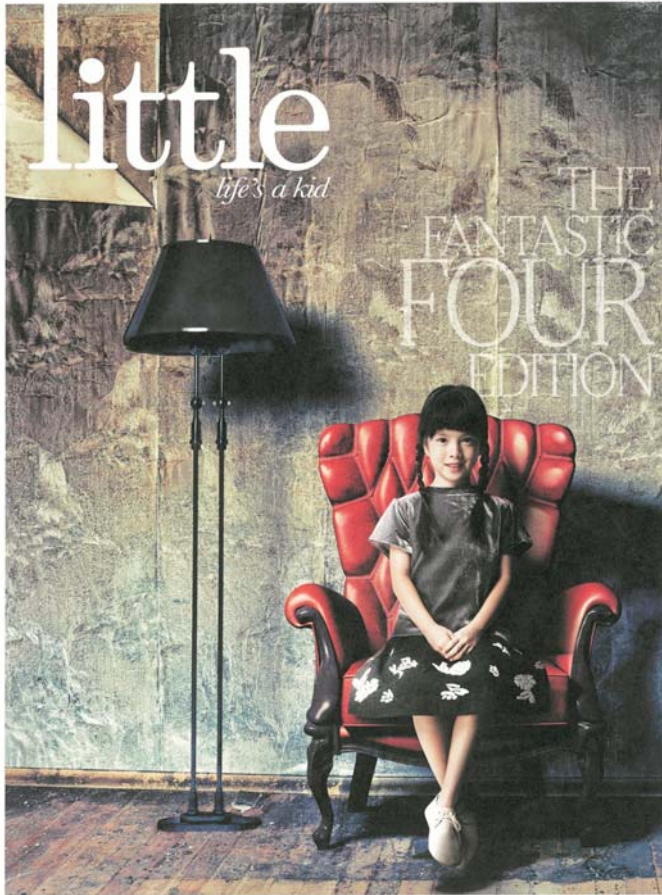


COSMOPROF MAKEUP TEAM



EXCLUSIVE 8 outstanding individuals share what makes them Singaporean EDUCATION GALORE Tips and advice from professionals on education for your children SHABBY CHIC A showcase of stylish kids' apparel with attitude



make-up and hair COSMOPROF ACADEMY

Yip Pin Xiu 25, Multiple Paralympic Gold Medalist

"I guess being competitive is in my nature. It didn't matter how good I was at that time, I just wanted to race."



K.F. Seetoh 55, Entrepreneur/Food Consultant

"My dad always operated with the utmost integrity, and I learned from his example."

What made you fall in love with food?

I fell in love with the idea of what people do with the culture of heritage street food.

What is your definition of "street food"?

Food that come with a long history. Some dishes are considered hawker recipes, brought out to the street decades ago during desperate times, just to help make ends meet. Those dishes then became iconic over the years.

As a child, how much influence did your parents have on your love for food?

They made me eat eating very often and I also enjoyed my meals. Consistent love that she cooked at home. It was always an experience for me, and one, which left a lasting impression.

Tell us a little about your childhood/upbringing.

It wasn't anything too spectacular. I attended Gerling Primary School and was a playful student. I played a lot of football. I played no music. I love a few ligaments. I studied design, art, and advertising in a local vocational institute. I enjoyed playing the guitar... my parents gave me a lot of space to grow on my own.

What does family mean to you?

A lot. It is about who you are and where you came from, and you have to always respect and preserve that tradition. As you move ahead in life, remembering your roots allows you to know, love, and why things happen the way they do.

How do you maintain relationships with your parents and family?

My dad passed away in the 70s. My mom was, and still is, a housewife and looks after us in her own unique way. She remembers what we like to do and eat, and sees that as a love to bond with us. My three older brothers and youngest sister are all professionals and entrepreneurs. When we're in town, we spend our weekends together. I play a lot with my young nephews and I love watching them grow. I don't play computer games with them, that's my rule.

What is the most important lesson your parents taught you?

Integrity and fairness. I found this watching how my late dad conducted his business. Also, they taught me to always look out for people who are less fortunate. While growing up in Gerling, I witnessed how my parents had a "shabby" poorer folk who they considered friends, and allowed whatever help they could. They often attended family and community parties with us.

How has Mukansutra grown or evolved in the last few years?

It evolved slowly and surely as we (my partner and wife Patricia) got our own cooking and a business just for the sake of commercial success. We have failed many times, but it's the thrill and idea of doing so many things that keeps us going. We came a long way from being a food geek publisher and now, as we've created some noise about the "movement" on preservation and opportunities in the heritage street food business, we can say even further ahead. We are currently ambulating along with the World Street Food Congress in a few countries and representing top world hawker by placing them in our Mukansutra Hawker Market operations, partnerships, franchises and licensing deals.

Which Asian country has the most prevalent street food culture?

It's the numbers, it's India, it's popularity. It has to say Malaysia, followed by Thailand, and then Singapore.

Do you share the same food palate as your family?

Yes, sometimes we all have this penchant for good flavours. We like to think that we inherited it from our family. Consistent dad.

What will you be busy with for the next half of the year?

We are participating in two more World Street Food Congress, we have our TV shows that are currently in the works, a couple of upcoming Mukansutra Hawker Markets, plus a few community and training projects. We are also in talks with regional governments to start creating an infrastructure to facilitate the growth of street food, its culture and keep its heritage alive.

If there were any improvements to be made, what would you change about Singapore's local street food scene?

People should seriously consider adopting real measures to ensure its continuity.

What is your favourite local hawker food and dessert at the moment?

Red shoe cream and Ah Hailing Peanut Soup.

What do you love most about what you do?

I'm excited to be working any day of the week because I'm doing what I love. I wake up each morning wondering what exciting opportunities await me. Because our business deals with concepts and ideas that enable a big field of possibilities, I'm driven to take on awesome challenges while pursuing my interests and passions.

