

InDepth

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MANMORE

MODEL BEHAVIOUR

TIN MOE LWIN

MORE ART
MORE FASHION
MORE TRAVEL
MORE LIFESTYLE

TEAM

MANAGING DIRECTOR

Andreas Sigurdsson

EDITOR

Bob Percival

CONTRIBUTORS

Bob Percival
Tet Ka Tho Soe Moe Naing
Mimi Wu
Borbála Kálmán
Griffin Hotchkiss
Aimee Lawrence
Keith Lyons
Max Toomey
Zara Dang

COVER PHOTO

Gerhard Joren
www.gerhardjoren.com

PHOTOGRAPHY

The Pictureman
Gerhard Joren,
Max Toomey
Hong Sar

ART & PRODUCTION

Kyaw Kyaw Tun

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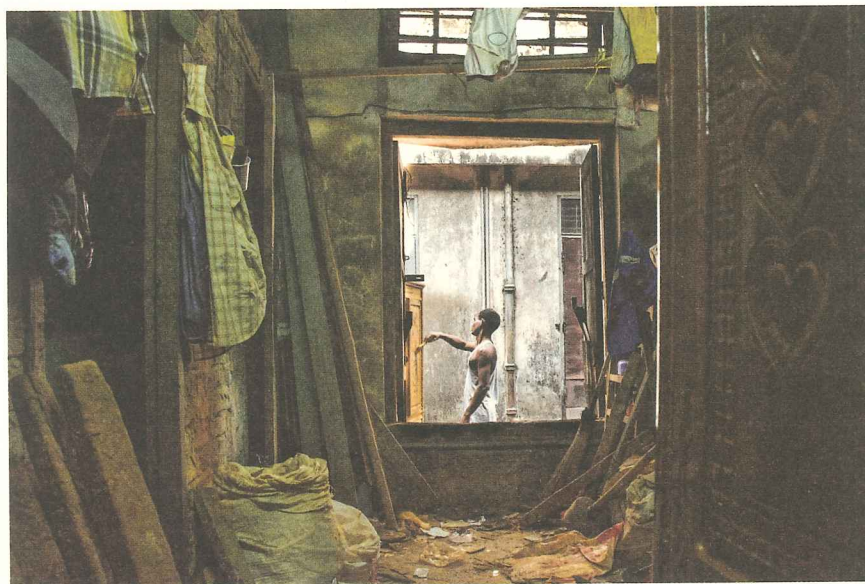
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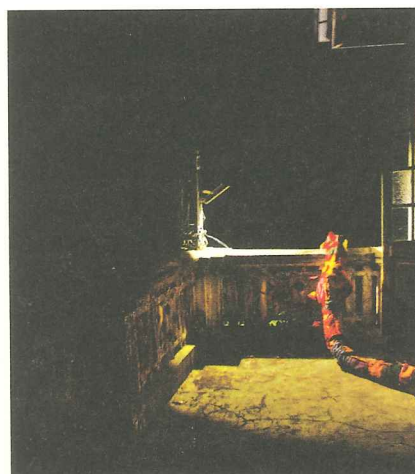
sales@myanmore.com
01. 375 680

