

WHAT? MAGAZINE

Issue No. 1





Anna-Sophie Biering

Where did you go to high school?
Marselisborg Gymnasium (Århus)
What do you study?
Strategy, organization and leadership
(but I liked my BLC undergraduate study so much more!)
Extracurricular activities atm.?
40 hours a week / 5 months internship, WHAT?magazine
What is your personal soundtrack at the moment?
Jenny Wilson, Bon Iver, Feist, The Kinks, The Trials of Van Occupanther
Your favorite cities?
Copenhagen, New York, Paris, Toronto, Bangkok
Your star sign?
Sagittarius
What would you like to do when you grow up?
Play the drums



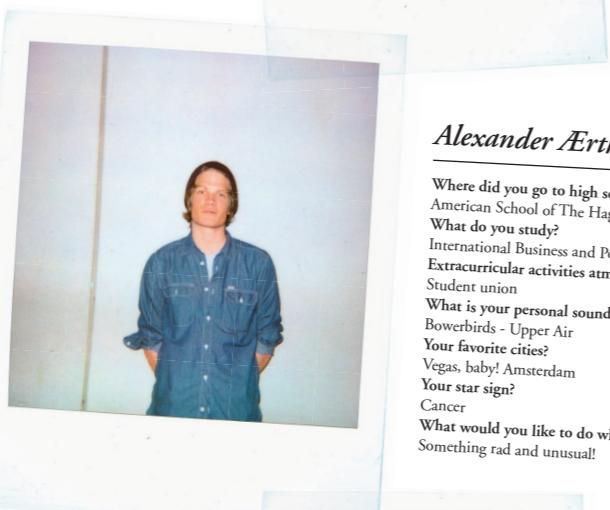
Yuki Ohta

Where did you go to high school?
Kalundborg Gymnasium
What do you study?
Strategic Market Creation
Extracurricular activities atm.?
Part-time job, soon starting an internship, WHAT?magazine
What is your personal soundtrack at the moment?
Mads Langer (just went to his concert - great!), Bon Iver, Thomas Dybdahl,
Bajofondo, Buenos Aires - Paris
Your favorite cities?
New York, Paris, Tokyo, Barcelona (sometimes Copenhagen)
Your star sign?
Aquarius
What would you like to do when you grow up?
Hmm... skier, violinist, adventurer/explorer, yogi, mystery diner/shopper...
(Or maybe just something within the field of innovation, pr and marketing in creative industries)



Alex Lund

Where did you go to high school?
Stenløs Gymnasium, Holbæk
What do you study?
BSc in International Business and Politics
Extracurricular activities atm.?
Student helper for the consultancy firm Hr7
What is your personal soundtrack at the moment?
Julian Plenti - Only if you run
Your favorite cities?
New York and Berlin
Your star sign?
Cancer
What would you like to do when you grow up?
Play the drums



Alexander Ærthøj

Where did you go to high school?
American School of The Hague
What do you study?
International Business and Politics
Extracurricular activities atm.?
Student union
What is your personal soundtrack at the moment?
Bowerbirds - Upper Air
Your favorite cities?
Vegas, baby! Amsterdam
Your star sign?
Cancer
What would you like to do when you grow up?
Something rad and unusual!



Linda Senya

Where did you go to high school?
Nathalie Zahles gymnasium
What do you study?
Cand.merc Management of innovation and business development
Extracurricular activities atm.?
Piano, frowing and travel
What is your personal soundtrack at the moment?
Laguna Bar
Your star sign?
Leo
What would you like to do when you grow up?
I dont know

Stephanie Smith

Where did you go to high school?
Nadderud Videregående Skole (Bærum, Norge)
What do you study?
HA Almenn
Extracurricular activities atm.?
Non-existing these days
What is your personal soundtrack at the moment?
Heads will roll - Yeah Yeah Yeahs
Your star sign?
Fish
What would you like to do when you grow up?
That's a secret

WHAT?PEOPLE

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THE EARTH CARRIES YOUR PRINTS

WHAT?EDITORIAL

For some time now, WHAT?magazine has been in the making. The motivation of creating WHAT?magazine was the observation that an alternative to the regular student magazines was well overdue. There is still a long way before we reach the final destination of what we hope to become, but this opening issue gives you a taste of what the future holds. WHAT?magazine is a unique student online paper aimed at catering to the explicit need of cultural input and diversity in everyday life. WHAT?magazine seeks to highlight important contemporary trends and provide you with material of universal interest. The hope is to broaden your horizon. There are many reasons why WHAT?magazine is in English only, the primary is a wide-ranging and global outlook, which is better able to encompass and gratify all students. CBS is an internationalized society where people from all corners of the world are brought together by teachings. Yet, WHAT?magazine is not only about what the school preaches but also, and perhaps most importantly, about the teachings of life. Global and urban influences, as you spot them around CBS, Copenhagen, and beyond are, therefore, the central focus of WHAT?magazine.

In addition, each issue accentuates a particular topic - in this opening issue, WHAT?magazine places various aspects of sustainability in the spotlight. You'll get the chance to read about an entrepreneurial venture, in which sustainability plays a key part, to boot a good deal of other writings. We want you to consider this issue as a shout out to any of you with a passion for writing, music, literature, travels, the good story, alchemy, or anything in-between. WHAT?magazine is basically what YOU want it to be. In its infinite ways, WHAT?magazine doesn't strive to be your conventional student paper, and it hopes to give you an alternative to this apparent conventional wisdom. If you possess some of the alternative truth and the outlook, which WHAT?magazine wish to convey then WHAT? else is there to say than: JOIN US.

