

# the INSIDER

#3(117) 2012

Stockholm School of Economics in Riga

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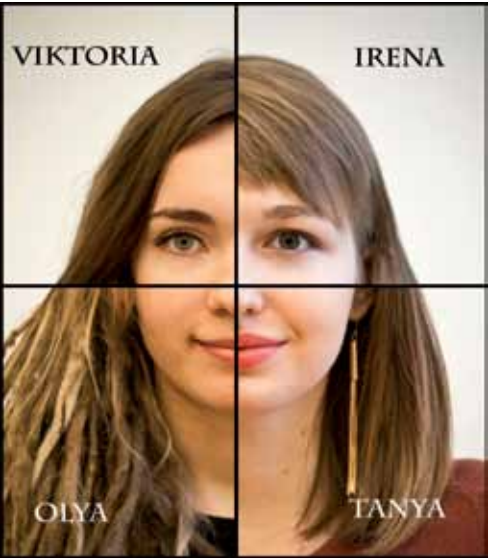
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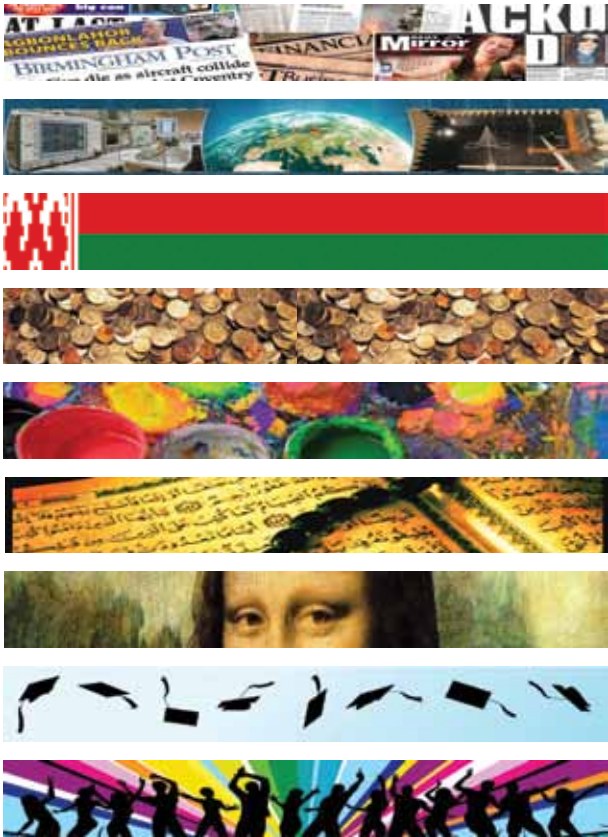


Ladies and gentlemen,  
Welcome our third issue!

After the last Insider we have got a lot of useful comments and advice regarding what we have to work on, and we hope that we’ve managed to incorporate all the things mentioned during our meeting into Je Joue issue of our school’s magazine. This issue is indeed very diverse: a lot of people have participated in preparing the articles, a lot of various topics have been covered, a lot of ideas have been discussed and implemented. With each issue we are gaining experience and our struggle with Indesign is becoming easier, with each issue we are getting more pleasure from working on the content and formatting of our beloved magazine. The weather outside brings inspiration, the coming Museum Night is promised to be legendary, the thoughts about the coming summer are livening up our mood, so why don’t we just enjoy our lives to the fullest, appreciating every moment of these wonderful days! We wish you to be patient and pay at least some attention to the studies despite the weather, and see you in the next issue just before our Year3’s officially leave the walls of the school.

Insiderly yours,  
Viktoria, Irena, Tanya, Olja

CONTENTS



Organisation news	4-5
Chat with the Minister	6-7
Peak Time	8-11
What’s up, iFund?	12
Je Joue	13-16
Interview with Ali	18-19
Crazy Art	21
Master Studies	22-23
Life between deadlines	26



## ERROR! BOOKMARK NOT DEFINED!



In a devilish way I enjoy that sentence – it is the best indicator of a bachelor thesis or a macro report having been too hastily put together to, frantically, meet a deadline that the authors have known for a long time...

Another good indicator is an abstract that provides no information at all: “In this report the authors use various methods for analysis and provide some conclusions”. What a beauty!

Precision is also an interesting issue: “Unemployment fell from 8.76% to 6.43%”. This is just too much precision – who cares if it is 6.43, 6.47 or 6.42?

