, simmering food. Chinese restaurants in Metro Manila are even becoming a sort of fashion trend right now, with establishments such as Crystal Jade and Lugang popping up like bamboo. Dishes like sweet and sour pork, yang chow fried rice and the treasured xiao long bao are almost always served in such establishments, making it seem like, to the customers, that Chinese food is all richness and pomp; loads of fat, oil, and MSG.

But often, Chinese restaurants only offer a fraction of the whole of Chinese cuisine: the coastal fraction, the dishes found along the coasts of China, such as Shanghai, that managed to transition into commercial dishes through trade and globalization. Chinese cuisine is as diverse as China is-- ethnic groups in the north have more full-bodied, spicier dishes due to the climate and livestock available, and groups in other parts have lighter tastes, depending on the features of the land. Two people living in different parts of China may not eat the same dishes, but they do pay the same attention to food in the context of the season, the climate, and their own bodies. The biggest common factor, then, of Chinese cooking is

the connection of food to health, the use of food to prevent disease and keep the body balanced, given the physical and environmental state of the person.

Eating Chinese food doesn't normally bring up issues of health, of balance or of philosophy. In fact Chinese food isn't usually associated with health, period. But then again, who ever thinks of one's health when faced with a steaming basket of xiao long bao?

Food and Philosophy: The Basics

Food and cooking in China have long been closely related to medicine as preventive measure. Compared

to western medicine, which identifies an external source of sickness and attempts to remove said source, Traditional Chinese Medicine (TCM) would identify the root of the problem through a person's lifestyle, including the foods that affect the various parts of the body, and prescribe in a holistic manner. The physician would identify herbs and minerals that

"We use food medicinally. Not just to feed us, but also to keep us healthy."

would best benefit the "weaker", affected parts, and have the patient incorporate the appropriate remedy to his diet. Hence, the development of cooking in China was practical more than it was cultural-- there was always a need to use the kitchen in preparing food that would best benefit a person during a certain period of time.

Preparing food with the use of medicinal herbs, such as ginger, ginseng and scallions (ingredients very much familiar to us, though not necessarily in the same way) was common. "We use food medicinally." says Francisco Navarro, a practitioner and teacher of TCM in Ateneo. "Not just to feed us, but also to keep us healthy." Chinese herbalists would argue that the secret to health was found in nature, that is, to live in the way that nature intended us to live, and to eat in the way that nature intended us to eat. Food in itself has beneficial properties. It is the way that

we balance these properties, versus the bad effects of other properties that keep us from getting sick. This balance, sometimes known as yin and yang, is the root of TCM.

Yin and yang is a familiar concept to anyone who's ever taken a glimpse at Chinese culture. It gets deeper as one studies it. Yin and yang is, according to Navarro, a "Reflection of the harmony of the cosmos". It is about forces that keep the balance by complementing and consuming each other, elements that both destroy and replenish each other. Westerners could simplify it into the phrase "Everything in moderation", though this in itself cannot encompass the fullness of the teachings. Yin and yang is a basic concept in Taoism-- one of the major philosophies in China-- and is based on the harmonies that can be found in nature. When applied to health and the human body, one can identify the yins and yangs that must be kept in balance. "The yin heart is functionally linked with the yang small intestine; yin liver is paired with yang gallbladder; yin kidneys are coupled with yang bladder; and so forth." Likewise, foods can be categorized into their own yin and yang properties.

Balance

The earlier generation of Chinese-Filipinos could be heard telling the current generation that a certain food is diet (hot) or tsin (cold). This doesn't pertain

Some herbs and spices and their functions

| Herb/ Spice | Energy | Taste | Benefits |
|---------------|-----------|---------------|---|
| Aloe Vera | Very Cold | Very Bitter | Good for constipation and regulating blood pressure |
| Black Pepper | Hot | Pungent | Good for food poisoning and sinus congestion |
| Chrysanthemum | Cool | Sweet, Bitter | Relieves headaches, dizziness, and improves vision |
| Garlic | Warm | Pungent | Helps with nosebleeds, colds and flu; also helps swelling and tumors |
| Ginger | Warm | Pungent | Good for nausea and vomiting; motion sickness; colds with chills and high cholesterol |
| Mint | Cool | Pungent | Relieves indigestion; dismenorrhea; headaches and cough |

to the temperature of the food, but rather the nature of it and its effects. Yang foods are categorized as hot or warm, and yin as cold or cool, depending on the intensity of the food's effect. These hot or cold properties bring the body to a certain direction. In summer, for example, chrysanthemum tea is sold at a great rate due to its cooling properties. Heavier teas, like oolong, are popular in colder seasons. Foods that have neither hot or cold effects are categorized as neutral. TCM practitioners use these properties in food to regulate the health of a person, hence it is constantly seasonal. The diet of a person should constantly be regulated to suit his state.