Send us an email at: yuki@whatmagazine.dk or anna@whatmagazine.dk and we'll get back to you!

WHAT?magazine

WHAT?INVESTIGATES

Social responsibility is said to have been an implicit, permanent, and central element in Scandinavian management. However, the increased focus on the issue has drawn in definite attention, which has rendered it necessary to orchestra explicit initiatives. In 2002, CBS established Centre of Corporate Social Responsibility as the point of reference for all CSR initiatives. Today, Centre for Corporate Social Responsibility, Centre for Business Development Studies, and many more coordinate various projects. In addition, numerous CBS students are keen on giving their studies a touch of sustainability and, thus, engage in diverse student organizations, such as Develop, which creates a frame of development in third world countries through business and business through development.

In 2008, CBS, as the first Danish university, made an agreement with Elsparefonden to reduce its CO2 emissions over a period of three years. According to CBS director, Gert Bechlund, CBS has prioritized sustainability and a "green campus" in its overall campus strategy, which is common sense as it's also advantageous in financial terms. For instance, not leaving computers and other devices on for the night is simply good business as it cuts the electricity bill.

Reducing the use of electricity is merely one element and, thus, just one step in the right direction. 2008 was also the time of CBS inclusion into the UN led network UN PRIME. As a member, CBS is obligated to incorporate a list of principles including environmental- and social sustainability in all of its activities. Evidently, creating the platform for CSR activities in 2002 has been a success.

In connection to the COP15 conference, CBS presented itself as a frontrunner by setting an example, and committed to further reduce CO2 emissions by at least 40 % before 2020. This is a drastic improvement from the original engagement in 2008.

Various statements have underscored incorporating sustainability in the overall strategy; such as "while Denmark plays an important role in raising awareness around the world on environmental and social issues, we at CBS have made corporate social responsibility, ethics, and sustainable development our competitive advantage in the educational field". Currently, this may seem mind-boggling but the research indicates that sustainability is what many students search for when selecting a university. In 2009, the American think-tank "Beyond Grey Pinstripes" from Aspen Institute placed the CBS full-time MBA and research within CSR in the European top 10. Despite the somewhat questionable validity of the data collection (68 of the 100 participating universities are American...) this placement seems significant and if nothing else may further attract international students interested in CSR.

Other initiatives have been orchestrated, and as a 'regular' CBS student there's also ways to increase one's CSR knowledge, as various courses are offered within the subject. These courses or specializations provide students with knowledge necessary to start social organizations and to make them profitable.

Here at WHAT?magazine, we hope that this story serves as a reminder of the fact that we're the ones, which may influence a university's route as a result of the studies that we take on. To end it on a CBS note, "as a student you're upon to embark on a journey that will have a social impact, if not on the whole world, at least the one around you."

WHAT?magazine

Links:

[www.cbs.dk/nyheder_presse/nyheder/2008/december/15_000_studerende_skal_spare_paa_stroemmen/\(language\)/dan-DK](http://www.cbs.dk/nyheder_presse/nyheder/2008/december/15_000_studerende_skal_spare_paa_stroemmen/(language)/dan-DK)

[www.cbs.dk/nyheder_presse/nyheder/2009/december/cbs_er_blandt_europas_bedste_til_csr_og_baeredygtig_ledelse/\(language\)/dan-DK](http://www.cbs.dk/nyheder_presse/nyheder/2009/december/cbs_er_blandt_europas_bedste_til_csr_og_baeredygtig_ledelse/(language)/dan-DK)

[www.cbs.dk/forskning/institutter_centre/institutter/cbcsr/hoejreboks/cbcsr_i_pressen/\(language\)/dan-DK](http://www.cbs.dk/forskning/institutter_centre/institutter/cbcsr/hoejreboks/cbcsr_i_pressen/(language)/dan-DK)

www.beyondgreypinstripes.org/



WHAT?GUIDES

As this issue centers on sustainability, WHAT?guide here provides some suggestions of how to live and study more environmentally friendly. The focus rests on students, as opposed to the CBS institution, given that the need to wear 3 sweaters, warm socks, and gloves while studying in the cafeteria during winter must clearly be interpreted as an initiative of environmental sustainability...brrrrr

- Bike to school
- Use the same coffee cup twice
- Print less paper (warning: may create need of glasses due to damaged eyesight from reading solely on computer screen)
- Don't be a high street fashion statement (buy ALL clothes second hand / or don't buy at all = very environmentally friendly!)
- Don't eat meat from the cafeteria (risk of livestock = CO2=NOT environmentally friendly!)
- Turn the toilet lights off
- Don't be upset when projects are 15 pages / 4 students (less paper = less CO2)
- If you find our suggestions stupid (yes, we know...), feel free to make your own sustainable ways out of everyday situations to share at anna@whatmagazine.dk.

WHAT?magazine

WHAT?PORTRAIT

Words by Anna-Sophie Biering

Photos by Yuki Ohta

The idea of What?Magazine is to bring inspiration to students from students. As a recurrent feature, WHAT? Portrait aims to do this by chatting with visionary CBS personalities.

No doubt, many of us dream of becoming entrepreneurs, venture into unknown territory, and see our ideas become reality. Yet, to most of us this dream is left at that, and never materializes for whatever reason. The allure of entrepreneurial ventures makes the few that takes the leap of faith that more interesting. A QUESTION OF (AQO), founded by three visionary CBS students, is a company selling organic fair trade t-shirts produced under sustainable working conditions in Tanzania, Africa. For this opening issue, What?Magazine met with Mads Ulrik Greenfor from AQO over a cup of tea for a chit-chat on working with friends, collaborating with designer Emili Martensson of the underground t-shirt label 5preview, entrepreneurial mentality, and the hope of stardom in a t-shirt.