Or this one: “Monthly wages are 2512.5 Swedish kroner”. And in some more well-known currency, that is how much???

That said, I really enjoy reports in micro and in particular in macro – students may sometimes tell an overlong story (“GDP went up; then it went down”...) and sometimes with too obvious suggestions (“They should improve productivity!”) but there are many gems out there, references I haven’t seen but which I can later use myself, ideas that are interesting and well-handled and therefore information that makes me wiser – and that is exactly what it is all about so please keep up the good work!

But, for God’s sake, don’t write 3,4% - it is 3.4%.....

Dear SSE Riga family,

The last month has gone by so fast. It was like yesterday that it was snowing like crazy in Riga and now the grass is green and trees are blossoming. The spring is finally here! Year 0’s (students who are applying to become SSE Riga’s Y1 next year) completed their tests and lists of people invited to the interviews are available on SSE Riga’s webpage.

SA has had a busy month – meetings with the Cooperation Council and also with Alumni’s Associate were held. You can read more in SA’s meeting minutes that are uploaded on the elearning.

Finally I want to wish all of you good luck with your internship applications and interviews. Choose your internship based on where you can grow and develop yourself most. Also, don’t forget to enjoy the spring!

Anu Kalmurand & the SA board





Hola, nuestros amigos! Bonjour, nos amis!  
Hallo, unsere Freunde!  
And finally, hello, our friends!

Here you are, reading this special version of Insider dedicated to JeJoue. Inside, you will find all the information about the Museum Nights event that will take place in SSE Riga in just a couple of days. We hope that you will come and thoroughly enjoy it! Remember – this is not one of those events where you have to come, sit and listen to a boring guest speaker for a couple of hours just to be able to eat at the banquet later. Here surprises, entertainment and a whole bunch of wild emotions wait for you!



Ladies and gentlemen,

The Debate Society has returned back home from MRU IV and Estonian Open, where Y1s proved that they are quickly catching up with experienced debaters. But there is still one event left to organize this year: from 25th until 27th of May SSE Riga premises will be taken over by the Debate Academy. This is a new type of event in the Baltics where the participants will have a chance to develop their debating skills in various workshops led by successful debaters and adjudicators. We are expecting to see people not only from the Baltics, but also Russia, Belarus, Finland and Sweden. And, since one of our sponsors is a beer company, you know what will follow. We promise: this is going to be legendary!



Dear members and students,

The Investment game is running at full pace and we are already in the second stage where players can not only trade stocks, but also can try their luck with some more exotic instruments, such as the volatility index. Another important event is Investment [UN]Limited, a an internal competition of SSE Riga students, where groups of students try their luck in various trading, valuation and forecasting tasks. Apart from that, we are preparing a series of guest lectures on interesting topics in applied financial analysis (which might come in handy if you're thinking of applying for the next year's board :)), so stay tuned for the news from our organization.

Yours financially,

iFund



Dear SSE Rigians,  
Thanks to all of you for attending the main event of DoO. Hope that all of you found it valuable and now are having a lot of internship or job offerings. The studies are almost finished and the chance to prove your skills at your dream company (or summer internship period) is about to take place. Remember, being cool, patient, outstanding, attractive, smart, and positive during the job interviews pays you back and you are able to find your dream placement.

Always caring,  
The team of DoO



Dear all,

It is easy to write the new blast this time since nothing much happened since the last Insider except for one especially juicy piece of news. So, long story short, there is a new and awesome team of BEFS 2013 organizers elected to bring this event to the whole new level now.

It is our pleasure to announce that the BEFS 2013 board of 4 people:

Artūrs Dzenis will be in charge of everything by becoming the Chief Organizer

Diana Mitroškina will take care of money by taking up the position of Chief Financial Coordinator Lauma Vernere will tweet, post, share, talk, call etc. – meet the new Communication Manager Alina Morozova will be the one to thank (or blame) for the content of the BEFS 2013 – the Program Manager.

Congratulations to the new board! Be strong and active, guys! Don't make our mistakes, make your own ones! Good luck! =)

Yours,

BEFS 2012 board: Domas, Olga and Alex

## ***Poker Club***

Starting with next week, the weekly tournaments will be back and better than ever. We are planning to introduce a ranking system to improve your participation. About the system, final table players will get points according to the position they will finish in the tournament. At the end of the semester, we will award top 3 players according to the number of points they will have with some nice prizes. We hope you will like this small addition and see you in the next tournament.