Likewise, taste should be taken into account. There are five flavors in Chinese cooking tradition: bitter, sweet, pungent, salty and sour, which correspond to the five elemental energies in Chinese tradition: fire, earth, metal, water and wood. These are more than hocus-pocus ideas; "The Five Elemental Energies combine and recombine in innumerable ways to produce manifest existence. All things contain all Five Elemental Energies in various proportions." This means that every living being consists of these five energies, including humans. If we were made of

There are five flavors in Chinese cooking tradition: bitter, sweet, pungent, salty and sour, which correspond to the five elemental energies in Chinese tradition: fire, earth, metal, water and wood.

these energies, then we must always balance them to stay healthy. TCM addresses this by recommending certain dosages of each flavor. If one eats too much sweet, sour and salty in the first quarter of life, for example, then for the latter part one must eat a large dose of bitter and pungent.

Putting Theory into Practice

There are many ways through which cooking, then, can benefit us in terms of health. Cooking is essentially chemistry, so the ways through which the ingredients are cooked also affects the rewards of the dish. One of the most well-known formed of incorporating minerals into food is through liquor infusion: letting an herb, bone or root, steep in liquor. This allows the minerals of the food to be

Ginger, scallion and brown rice porridge

serves 4-6

Good for colds and flu.

5 grams ginger (dried or fresh)

White portion of 6 fresh scallions

1 1/2 cup brown rice

roughly 8 cups chicken broth

Wash and rinse the rice, ginger and scallions and soak them in the chicken broth for 2 hours or overnight. Pour mixture into a nonaluminum pot and bring to a boil. Lower heat and simmer for 1 hour until the grain is thoroughly cooked and the fluid begins to thicken.

For salty porridge: Per individual bowl: add 1/2 teaspoon sea salt and 1 teaspoon dark sesame oil. Mix well. Add egg yolk if desired.

absorbed into the liquor. It can then be consumed and absorbed more quickly through the body due to the absorption properties of alcohol. Another simple way is to cook lugaw, or porridge, with the inclusion of the herbs. This is a tasty way of incorporating the herbs into one's diet, and can be eaten as a meal, or as a snack.

Most TCM practitioners do it in their own kitchens-- and not everyone in China, or everyone Chinese, practices it anymore. These days, most people would eat what they want and consult western medicine for a cure in times of sickness. Taste and pleasure has replaced health and prevention. Chinese restaurants are known for using a lot of oil in their cooking, something that was born out of a need to commercialize. Some Chinese restaurants have TCM practitioners that make suggestions as to what dish would most suit the customer, but these restaurants are fast becoming a novelty. There are also restaurants that list down the benefits of the dish, but the decisions of the customers are, on the most

part, unsupervised.

Food is, and always will be, linked to health. Too little of it is bad, and too much is equally as bad. Too much of the same type of food won't be beneficial to the body either. So perhaps the Chinese do have it right in linking food to medicine—both as curative and preventive, somehow folding nature and science into something edible, and tasty besides. It is all a matter of common sense, with the ultimate goal of balance. These days we rely on people to tell us when we're healthy and unhealthy, and what to eat and not to eat, so much that we forget that the ultimate responsibility of our health falls on us. The way we live, the way we move, and yes—the things and ways we cook, all melt into ourselves. Something to think about the next time you order another bowl of wonton noodle soup. ☯

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Celelections 10-11

2011 Celadon Executive Board Elections

Photo by Shanelle Tan
Written by Charles Chua

Throughout their yearly tenure, the Celadon Executive Board has striven to culture and form leaders with a passion for excellence and a will to serve. Alongside these efforts comes a call to these aspiring individuals, an invitation to take what they have learned through the organization and return the favor, strengthening the very pillars that once supported them and making Celadon an even better avenue for leadership in years to come. With the passing of another academic year, the opportunity has arrived once again for new blood to carry the organizational torch and build upon what the previous Executive Board has worked hard to accomplish.