Tell a bit about your CBS experience and take-away?
"At CBS we gained an understanding of the holistic perspective on running a business. Specifically, our bachelor project gave a lot of insight. In lines with this, our knowledge has not been limited to e.g. marketing, which really benefitted us when developing our business plan. So, it's not specific formulas or theories but the actual method of how to go about certain business aspects. In a way, I guess that's really what CBS is about, teaching students different ways of approaching a problem so that your actions are somewhat strategic.

The three of us studied HA Almen together. However, on the Master we went in three different directions. Thomas Dam (red. co-founder) studies Supply Chain Management and Kasper Andersen (red. co-founder) is studying International Business, while I graduated in August 2009 in Marketing Communications Management."

What do you do besides A QUESTION OF?

"None of us are doing AQO fulltime. We're working, studying, or doing both at the same time as running the company. It's very time demanding obviously. Right now the time pressure is pretty stable, because it's basically all our spare time that's spent on the company. It's rare that we're just doing nothing - at least then there's a constant eye on the email inbox. Friends and family have of course noticed the absence somehow, nonetheless, reactions have been nothing but positive! Also, it's really what you make of it. Of course some periods have been a lot more stressful than others, but somehow it's always been possible to fit in our studies. So yeah, everyone seems pretty happy on our behalf. And you never know, maybe our parents are even proud."

How is it to start a business with good friends?

"It felt very natural. The three of us have always talked about the idea of starting a business. I actually think that's a big part of our friendship and why we got together in the first place. Of course we're all different but that has worked in our favor. The transition from student to student / business owner seemed pretty



straightforward. For us it's our hobby, and when it's something that you're passionate about, you don't consider the hours that you spend trying to make it a success. Also, because I'm doing this with two of my good friends, when we see each other AQO is simply the meeting point. Instead of getting drunk on a Friday night, we spend time making our company great."

What surprised you in starting A QUESTION OF?

"There are always things that don't go as planned, and where it's easy to get impatient. In reality, however, results often come when you least expect them to. Of course in the beginning, there were some financial concerns. Basic worries that you inevitably have when setting up the supply chain, as you become dependent on, for instance, the factory to deliver on time in respect to a customer's deadline. Also, we changed our focus in 2009, as we had previously been concerned with selling large quantities (500 t-shirts and up) to big organizations - typically NGOs. In this situation, you have the pressure of delivering your product on time and in a certain quality. This is really difficult with a supply chain, which goes by Tanzania. There's been lots of surprises, but we attempt to learn from them all and make our process more lean to use another CBS expression."

How did you come up with the idea and why the focus on sustainability?

"The bachelor project was definitely an inspiration.

Despite not being explicitly about Tanzania, it focused on sustainability and t-shirt production in Africa. After that summer, Kasper went to Tanzania and Zanzibar during his sabbatical year. At some point, he came into contact with a couple of Danes, who owns a factory and that's when we realized that our idea could actually amount to something. It was vital for us that the factory had a constant eye to good working conditions and sustainable production. In essence, we wouldn't amount to anything if we only focused on sustainability, and we couldn't function if we only focused on fashion - it has to be a combination, which is also what sets us apart from the rest and what makes us interesting to collaborate with. For instance, to take our collaboration with 5preview, it was equally cool for that brand to team up with someone like us who produces organic fair trade t-shirts. The combination of fashion and sustainability is essential in the creation of our identity and something that we are very aware of in our communication."

How did this collaboration with 5preview come about?

"By sending an email! When inquiring if the designer (red. Emili Martensson) was interested in buying our t-shirts for her prints; she proposed to create some designs only intended for AQO. 5preview is an ideal brand for AQO to be associated with, as the brand has been very exposed. What's more, the logo 5preview t-shirts, which are a form of anti-fashion statements, supports AQO's notion of alternative roads to business success and storytelling. To use yet another CBS expression, this 'co-branding' exposed us to an entirely new segment, for example, fashion bloggers started to feature us on their blogs. In reality, this is a big part of AQO's take-off. In fact, there'll be another collaboration out in the beginning of April with a different brand. Most labels are open to the idea of collaboration, and it's something that we're putting a lot of effort into. An obvious reason is the fact that we don't have design competences within our own company, and that we are not yet an established brand in the industry. Boosting our recognition by collaborating with more well-known brands is a way of making people more familiar with AQO - there's a definite strategy behind this."

How did you experience the process from idea to the actual product?

"All in all it took about 6 months - not least because of the actual design process. This is definitely a place where we used our network, as we needed to bring in someone with design competences. Also, it took time to establish a relationship with the factory. But one thing is the process from idea to having a sellable product; another is creating and discovering your company's distinctiveness. We struggled a bit with finding our company's identity, as we had attempted a platform of producing sustainable t-shirts to, for instance, NGOs in addition to selling t-shirts with our own print. This arrangement turned out risky, as a costumer was free to put some tacky company print on them while we were also using basically the exact same t-shirt and trying to make it more unique somehow - it just didn't work. We simply needed to do our own thing in order to create more prestige and coolness around our product, so as mentioned we changed our focus in the spring of 2009. Obviously, this meant a substantial loss of profits to reinvest, as we decided to stop selling our t-shirts in large quantities, nonetheless it was the right decision in order to build our brand."