Dear students,

Last couple of months have been filled with various happenings that have been beneficial both for students and for the organization itself. Without a doubt, the most noteworthy was participation in Carroll Round by Anastasija Oleinika and Madara Bogdane; hence, continuing the tradition set by Krišjānis Krustinš and Zane Siliņa they will share some insights of their experience in Georgetown.

Carroll Round is an annual international economics conference at Georgetown University that provides a unique forum for research and discussion among the world's top undergraduates. The goal of the Carroll Round is to foster the exchange of ideas among leading undergraduate international economics and political economy students by encouraging and supporting the pursuit of scholarly innovation in the field.

This year 26 undergraduate research papers were accepted based on quality of the research and econometrics behind it. Each Carroll Round participant had to present their paper and discuss another paper. We met students from many leading universities: University of Warwick, Macalester College, Dartmouth University, Brown University, Harvard University, and many others. In-between the presentation sessions, participants had an opportunity to get to know each other over delicious meals and listen to top level keynote speakers - Dr. Jonathan Levine (Stanford University) and Gene Sperling (National Economic Adviser to Bill Clinton and Barack Obama).

We enjoyed the experience a lot! And we hope next year SSE Riga students apply and get selected as well.

## A FRIENDLY CHAT WITH THE MINISTER



### SOME FACTS

**Favorite pub in Riga:** In the past it was Pulkvedis, these days - favorite "café" is being at home, having nothing to do with a glass of red wine.

**Favorite book:** "Europe: A History" by Norman Davies.

**Favorite quote:** "God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." Reinhold Niebuhr.

**Favorite composer:** Bach; contemporary music – Radiohead.

**If there was a week to do whatever you want, what would you choose:** I could survive a week without having to do anything, but then I would travel around the world.

**What could be Latvia's comparative advantage in the 21st century? What does the Ministry of Economics do to achieve that?**

Let's say that there are two groups of advantages. The first one consists of the things we possess as a geopolitical entity. Latvia is positioned at the crossroads of the East and the West, we have good logistical infrastructure. Also, it includes our resources such as forests, arable land, lots and lots of pure, high quality water – these are the things the rest of the world seems to be increasingly short of. It is something that will become even more valuable with time without us doing anything about it. It is just a matter of whether we are utilizing them or not.

The second group of advantages is the one we can create. Human capital seems to be the key thing in the future. Is the quality of human capital high enough? Do we have enough people in the country to fulfill potential

economic growth? These are the question we are working at a lot. We are thinking how to develop our human capital in order for it to be more productive and bring a higher value to the economy. And we have a promising potential – our workforce is rather skilled, work ethics is on a high level. We just need to develop it further.

**Are macro theories and frameworks applied in reality by the Ministry of Economics or you mostly rely on gained practical experience, or intuition?**

First of all, what is intuition? Intuition is a subconscious analytical capacity which is acquired over your life time. It is not the worst adviser you might have. But seriously, of course, we do apply macroeconomic concepts pretty much. As a minister I don't write formulas, I mostly talk to people and try to analyze various scenarios of policy development to facilitate the objectives that we have set.

And then we have skilled staff in the Ministry who deal with macroeconomic development, they do it all the time to, first of all, forecast economic growth patterns, to analyze performance in various sectors and make predictions for, let's say, future labour demand.

**From your experience, what makes Harvard so special, and which practices and procedures you would recommend to implement at SSE Riga to make it a step closer to top-class institutions such as Harvard?**

I would name three main things: people, teaching methods and resources. Resources Harvard has enabled it to have the best teaching materials, the best technologies, the best libraries, which are fantastic there. Though today, when you can enjoy online lectures from top universities for free, it might be not that important. But still in a number of areas you really need money to have laboratories, to do research, to travel. But that,



maybe, is the least important. What really matters is its people and teaching methods. Regarding people, I am not talking about the staff only. The ability to attract the best people around the world is very special about Harvard. So it is also the people who study there. I could have gone to another university, whose academic program is possibly even a bit better in specific fields, but I was told that people going to Harvard are outstanding and that's what made my choice. And in terms of teaching methods, well, it might not be something unique to Harvard anymore, but it used to be the main difference for me when I went there. It is a participatory learning concept, when you learn not so much from somebody lecturing to you, but by engaging with people in the class, and it is not only group work – you get case studies very close to real life, do role plays. And that's also what I brought to SSE Riga during the class of Negotiations and Dispute resolution, we use games, teaching materials from Harvard.