Contact us on
indepth@myanmore.com



6 STREETS OF YANGON

14th Street - old Chinese houses, blood tonics, and nat spirits



8 ART

The Goethe-Institut makes its mark in Yangon

10 COVER STORY

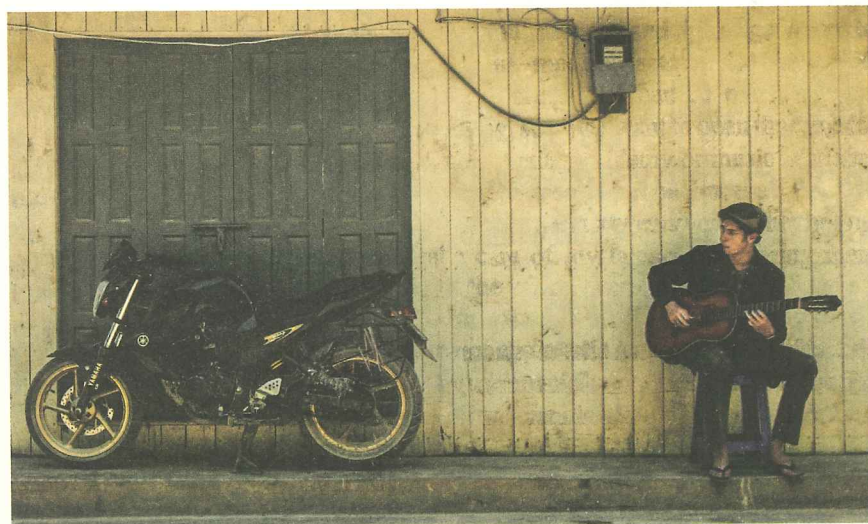
Mimi Wu chats with the Mother of Models, Tin Moe Lwin

12 TRAVEL

Keith Lyons explores the caves of Pindaya, and confronts the giant spider

14 IMPRESSIONS

Shwe U-Daung and his Burmese Sherlock Holmes, San Shar, walk the streets of Rangoon



16 ADVENTURE

Griffin Hotchkiss motorcycles through the wild back-country of Chin state

18 BUSINESS

David Madden takes on the technology revolution in Myanmar

20 CHEF'S PROFILE

Filipino chef, Davey Eek arrived in Yangon at Shwe Sa Bwe, helping Myanmar youth

22 IN FOCUS

A new photography space, Italian pizza, Sweet science, and Mediterranean bistro

24 HEALTH

The curative powers of pennywort leaf

26 HOROSCOPE

Our very own astrologer on the fortunes that lay in wake for April, 2015

ABOUT MYANMORE

MYANMORE is a registered brand under Lychee Ventures (Myanmar) Limited that manage the leading lifestyle and entertainment website www.myanmore.com. On top of InDepth, MYANMORE also provides city maps, a privilege card, a weekly guide and two quarterly guides - EnjoyIt and KnowIt. The mission is to give visitors and residents of Yangon more to enjoy and explore.

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Photo by Gerhard Joren

MODEL BEHAVIOUR

Mimi Wu interviews the Mother of Models, Tin Moe Lwin, on grace, generosity, and paying it forward.

Tin Moe Lwin's first trip abroad at age sixteen was an eye-opening vacation to fashionable, urban Hong Kong. During her month's long stay, she frequently noticed young girls and boys near her aunt and uncle's house, who looked like they were going to class. "I asked who they were, and my aunt said they were models going for their lessons. From there, I stuck the word 'model' in my mind. At that time, nobody in Myanmar knew the word model; we used 'beauty girl' or 'beauty lady'."

Tin Moe Lwin began her modeling career in local and national sports festivals by holding signposts, a job given to girls not only with pretty faces but also with grace and their wits about them.

At that time, despite Myanmar being devoid of formal model training, her family had a wealth of experience in style and an emphasis on etiquette that they had passed on. "They were not models, but they were fashion lovers and style lovers. My uncle taught me how to walk by drawing a line on the floor. I had to walk straight with a book on my head. My mother taught me how to dress smart and dress up since high school. My clothes were always pressed; my hair was tidy. My parents and aunty were very good at sewing clothes, and they created homemade designs for me. My grandmother was a professional embroiderer."

She was also introduced to body fitness and aerobics; "The very first gym instruments came from Russia, and I used them to become fit. My modeling and fitness training helped me become Miss Myanmar in 1993, Miss Myanmar Yangon in 1994, Miss Myanmar Smile in 1994...". Suffice it to say, her list of accolades is long.

Tin Moe Lwin simultaneously studied modeling and mechanical engineering. She established Tin Moe Lwin Training in 1994 while still at university but was torn on what to pursue when she graduated from the Yangon Institute of Technology in 1996. "All my friends joined as engineers in Myanmar, Singapore, and Australia. I also thought about working as an engineer, but finally decided to establish a talent agency."