Tell a story:

"Initially, deciding on the company name was simply a discussion about what to call things. In the end, we settled on AQO because the name embeds a double meaning. This goes hand in hand with the thought of sustainability, which is our main message. Living sustainably is a constant choice, and this is what we can also embed in all aspects of our company. One of our prints, A QUESTION OF LOVE, illustrates that it's possible to create a story around each new design. Notably, AQO reflects the deliberate choice to live sustainably, in addition to incorporating a story in each design."

You are seeking: (choose only one)

1. Holiness
2. Capital
3. Stardom

"It's really hard choosing between those 3 extremes. Stardom sounds tacky and as if you're craving celebrity through tabloids or something. Holiness sounds a little over the top - sort of Red Cross-ish without an incorporated business strategy. And well capital just sounds like an investment banker only in it for the money. Stardom would have to be the least anyways I guess - we're definitely not in this business to become famous although our t-shirts are more than welcomed to fame. In fact, if we're talking t-shirt stardom, that wouldn't be terrible at all. In short though, AQO is based on the simple idea that it's possible to run a business, which is profitable at the same time as doing good for everyone involved. Really that's how all businesses should think. So it's certainly not a charity, but a way of thinking, which we believe that more companies should consider in their business."

How do you see A QUESTION OF in 10 years?

"Well, we have a budget for 2010, which we need to keep. Besides that it's our mission that AQO becomes financially sound, so that we can make a living of the company alone. When that happens, we'd then need to decide - is this what we want to do in the long run, or do we want to start something new. Regardless, our primary mission is to make AQO an interesting company - either for ourselves, or for others to take over."

3 pieces of advice for CBS students wishing to start a business:

"First and foremost, people need to have an interest in your idea, so you need to discover whether this is actually the case. We found a definite interest within the segment of sustainable fashion. In 2007, this tendency or trend was already visible, and has proven even more so today. But in short, the good and feasible idea has to be there! Second of all, don't let resistance get you down. In all likelihood, the road to business success is paved with bumps and unpleasant surprises. The best advice is to make the best of it, and just keep going. Because we didn't put all our eggs in one basket by, for example, continuing with both studies and student jobs, we were perhaps able to see complications in a broader perspective and to solve issues less stressed out. This would also be my third and final advice, as I am not sure that it's necessary to throw everything else overboard from the very start of the venture. As I explained, we've managed to build AQO slowly, not going into it guns blazing. Then again, you cannot be afraid of working. You have to be willing to put time and effort into this!"

Links:

www.aquestionof.dk/
www.5preview.blogspot.com/

WHAT?MUSIC

Words by Alexander Lund and Alexander Ærthøj

CHOPIN@200

The fact that you're strapped for cash shouldn't get in the way of a great musical experience. Therefore, in honour of the great polish composer Frédéric Chopin's 200th anniversary, the Royal Danish Music Academy is hosting a 7 days celebration during which his collective works will be preformed for free. (Full program at www.dkdm.dk)
Style: Classical romantic music
Venue: Det Kgl. Danske Musikkonservatorium
Date: 2nd-8th of March Price: FREE

Youtube: Any nocturnes



BOB LOG III (US)

Whatever Bob Log III lacks in musical virtuosity, he most definitely makes up for in stage persona. This unidentified man hailing from Arizona, plays his old slide guitar like an intoxicated friend at your neighbours housewarming, attacks his drums like a madman and sings inaudible words through an old telephone attached to a fighter pilot helmet. Sounds horrible? Somehow it's brilliant! But don't bring your posh mates.

Style: Guitar Slide Dance

Venue: Loppen (Christiania) Date: 4th of March
Price: 70 kr.

Youtube: "Make You Say Wow"



YEASAYER (US)

If you're the kind of person that enjoys the occasional leap from the mainstream music scene into something a tad more experimental, you're well off checking out Yeasayer. The trio's latest album, Odd Blood, is a concoction of psychedelic synth rock, addictive vocals and dance friendly beats that'll have you turn your back on Lady GaGa, Rhianna and all their MTV compadres in about 2.5 seconds.

Style: Psychedelic/synth/pop/rock

Venue: VEGA. Date: 8th of March at 20:00 Price: 150kr.
Youtube: "ONE"



TINDERSTICKS (UK)

Even though these aging musicians originate from rainy, dreary Nottingham - their music seems to paint the image of a warm summer night on the Rivera. Their latest album, Falling Down a Mountain, borrows elements from soul, jazz, bossa nova, rock, country and flamenco that will surely save you from the harsh realities of rainy, dreary Copenhagen. At least for a good one hour...

Style: Lounge rock

Venue: VEGA. Date: 11th of March Price: 280kr.
Youtube: "Keep You Beautiful"



AIRBOURNE (AUS)

One of the most obvious Ctrl+C, Ctrl+V projects in this world, is stopping by Copenhagen on their major tour this spring after just having released their second studio album. AC/DC does still exist, but if you thought they died ages ago, Airbourne would be taking over right where they left off. Once you've recognized that the four guys in front of the massive Marshall amplifier wall are not a part of the Young-clan, you won't be able to resist the thunder!! A great and intense show based on simple rock 'n roll should rip your t-shirt and tear your jeans up - once again.

Style: Classic Rock

Venue: Pumehuset. Date: 14th of March 21.00

Price: 195 kr.

Youtube: "No Way But The Hard Way"



DATAROCK (NO)

Go put on a tracksuit, find the funkiest shades your mom ever had in the 80's and get ready for one of Norway's most notorious live acts alive. The catchy mix of synthpop, electro and with a slight twist of punk is just about right to convince you just for a sec that "BMX actually is better than sex". Convinced or not, the completely immature duo are still hailed as too-cool-for-school by virtually every critic around - and so will you this one Saturday night.