On January 28, 2011, Celadon held its annual Miting de Avance in order to provide a channel for its aspiring Executive Board candidates to express their views and platforms. Among the attendees were not only existing members, managers and Executive Board members who wish to ascertain who to vote for, but also previous Executive Board members, only serving to prove that the passion of leadership extends far beyond the call of duty. Among the bevy of previous officers who showed up for the event at SEC Lecture Hall C, the most notable attendee was 2009-2010 president Honey Lynne Sy, who

graced the event with her presence in order to critique the goals and platforms of the candidates.

The elections proper was held at the Zen Garden from January 31 through February 4, 2011, launched in parallel with Celadon Week, a weeklong celebration of Chinese culture and tradition coinciding with Chinese New Year.

Welcoming the joyous entry of the year of the Metal Rabbit, Celadon welcomes its incoming Executive Board for the academic year 2011-2012! 🐰

CELADON EXECUTIVE BOARD 2011-2012

PRESIDENT: CHARMAINE SY

EXECUTIVE VICE PRESIDENT: CHERRY ALBANO

CHIEF FINANCE OFFICER: ANGELLI DYKIMCHING

VICE PRESIDENT FOR HUMAN RESOURCES: ERICK CHUA

ASSOCIATE VICE PRESIDENT FOR HUMAN RESOURCES: MAZIE LIM

VICE PRESIDENT FOR EXTERNAL AFFAIRS: RON LIM

ASSOCIATE VICE PRESIDENT FOR EXTERNAL AFFAIRS: JANELLE TIU

VICE PRESIDENT FOR CULTURAL AFFAIRS: DEMI CHONG

ASSOCIATE VICE PRESIDENT FOR CULTURAL AFFAIRS: BEATRICE UY

VICE PRESIDENT FOR CORPORATE RELATIONS: JOAN SY

ASSOCIATE VICE PRESIDENT FOR CORPORATE RELATIONS: GERMAINE TENG

VICE PRESIDENT FOR COMM&PUB: HART ANG

ASSOCIATE VICE PRESIDENT FOR COMM&PUB: RICHELIM

Last January 24, 2011, members of Celadon flocked to the 2nd General Assembly at the OSCI Hall to get a preview of the upcoming activities and projects of the organization, to play games and to win several prizes.

AN AFTERNOON OF AWESOMENESS: CELADON'S 2ND GA

Written by Hart Ang; Photo by Gerard Lim

Deriving its theme from the popular animated film “Kung Fu Panda”, the project aims to make members aware of the activities that have passed or are currently ongoing in Celadon. “The 2nd General Assembly aims to provide a summary of the past projects and events Celadon has had,” explains one of the team members of the organizing team, “it also provides a preview for the members of what would be in store for them in the next semester, at the same time, encouraging them to participate and be part of the team, too.” Various activities were previewed during the GA, which included the Rose Sale, a writing workshop, Swaps and SALAD – Celadon’s T-Shirt and Lanyard designing contest.

It wasn’t a watch-and-listen affair for the entire event. Games were also played and prizes, ranging from snacks to Mary Grace gift certificates, were given out to lucky winners of a raffle. Audren Wong, one of the managers for the project, explains the games played. “It’s basically patterned after ‘A Minute to Win It’”. Albert [Ong Lopez, another manager] came up with the idea and picked the specific games we used, which included “Junk in the Trunk”, which involved ping pong balls, a game where you have to blow a

feather into the air and one with straws and nips.”

The team members agreed that the 2nd GA was not only informative and successful, but it was also a fun and meaningful activity that is open for growth. “I can’t really say for everyone, but I think it was pretty lively”, Audren says as he explains his experience working with the 2nd GA team, “People seemed to enjoy the prizes, the games, and the theme stuck. It could be said [that it was] quite successful although improvements could still be made for next year.” One of the team members also explained about her experience. “I had fun! Working with them (the 2nd GA team) was the least hard[est] thing in the world. From planning to conceptualizing and finally carrying out the event– it was definitely a great learning experience!”

The 2nd General Assembly of Celadon was co-presented with Pharex. Team members of the 2nd GA team include Audren Wong, Albert Ong Lopez, Mazie Lim, Haydn Tan, Jon Sia, Lester Sy (VP for Human Resources) and Aileen Ang (AVP for Human Resources). ☺



Fifth time's the charm!

celebrating the 5th spring film festival

Written by Riche Lim

On January 26, 2011, the Ricardo Leong Center for Chinese Studies in partnership with Confucius Institute and Credit Suisse and with the cooperation of Shangri-La Plaza and Ateneo Celadon hosted the annual Spring Film Festival at the Grand Atrium of the Shangri-La Plaza Mall. The movies that were screened at the Shang Cineplex 4 were *Mulan*, *Forever Enthralled*, *The Grand River*, and *The Queen of Cooking*.