**What is the most important thing you learnt there?**

To start off, I think I need to tell a story. The first reaction of anyone who gets an acceptance letter from Harvard is “No, it cannot be true, they probably made a mistake”. Then, after you've checked that you are really accepted, you go there and at first you feel so humble because all these people in your class are so bright. But

then actually you realize that there is a good reason for you being there and there's no need to look down on yourself. You see that even those famous professors have flaws. So, you could say that it is healthy self-esteem that comes from the realization that you are part of this community, that in many ways you are excellent, but there are also things you still have to learn. You just realize what you are good at.



**You started your education studying to be a pianist. How did it turn out that you ultimately chose economics?**

First of all, it did not happen in one day. It was a gradual process. Over time I have discovered that I am very much a social animal, that I like to engage in social contact, in group work. Being a pianist is rather a lonely profession. Of course, you can express your feelings, tell stories by playing and even make people cry, which happened

twice to me. It is very powerful, but very lonely...

I have realized that I also have managerial abilities, logical mind and I like to organize, engage, make things happen and achieve tangible results. I knew that I have to do something else. I have started organizing concerts, then I went to marketing, then to business management and finally to public sector. For me it has always been very important to change the setting, keep pushing myself out of the comfort zone. It is the curiosity that makes you change what you do.

**What would you suggest to students struggling with identifying their career path?**

It is very difficult to give anybody advice, it is very personal. However, something I would like to say is that it is very normal to have questions about your path. An important thing to realize is that it is not a one-time choice that will shape your remaining life. There will follow many other decisions, crossroads and you will never be able to see all of them in advance. Don't be too hard on yourself. Make the choice which seems right at the moment and most importantly try to listen to what feels true. I believe that if you do what you like and what you are good at, you will be successful.



Viktoria&Tanya



The beginning of May brought a truly amazing change into everyday life of SSE Riga. The event, which will stay in our memories for a long time, took place in the walls of our school – Peak Time 2012! Everything was there: the delight of victory and the bitterness of a defeat, tireless work and wild partying, unexpected difficulties and even more unexpected miracles. The ones who thought that spending a few hours in this international festivity of intellect and creativity was not worth putting off their MAF books definitely lost a lot. But for them to feel at least a little part of that atmosphere and for all the rest to refresh their emotions and memories, I will try to cover the most exciting moments of Peak Time 2012 in this article, so enjoy!

In the first place, let's once more remember the people thanks to whose 8-months' work Peak Time was possible. Here they are:

## Kristina Malukaite,

the Chief Organizer – the girl who knows how to run the things being firm and decisive, but at the same time smiling and friendly. She did not lose control even when the situation seemed to be getting out of it, and in the end everything went smoothly and (almost) according to the plan.

## Martynas Stankevicius,

responsible for sponsor relations – the guy who definitely knows how to make contacts, as the number of companies who supported the event was impressing. This support was achieved not without struggles (difficult economic times we live in, indeed!), but eventually both sides found common language with a most beneficial outcome.

# How Peak Time rocked SSE Riga

**Nadezda Zute**, promo of the event – undoubtedly, a great job done by Nadezda: 1481 applicants from 48 countries got to learn about and decided to take part in the competition thanks to a word spread by her.

**Aiste Virkutyte**, media person, CESIM simulation – this girl who kept an eye on all the information



coming out about Peak Time 2012 on Facebook, Twitter, Picasa, their official website and in press releases. She as well arranged a business simulation from CESIM, which was enjoyed by everyone.

**Jelena Gvardina**, event coordinator, the one whom we should thank for the program of these 4 unforgettable days. She took care of the participants' time in a really proper way! No wonder what most of them remembered was not the case studies or presentations, but Pub Tour and parties :) But this will follow a bit later...

The organizing team's associates should also be given applause – during the event they tried the roles of compadres, jury assistants, waiters, cleaning ladies, chefs, errand boys, and whatnot. So remember the names of people who you can sure rely upon: **Andrius Čiapas, Evelina Saurusevičiūtė, Ieva Skrivere, Ieva Grigalune, Darya Skakouskaya, Gintarė Stravinskaitė, Aliaksei Chekel, Aušrinė Isodaitė.**

## SPONSORS

The event would not possible without a generous support of the sponsors. Not for the first time already, **Civitta** remains the biggest contributor by providing cases for participants and judging the rounds.