Style: 80's inspired electro rock

Venue: Rust. Date: 20th of March Price: 60 kr.

Youtube: Give It Up



GET WELL SOON (DE)

You will eventually get well soon after this cold winter when you pay the German songwriter Konstantin Gropper and the band mates a visit at Loppen. His unpredictable way of stretching the indie/folk rock genre will ship you off to a melodic wonderland and the next minute throw you off at a Balkan and electro inspired planet - with the vocals acting as the thin red line throughout the whole process.

Style: Folk based indie rock

Venue: Loppen, Christiania. Date: 23rd of March Price: 60 kr. (Billetlugen.dk)

Youtube: "If This Hat Is Missing I Have Gone Hunting"



Office Soundtrack (Present):

Delphic - Counterpoint

The xx - Heart Skipped a Beat

Kashmir - Manta Ray

The Drums - Let's Go Surfing

Beach House - Better Times

Eels - Little Bird

Devendra Banhart - Angelika

Authors Picks:

Joy Division - Disorder, Balsyrko - Jagten på noget, The Reconteurs - Consoler of the Lonely,

Babyshambles - Fuck Forever, Radiohead - A Reminder, Talking Heads – Houses in Motion, Editors - Munich,

Ennio Morricone - L'Estasi Dell'Oro, The Stone Roses - I Wanna Be Adored

24 HOURS IN PARIS

Words by Linda Senya

Photos by Kristine Kaus and Yuki Ohta

After several hectic weeks at uni and work, I finally got on the tube with the final destination: Paris.

A very important thing not to miss is a glass of wine at Kastrup airport's beautiful piano bar overlooking the wide and calming port of aircrafts. The chilly Chablis and calm feeling was finally getting to me. Beyond doubt, the French ambiance was coming over me. I decided that this trip, with two friends, should have a very French theme. We wanted to keep it French from A to Z, so we chose to fly AirFrance (they have the best snacks) and the price is often very reasonable given its non-low-cost status. Otherwise it is a god idea to fly low-cost with Norwegian. dk for 299dkk one way and land in the slightly older Paris Orly airport in the south of Paris.

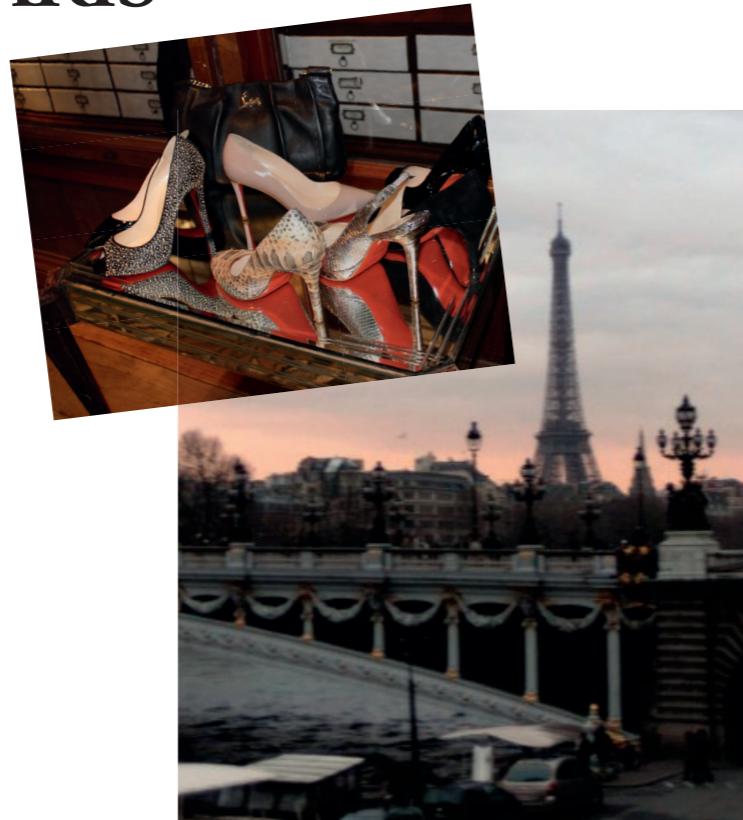
We got on the Roissy-bus and 40 minutes later we arrived at Place de l'Opera, which is a spectacular place to start. Our hotel was situated behind the monumental Opera Garnier. Incredibly central with all metro and bus connections that you might need. Friday night had the sole purpose of rest, so we made it an early one.

I decided to start my Saturday morning at Printemps. Printemps is one of the grand department stores on Boulevard Haussmann next to the internationally overrated Galleries Lafayette. Printemps is newly renovated making the 5th floor dedicated to shoes - ranging from high street to designer brands. Inspirational window-shopping if nothing else, gave me an idea of what to search for even though I always have a set agenda in terms of shopping. You can grab a little bien-être meal from the ground floor Cojan resto, which is an on-the-spot cutlery, wrapping, and restaurant setup. Holding a foreign passport gives you an additional 10% discount on all purchases, simply pick up the discount card at the info-desk.

Around 2pm it was lunchtime and where else to have it, than at the trendy 4th arrondisements, Le Marais. We picked a usual lieu for this meal - cafe Les Marro in the famous 18 Rue des Archives. Verre du Jour (glass of the day) was a straw-cranberry mojito and an incredible tender "confit du canard" accompanied by excellent service. I sincerely recommend this dish. So, the best thing you can do is simply to order it, as I'm sure that you'll come to understand my infatuation.