It was definitely a night of festivities as the event was attended by a large number of distinguished guests who participated in the program of the gala night. This consisted of the welcome remarks delivered by Dra. Leong and Fr. Ben Nebres, a special message from His Excellency Ambassador Liu Jianchao, and finally closing remarks from Dr. Ellen Pallanca. Other notable guests included Mr. Wilson Lee Flores, the founder of Ateneo Celadon. After the program, the Cineplex 4 was

almost completely filled by guests as they watched an invitational screening of Jingle Ma's *Mulan*.

The event was described by the executives of Shangri-La as "well-organized", and as Mr. Sidney Bata, the director of the Ricardo Leong Center for Chinese studies described, there were too many well-dressed Celadon members that it discouraged gate-crashers from entering. He also described this year's event as the one with the most Celadon members attending so far.

Mr. Bata also said that the tickets for every screening were almost always sold out, this in part due to the amount of visibility that the event got following its opening night. Celadon booked ChinoyTV for the opening night, and the event was presented on Cityscape (ANC Channel) and Jojo A. All The Way (TV5). Apart from this, the event was also promoted in the Ateneo de Manila University website, Philippine Star, Philippine Daily Inquirer, Manila Times, Net25, as well as various blogs.

Ven Dionisio, the project manager of Ateneo Celadon, owes the success of the project to the changes made to this year's Spring Film Festival. "The Chinese Department was definitely more hands-on this year, being that Mr. Sidney Bata, the director of the Ricardo Leong School for Chinese Studies was the overall head of the project. There was also more exposure this year, especially in terms of the media (Net25). Overall, these changes were definitely for the better. A lot of people really came out and supported the event; the young and the old were clearly represented and this translated to a packed cinema at the end of the night."

The success of this year's event in bringing the culture of Chinese film towards the public was definitely on exhibit, and there is much optimism in the continuous success of this event in the future. ☺



Photo by Ryan Uy

Celadon Week



Bonjour!

A photo journey through Europe
Article and Photos by: Mariel Dee



During our stay with a family in Poitiers, we once ventured on a blueberry-picking trip. On our way, we walked over vast fields and under the blue sky.



I got to try a lot of bread in France!
My favorite is the pain au chocolat.

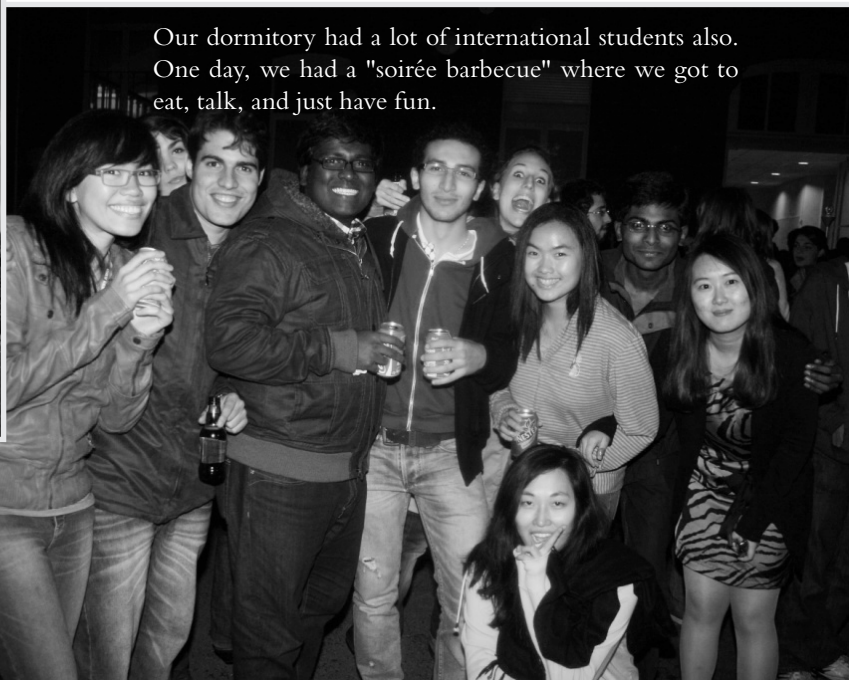


The children we met in Poitiers always played games with us and made us feel at home. Here, Charlig and Philippe are happily bothering Enzo.