In 1996, she founded Talents and Models Company, highlighting her as a pioneer in the fashion industry. She utilised her past experiences and familial importance on being well rounded, "I put 'talent' first because talent can go everywhere. Being a magician, a sports champion, a teacher, a president. All are talents. 'Model' is second; models are roles, images."

She currently represents over 100 women, men, and child models – or talents as she calls them – who follow in her footsteps of being multidimensional and being able to work in a wide spectrum of companies from construction to petroleum, cosmetics to airlines, IT companies to real estate development.

Each month, her agency trains her talents on modeling and personal grooming. In addition, the company also runs a training center. Most are university educated from diverse disciplines, seeking guidance on how to present themselves and interact with society.

I had so much support when I was starting, so now I want to open the door for others

"I have a lot of students and successful figures in the market. I was the first pioneer, so parents trust me, and they trust my family, my background education, and my image. This is why they send their daughter or son to my training center."

Indeed, Tin Moe Lwin is a poised, elegant woman, and being around her makes one want to sit up straighter. It makes sense then that at her company's core, Tin Moe Lwin teaches students, "how to conduct yourself, how to be ladies and gentlemen in society, and what is modern social behavior. We teach how to communicate with local senior leaders, how to approach VIPs, how to handle the media, and how to give respect to partners and colleagues. We teach sales staff seeking to improve their customer service, and housewives seeking beauty tips."

Tin Moe Lwin has earned her nickname Mother of Models. As the eldest cousin in her family, she takes that role seriously, mentoring her younger cousins in the arts industry. Her training centre also allows her to hone students' talents and support them with maternal care, while demanding a high moral standard that she deeply believes in herself.

"My company strongly prohibits alcohol, cigarettes, clubs, and discos. I don't have contracts with my models. We work mutually and if you want to work, come; if you don't go. Some models return to work, but I only take them back if they have a clean record. Even the smallest thing, I won't accept them."

Her zero-tolerance policy on vices is unsurprising given her company's emphasis on proper societal image, instead asking her talents to model themselves off her generous spirit. "I encourage our talent to do things that are beneficial for society, like corporate social responsibility activities, volunteering, and getting involved with NGOs. Within these past five years, I have been emphasising CSR. Every class each month, we donate at least \$500 to \$2000 to charities. The students don't need to pay anything; part of their enrollment fee goes to charity and the fee is a normal market price. I donate in front of the students, to help disabled people, those with leprosy, schools for the blind, orphanages, to HIV-positive children, and the funeral association."

Talents that embrace this image receive Tin Moe Lwin's respect and support and have gone on to become successful models, actors and actresses, vocalists, and performers. "I had so much support when I was starting, so now I want to open the door for others. I'm not an acting academy or music academy but with directors, sponsors, companies, we have been growing together over the last twenty years. They help us a lot, they take care of my talents by offering them good placements."

Additionally, many small modeling agencies and event planning companies are opening, many by Tin Moe Lwin's former students. Rather than feel cornered and competitive, she mentors them in agency management, promoting talent, being polished, and how to get good feedback from customers.

"In my twenty years of experience, I emphasised event planning for the first fifteen years. Now, I slowly back away from events because my juniors and friends can do events very well. I accept the assignment and pass it onto my friends." Such is her spirit of sharing – and recognising talent.

Now, in addition to being a successful owner and manager of a modeling agency and training centre, she also still models, MCs events, is a patron of clothing designers, hosts TV shows, and judges modeling competitions on and off air.

With such weight on talent in her company, it is little surprise that Tin Moe Lwin is highly diversified in her skills, too. She leads by doing: "It's my lifestyle as well." ■

26 HOROSCOPE

MYANMAR HOROSCOPE



Tetkatho Soe Moe Naing has a Science Degree Major in Mathematics from Yangon University. Currently, he is writing articles and horoscopes for monthly magazines and weekly journals in Myanmar.