We spent the rest of the afternoon in the same area, checking out some galleries and the free exhibitions in Paris' city hall Hotel d'Ville. In between, we made sure not to miss the apéros from one bistro to another - apéro time starting 5pm - a must have - is a "kir a la peche", a sort of get in mood drink, essentially consisting of licker with peach taste and white wine.

Being a true Parisienne, the boys have left all the planning to me. Thus, I have allowed myself a trip to the Christian Louboutin's petit mes tres charment boutique in Rue Jean-Jacques Rousseau in Paris's 1st district. In fact, a priority of this trip was to invest in a pair of simple, but yet unique Louboutin's. The trip was more than successful in this respect! I strongly recommend a combination of a pleasant weekend with friends and a stopover in this boutique, rather than being signed up on a 9 week long waiting list as number 101, waiting for the exact same pair in Holly Golightly in Copenhagen's St. Regnegade.



A couple of hours, a pair of Louboutin's and a few glasses of champagne later, we wished to try something new and booked a table at Restaurant Hotel du Nord. The only table available was at 10.30pm. The restaurant is placed in Paris' 19th district by the quay of Canal st. Martin. The area is contemporary as well as, in many ways, undiscovered. It is trendy and houses many upcoming artists. It is situated north of Place de la Republique and Le Marais area. Hotel du Nord is a more exciting and original version of the renowned Costes restaurants, which are to be found all over chic Paris' areas. Hotel du Nord has a history and even a movie about it, most of it offers an excellent and charming serving team and a lot of positive energy. The atmosphere is definitely worth the late meal in with splendid company and the 7 cab drive from Place de l' Opera. From the moment you open the door to the restaurant's open space, a great night has commenced. The menu ranges from seafood to Italian meat or pasta dishes in the finest constellation one could imagine. The price is approx. 40 per person being a group of 6 having 3 bottles of wine. After we finished dining at 1.30am, we took off to one of the most prominent clubs, Le Baron in Avenue Marceau. I have always asked myself why this club is so unique and sought after. We decided to mingle with the French crowd, trying to understand their music taste. At 5.am we called it a night.

All in all, Paris is the city that offers it all and is a great place for a quick get-away. Just because you are a poor, hardworking student, it doesn't mean that you can't find cheap ways to indulge yourself abroad.

Links:

- www.airfrance.com
- www.norwegian.dk
- www.hotelndnord.org/
- www.christianlouboutin.com
- www.hollygolightly.dk/
- www.hotelcostes.com

WHAT?RECOMMENDS

Words by Anna-Sophie Biering

WHAT? to do, see, hear, and make of it all. WHAT?recommends will do its very best to guide you through the jungle of different events offered on the Copenhagen cultural scene and beyond. Each issue will highlight a few things to check out. This time, learn about Spike Jonze's new film, Malmö Konsthall, and more... Enjoy!

Inside all of us is.... a WILD THING

Where The Wild Things Are is a picture book (1963) by American writer and illustrator Maurice Sendak, and is one of the most beloved children's books of all times. It is a classic story about childhood, the places that we create in order to make sense of the world that we live in, and life's incredible adventures. This is all told in a whirlwind of strange creatures, magical colors, and beautiful sets judging by the trailer and the excitement after the anticipated U.S. premiere. Despite the fact, that the book has been adapted several times into other media, this 2009 fantasy number created in collaboration between the cult director Spike Jonze and the author Maurice Sendak, is a must-see for all ages with a desire for life's magical adventures. The hype around the adaption has been incredible with, for example, a good 30 pages filled with interviews of Spike Jonze, costume designers, and several members of the cast in French magazine Jalouse. The craze has worked its magic: I for one is not a fully bread fantasy fan but count me in as one of the faces in the dark when the movie premieres in Denmark on 8.4.10.

Rediscover the classics

Cinemateket in Gothersgade 55 is a place most Copenhagener know of but few of us actually put to good use. Before the recollection of dirty snow has escaped your memory completely, curl up in one of the warm seats and enjoy hundreds of oldies, modern classics, documentaries, or one of Cinemateket's numerous special shows and events.

What?recommends Friday Late Night, Cinematekets monthly occurring event, featuring music and film in perfect synergy. The next Late Night event is 19.03.10 and gives you Scott Walker, who inspired the likes of Radiohead, the Smiths, and Damon Albarn. The film is followed by a bar + DJ. So check out the March calendar, which also includes a celebration of Japanese film director Akira Kurosawa, British actress Kate Winslet, and a great deal more.

Arty party

Despite the fact that Swedes invade CBS, we are many who just can't get enough! To us, Malmö has an accessible arts scene, which comes across as an original mix of urban influences. In fact, there are over 30 galleries in Malmö to satisfy your art's desire. Worth considering is Inkonst, which is a cultural centre in Malmö featuring music, theatre, dance, performances, film, literature, and art all under the same roof. Another and more established spot is of course Malmö Konsthall. The space features contemporary art with an edge. Personally, the exhibition "SONIC YOUTH etc.: SENSATIONAL FIX" of 2009 keeps the expectations high for my next visit. This visit will likely be to checkout the group exhibition (Simon Denny, Mario Garcia Torres, and Blinky Palermo) "Throwing Three Balls in the Air to Get a Straight Line" showing from 04.03.10 – 11.04.10. To make the journey even more compelling, the train ticket is justified by the cheap cafés and often-free entries. Realistically, there is no other place for poor students to get a 'truly' international experience for less than 200 kr. - two-way ride – tax-free!