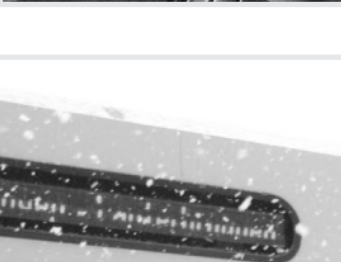
Learning to appreciate the beauty of other cultures and countries requires a keen interest and openness to new and exciting experiences, just as we learn to share with others our heritage as Chinese Filipinos. JTA (Junior Term Abroad) student and Celadonean Mariel Dee shares snapshots of her adventures in Europe.



You can't go to France without going to see the Eiffel tower! Enzo, Joyce, Tiff and I were terribly excited as we got closer and closer. We climbed the stairs until the second floor. It was exhausting, but a lot of fun.



Our dormitory had a lot of international students also. One day, we had a "soirée barbecue" where we got to eat, talk, and just have fun.

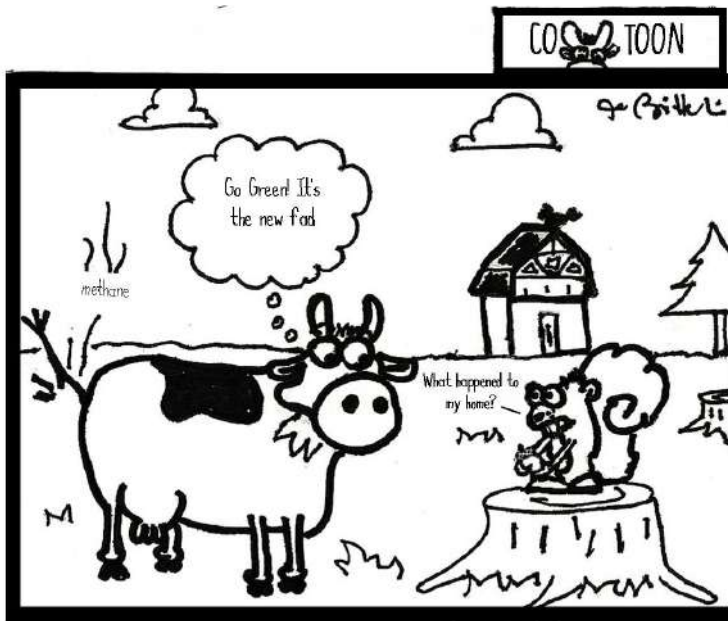


Seven layers of clothes weren't enough to protect us from -13 degrees celcius. Still, though freezing at the top of Jung Frau mountain in Interlaken, Switzerland, touching snow and finding out that snowflakes actually look like. Snowflakes was very much worth the cold.

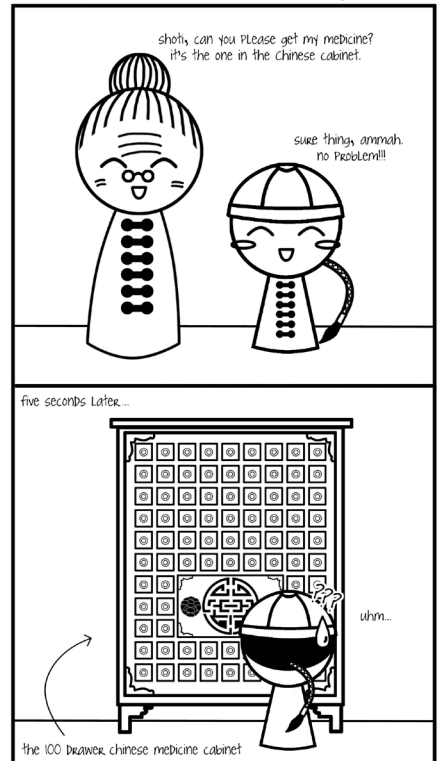


Passing by the boulangerie (bakery) usually made me hungry. The breads on display smelled and looked wonderful. ☺

FUN PAGES!