Astrologer, philosopher, traditional medicine practitioner and author Tetkatho Soe Moe Naing looks to the celestial bodies to predict what lies ahead in arch, this month focusing on love and business.

In Myanmar astrology, star signs are determined by which day you were born. Each sign represents its own day, cardinal direction (utmost importance), planet (celestial body) and animal.

SUNDAY

Valuable Time

During this month, you don't waste valuable time. Don't neglect your health. You may be so keyed up by achievements made this month and so keen on worldly progress that you tend to exhaust your nervous energies, and to neglect your digestion.

Love – You will choose rightful lover. Your lover will be a kind-hearted person. You will really love your innocent lover more than everything in the world.

Business – You will concentrate on business trade. A great deal could be done before the end of the month to establish prosperity during the next year or two. But controversy will accompany any step made, particularly after the 10th of the month.

Lucky numbers – 2.5.8.0

Lucky colour – Green.



MONDAY

Anxiety Time

The first day of the month may bring some anxiety about a dependant or close relative. Better not take risks that could affect your own health about this time. Valuable time may be lost if you are over-energetic, or over-daring



in the first of the week.

Love – You will express true love. You will sing merry songs with your lover. You will possess beautiful lover.

Business – There is a chance of gains through new investments. Don't waste time in speculation this month. You might have a little 'luck' in the beginning but you will lose more than you gained by the end of the month. You will carry out a vital project.

Lucky numbers – 1.4.7.2

Lucky colours – Khaki & yellow.

TUESDAY

Invention time

You can help close relative. You will get faithful friend and servant. You can get new idea. Everybody will be surprised by your invention. You will travel on short trip. You will go to performance show for pleasure.

Love – You will delight in your love affair. You will be a happy good-natured lover. Your love story is simple. You will take good care of your lover.

Business – You will travel in the hope of making money. But toil as you might you can not save anything.

Lucky numbers – 3.6.9.0

Lucky colours – Red & black.



WEDNESDAY

Attention Time

You will hear good news. You will fulfill your parent's needs. You should pay attention to the elder person. You will be popular in your environment because of smart and fine clothes. You will be clean and tidy.

Love – You will love bright lover. You will get precious present from your lover. Your love story is very happy and attractive.

Business – You will work hard in business affairs. You will discover new project and new market. You will delight in business improvement.

Lucky numbers – 2.5.4

Lucky colour – Purple.



THURSDAY

Prepare Time

You will prepare for your future time. You will hide a secret personal problem. You will hear expected news. You will take good care of your health. You will exhaust easily. You should take exercise.

Love – You will arrange your marriage plan. Beginning of this month you will be sad because of lover. But at the end of the month you will be happy.

Business – You will take risk in new business projects. You will have a heavy heart. You will be astonished and miserable to find difficulty. You will pretend in business conversation.

Lucky numbers – 2.5.7

Lucky colour – Pink & red.



FRIDAY

Splendid Time

You will have interest in music and dancing. You will study in countries abroad. You can get a piece of advice from friend. You will proud of your family member's success. You will possess a splendid car.

Love – You will propose to your lover in a rush. You will have good luck in love affairs. You will travel joyfully with your lover.

Business – You have something important to sign and to say. You will find opportunity to get rightful property. You will carefully plot your business plans step by step.

Lucky number – 2.5.1

Lucky colour – Strawberry.



SATURDAY

Influence Time

You will influence your environment because of your style and smile. You will carry out your tasks for your family members. You will consume fish, meat, fresh vegetables, bean and milk to get good health. You will tour the countryside for pleasure.

Love – You will realise how and why you can approach your lover. You will tell your feeling to your lover. You will be fond of each other deeply.

Business – You have the sense to act suitably to the time and circumstance of a situation. You will comprehend business plots. You will successfully accomplish your tasks.

Lucky numbers – 3.6.0

Lucky colour – Deep golden.



Tetkatho Soe Moe Naing has practiced astrology and Burmese traditional medicine for 40 years. Contact: 095012767