Links:

- www.grandteatret.dk/film/filminfo/?filmid=62291
- www.dfi.dk/cinemateket/ + check out the March calendar
- www.inkonst.com/
- www.konsthall.malmo.se/o.o.i.s

WHAT?FASHION



SO LAST SEASON GOES ONLINE

Words by Anna-Sophie Biering

Although worth admiring, student fashions with all that it entails – H&M, H&M, second hand, and.... H&M - can actually become tolerable, if you let yourself live the high life a little every once in a while. The much craved Chloé wedges or Proenza Schouler bag is, realistically, nothing more than wishful thinking. But if one's credit card has not mysteriously stopped doing its magic, there is a sacred place where your hard-earned student cash will get you far and fashionable. Some of you may already be familiar with the outlet So Last Season. The fashion outlet, which has transformed a usually dreary out-of-town outlet shopping experience to an accessible and sexy affair. The store on Nørrebro trades amazing brands such as Stærk, Lanvin, Acne, Monies, Chloé, and Stella McCartney to 60-80% of the original price tag. Soon this style haven goes online, so that you don't even have to leave the comfort of your tiny, but warm and cozy, residence. Make sure to signup as a member on www.solastseason.dk and be the first to get your hands on selected items when So Last Season goes online from mid-March.

SO LAST SEASON

Brænderigade 10C, St
2200 Copenhagen N
tlf: 3535 6494

Opening hours:
Monday - Friday 12-18
Saturday 11-15

www.solastseason.dk

WHAT?FASHION@CBS



Name: *Nikoline Laursen*

What are you wearing?

Leggings and shoes from Designers Remix, a fur vest, blazer, and a warm scarf.

Favourite shop in the city?

That would have to be Diesel and Designers Remix.

Where do you find inspiration?

Magazines, and just generally walking around the city.

Planning your outfit the night before?

Not on weekdays, but if I'm going out I would have to - otherwise I would never make it out in time.

Style Icon?

none in particular.



Name: *Sibel Arnes*

What are you wearing?

Shoes from Ralph Lauren, blue jeans, white shirt and a pull-over from Ralph Lauren as well.

Favourite shop in the city?

That's a tough one as I prefer to shop abroad... But I like Zara.

Where do you find inspiration?

Just from people on the street - everything around me really. It could be anything from a song to a book I just read. A colour! Im open.

Planning your outfit the night before?

No I don't.

Style Icon?

Not really.



Name: *Ian Browaldh*

What are you wearing?

Converse shoes, a pair of pants from Fruks, t-shirt from Khao San road in Bangkok, a 2nd hand sweater courtesy of my dad and a jacket & scarf from ASOS.com

Whats your favourite shop in the city?

That would be Goggle or Fünf on Elmegade.

Where do you find your inspiration?

I get inspired from everywhere and everyone. There's always someone wearing something that I could dig.

Planning your outfit the night before?

absolutely not.

Do you have your style icon?

nay.

WHAT?EXCHANGE

Words by Stephanie Smith

As the spring semester has started up for real now, the new exchange students have also arrived at Copenhagen Business School. Although we all love this fabulous city and off course our awesome business school with the best school-diner according to "BI-magazine", some of us do wonder why they pick cold little Copenhagen of all the places in the world... And most of all, have they fallen in love with it, or are they soon to be on the next plane back to Barcelonita or Paris?

After having spoken to a couple of them, especially exchange student Elvira Tarré from Barcelona, I got the answer to some of the questions...

Why did you pick Copenhagen as an exchange country?
"I have a friend who took his exchange-semester last year here in Copenhagen, so he was the one who advised me to come here. He loved the nightlife and the city in general. I also picked Copenhagen Business School because I wanted to go somewhere in Europe, and somewhere more original. I had not heard about CBS before but I knew it was a good school."

What is your impression of Danish people?

"I think they are very different from the Spanish people, but it's difficult to compare... Well, they are very nice but in Spain people are closer and trust people more easily than here in Denmark. At least that's my impression so far..."

How do you think Copenhagen is compared to Barcelona?

"It's so different... The weather, the food, the people - the weather is off course much hotter in Barcelona, the food is healthier because it's a Mediterranean cuisine. I think the people are different mainly because of all the immigrants and the mix of cultures we have in Barcelona."

How do you find your classes?

"Actually, I only have gone to one class, hehe... So I'm not really in the right position to say anything yet, except that it's similar to the ones at ESADE Business School, my home university."

How is it to learn Danish?

"I have learned only "TAG" and "SKUL" :)"

And last but not least, how do you like the city and its nightlife?

"I love the city and its nightlife!!!! We party from Tuesday to Sunday! The partying begins earlier than in Spain, but finishes at the same time, it's awesome! You can go out for many hours!"



...Don't you just love the exchange students?

WHAT?THINKS

CBS may be looking at not only a changed generation of graduates but a new breed altogether. We are a generation, which has been around long enough to witness the consumerism, self-indulgence, and negligence followed by financial markets in turmoil. While our young age alone liberates us from faulting in this fatal bash, we are a generation, which will need to adjust job market expectations tremendously. In short, it may be required that we alter our attitude towards our future career 180 degrees. This would be an entirely new perspective forced upon us, since we are the generation small in numbers, and therefore special – a sort of uniqueness in its own right. The generation that could study and become whatever it desired. At least, that is what most of us was told throughout elementary - and high school. Having realized – or at least slowly realizing - that this may not be the case in today's reality is making it necessary to think in alternatives. Such alternatives could be either specializing within whatever area the job market looks less grim, or it could be starting to follow ones passion. For some this is easier said than done. What if, at 25 years of age, one becomes conscious of wanting something entirely different than expected by oneself as well as everyone else? The trouble is that not everyone has a loud and clear calling. What to do then? I realize myself to be ironically unqualified to answer this question, so I'll pass on the torch by simply stating that it takes individual deliberation and courage. In short, following this second option is often the tougher pick of the two, as perplexity and uncertainty may never resolve.