Chinese Medicine Cabinet by Hazel Tan :)



Tree Hugger Love story

by Hazel Tan :)

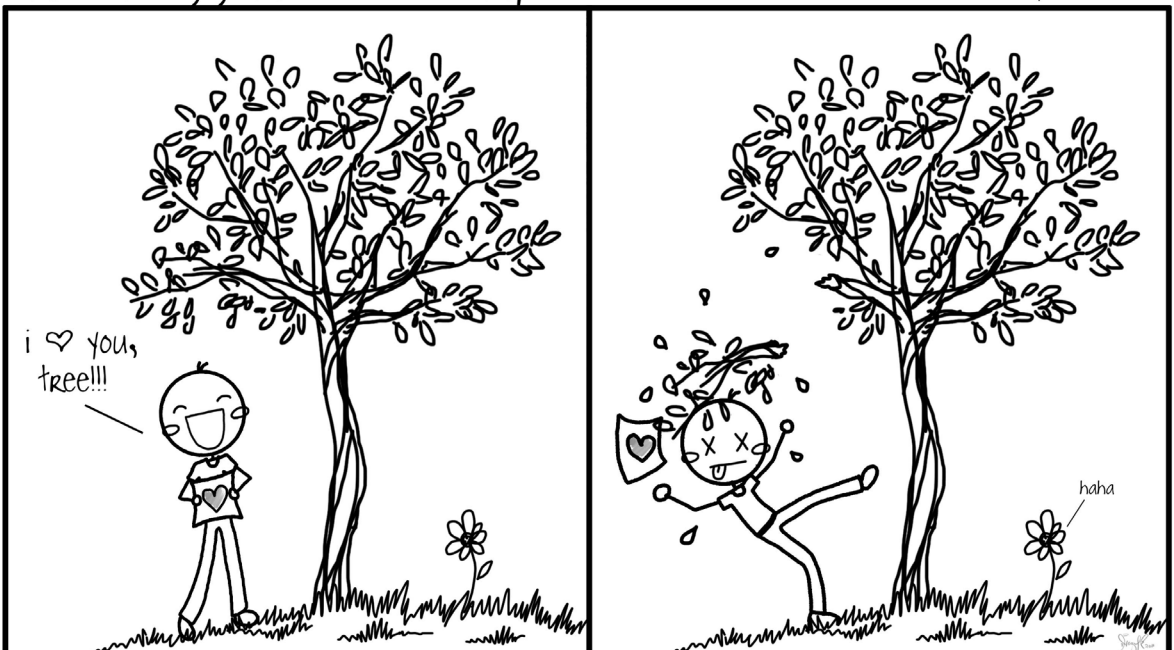
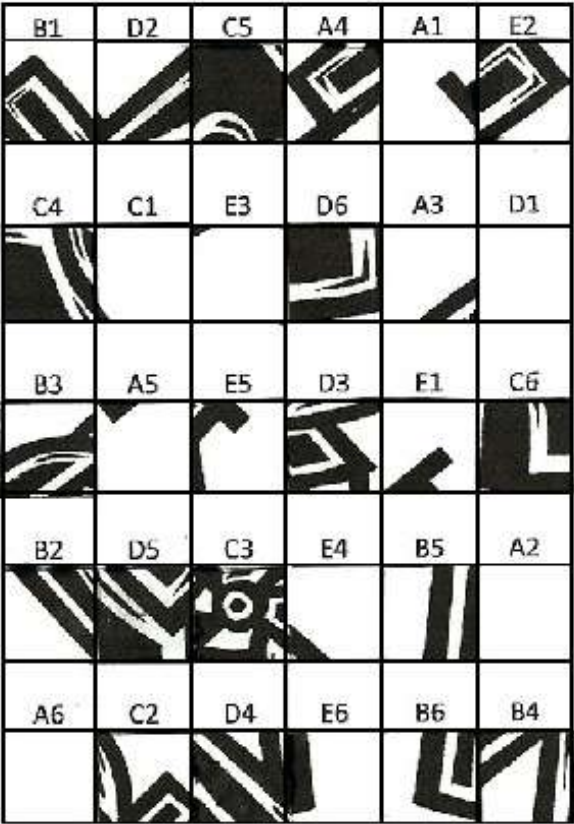


FIGURE IT OUT!

I have four wings, but cannot fly, I never
laugh and never cry; on the same spot I'm
always found, toiling away with little sound.
What am I?

Instructions: Answer the riddle by drawing! Use the letter and number code to draw the scrambled bits of the picture (left) in its corresponding box in the labeled grid (right). Good luck!



| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |