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A Community in action



When Alan Goh, Director of Admissions at Singapore Management University (SMU), first expressed the idea of producing a desk top calendar to raise funds for charity, he met with skepticism from many quarters. After all, desk top calendars seem to be an old-school, old-hat idea and are frequently distributed freely in abundance as year-end giveaways.

However, persistence won the day. The combined talents of celebrity photographer Russel Wong, the staff, students and graduates of SMU, and the Write Angles design team, resulted in an elegant, monochromatic 18-month calendar featuring SMU personalities in action. The 6,000 calendars were quickly snapped up, raising some \$50,000 for the Children's Cancer Foundation in the process. And the innovative 18-month format with its inspiring people, photos and words, has proved to be a big hit.

“I wanted to do more than just another run-of-the-mill fund-raising project,” Alan explained. “Since we have had several successful runs of our brand campaign based on our personalities, I wanted to reinforce this by revealing the soul of SMU through the faces behind the SMU brand. Each of our models engages the viewer with direct eye contact, initiating a lasting relationship. Through them, you get to know SMU a little better.”



The commitment to the project was evident all round. Russel tapped on his photographic genius with the same dedication that he gives to his celebrity clients. SMU bigwigs like Chairman Ho Kwon Ping, President Howard Hunter and several professors gave their time and charm, while students and graduates exhibited exuberance and the energising spirit that is distinctive of SMU. This was truly a collective effort by the SMU community.

“Having worked on the brand expression of SMU for five years, we have an intuitive understanding of the university's personality which is unique,” says Alvin Ee, Director of Engagement at Write Angles. “It is fitting that the calendar is called Window to Our Soul, because that is exactly what it is.”