The system crisis of recent years has been a kick in the head for many, and for some, a deserved and well placed one. Many students have started questioning their want to work within capitalistic businesses. However, not doing so would not necessarily solve anything, in fact, most people would argue for the contrary. The world now, more than ever, needs businesses to kick start the wheel into motion once again. What may be part of the long-term solution though, would be to encompass sustainability in all aspects of an organization. The notion of sustainability is hopefully more than a trend; it may be what can make a number of students willing to spend a chunk of their lives in the corporate world. Notions of the crisis bringing people back to the essentials, the collective, and new human compassion may sound like a cliché by now. Then again, it's a cliché that are welcomed to stick around.

This issue has given you a taste of what to expect from WHAT?magazine in the future. There is going to be more - soon.

What?Magazine

WHAT?EVENTS

Please note that you have to register some of the events.

MARCH

Novo Nordisk Auditorium - SPs 14
24.03.10
15.00-16.30

Open Presentation:
Ernst & Young
CBS
24.03.10

Copenhagen lectures by Trevor Hartley
Choice-of-Court Agreements: The Global Judgments Convention - Background and Perspectives
Copenhagen Business School,
Solbjerg Plads 3,
2000 Frederiksberg
Novo Nordisk Auditorium - SPs 14
25.03.10
15.00-16.30

Open Presentation:
Deloitte
CBS
25.03.10

Invitational Event:
Booz & Company: Rethinking Strategy for the Upturn
CBS
25.03.10

APRIL

Seminar:
Kompetenceafklaering (In Danish)
CBS
06.04.10

Open Presentation:
KPMG
CBS
07.04.10

In defense of brain drain
In this lecture Professor Fernando Tesón examines the question of whether "brain drain"
- a popular term applied to the emigration of skilled persons from poor countries
to rich countries - is harmful and unjust to poor countries.
Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg
SP 113, IBM Auditorium
08.04.10
14.00-15.30

Selvledelse og unge vidensarbejdere
Seminar ved Susanne Ekman, Ph.d.-stipendiat ved Institut for Ledelse, Politik og Filosof
Copenhagen Business School
Porcelænshaven
2000 Frederiksberg
PH 407
08.04.10
15.30-17.00

Invitational Event:
Booz & Company: Tackling Innovation & Operations Challenges
CBS
11.04.10

Seminar:
Opkøb og integration - fra to banker til et nyt Nykredit (In Danish)
CBS
13.04.10

Seminar:
High Performance Teams, KPMG
CBS
20.04.10

CBS PUBLIC
'Learning Governance, Creating Society'
Copenhagen Business School
Dalgas Have 15
2000 Frederiksberg
21.04.10
15.00-17.00

Open Presentation:
DSB
CBS
21.04.10

Philosophie et Société en France aujourd'hui
Seminar with Professor François Dosse
Copenhagen Business School
Porcelænshaven 20
DK-2000 Frederiksberg
PHR120
22.04.10
15.00-17.00

Special Event:
Forsknings døgn
CBS
22.04.10

Invitational Event:
A.T. Kearney "Friday in the Office"
CBS
23.04.10

Seminar:
Interviewing skills, Novozymes
CBS
27.04.10

Hvordan skaber man værdi gennem selvledelse?
Seminar ved Thomas Lopdrup Hjorth, Ph.d.-stipendiat ved Institut for Ledelse, Politik og Filosof
Copenhagen Business School
Porcelænshaven
2000 Frederiksberg
PH 407
29.04.10
15.30-17.00

MAY

Seminar:
CV og ansøgning (In Danish)
CBS
04.04.10

Special Event:
Novo Graduate Dinner
05.05.10

Conference 2010: Constructions Matter
Managing Complexities, Decisions and Actions in the Building Process
Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg
05.05.10-07.05.10
16.00-17.00

Open Presentation:
Danske Bank
CBS
06.05.10

Invitational Event:
A.T. Kearney - Pan Nordic Women's Career Lounge
CBS
07.05.10

Past's Present; on the history in contemporary consciousness
Seminar with Professor Hans Ruin
Copenhagen Business School
Råvarebygningen
Porcelænshaven 22
DK-2000 Frederiksberg
PHRs20
11.05.10
15.00-17.00

Seminar:
Personlig gennemslagskraft til samtalen, CA a-kassen (In Danish)
CBS
11.05.10

NeuroPsychoEconomics/CONNECS Conference in Copenhagen
2010 Call for papers
Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg
Denmark
31.05.10-01.06.10
8.00-17.00

JUNE

39. EMAC konference
"The Six senses - The Essentials of Marketing"
Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg
01.06.10-04.06.10
9.00-19.00

Conference on Cultural Economics by the ACEI
16th International Conference on Cultural Economics by the ACEI
Copenhagen Business School
Solbjerg Plads 3
2000 Frederiksberg
09.06.10-13.06.10
8.00-18.00

AUGUST

International Conference of Intercultural Collaboration
Copenhagen Business School
Kilevej 14 A/B
2000 Frederiksberg
19.08.10-20.08.10
9.00-17.00

SEPTEMBER

Health – A new religious awakening in Western Societies?
Conference from 13-15 September on health in a sociological/political/philosophical view
Copenhagen Business School
Kilevej 14
DK-2000 Frederiksberg
Denmark
13.09.10-15.09.10
9.00-15.00