Huge thanks also go to McKinsey & Company, the British Council, our own school for hosting the event, as well as CESIM, Ernst & Young, Tymbark, Fazer, Microsoft, Red Bull, Hellenic, NORDIC Training International, Aibe, HeadMade, Nokia Siemens Networks, Latvijas Zalas Punkts, Student Events and others.



Viktoria





This year Peak Time welcomed its finalists in Riga for the 13th time already. Having gone through the preliminary rounds of CESIM simulations, case study presentations and creating of a team's portfolio, best of the best came here on May 2 to prove what they are worth of. 80 bright minds from 19 countries were rivaling for the title of the winners of the most prestigious business competition for university students – Peak Time 2012. Let's look at what they experienced during these 4 days.

This year Peak Time provided its participants with an opportunity to attend four prominent guest lectures. Experts in their fields, the guest lecturers shared their experience with the young talents and brought inspiration to them by their own examples. I managed to talk to two of them, and here what I heard:

**Glen Grant, a CEO at GG consulting**

**What determined your decision to give a guest lecture for Peak Time, and what is the main idea you are planning to share during your talk?**

Actually, I was asked to give a lecture only yesterday, because the previous speaker couldn't come, and I have a very simple rule: if people ask you to do something, unless you physically can't, you should always say yes. So I sat down yesterday and thought: a hundred 20-year-olds, just starting off in life... so I will just talk about life.

**What is the main benefit of such events as Peak Time for its participants?**

The main benefit is that people find out many things about themselves and probably for the first time in their life start to think of what it means and what it involves to be a professional. What I mean is that in such an environment you not only interact with people, but you begin looking even at your own team

## Guest lectures

members from another angle: "If I start a business, am I going to take this girl with me into the business?" I hope that this is how people are going to use this time, so that when they go away they will think: "Damn, this guy is smart, if one day I need a person like him, I know whom to turn to". The brain should start actually to assess whether you are a risk-taker or a workaholic,

stay in one place, about how men are not smart enough to sell cars to women, about the importance of ironed pyjamas, he also gave a lesson to men on proper look and style and talked a bit about sex, drugs and rock'n'roll.

**Maris Martinsons, Director of the Pacific Rim Institute for the Studies of Management, Professor of Management**

**What is the most important trait of a young specialist which will help him to be successful?**

I think an ability to stay flexible. We know that the market will change, and you've got to be willing to change and continually learn new things.

**Where to get strength after you have failed in something really important for you?**

I think it comes from the inside. You know, if you first don't succeed, you keep trying again and again – and that's the characteristic most successful people have,

they didn't achieve it in one day. Those who will give up after one time are not going to make their impact on the world. So keep looking for your passion and learn from your mistakes.



Starting with the very first day, the participants delved into the atmosphere of hospitality of magic Riga. Our caring SSE Riga students prepared well for their stay: a number of ice-breaking and cultural activities will be remembered by all of them!

Peak Time associates were meeting them with wide smile on their faces to release the tension and show that they are most welcome guests in our school. However, some teams received smiles even brighter than others, they say some Y1 girls created a to-do list for the event: on top of it came the team from Copenhagen Business Schools called Victorious secret, which stayed among the favourites till the very end of the event.

The Opening ceremony started off a 4-day run for the victory with welcoming speeches from the organizing team, Diana Pauna and the event's supporters.



In the beginning, the teams were mostly sticking to their 4's and felt a bit shy to communicate to the others. At that stage ice-breaking activities came in very handy. All of the participants were randomly divided into 5 big groups and showed their enthusiasm, team-building and negotiating skills doing funny tasks

## Culture & Fun

in the centre of Riga. It helped to start communication generally, whereas the following Cultural evening deepened their knowledge of the countries each one represented. All of the teams presented their national food in the lobby. Vietnam students brought delicious candies, Georgians and Hungarians - wine, Greeks - Feta cheese and so on. The evening ended with a "Movie-Presentation Night".

Next day the PeakTimers got to know how difficult a life of the average SSE Riga student is: a true SSE Rigan knows what it costs to foster an ability to resist the temptation of dropping into one of those lovely pubs in the Old Town, and then to another one, and then to one more... when another deadline is coming) The night was epic and made everyone even closer, isn't the good old beer the best way to achieve synergy?



During the National evening Latvian culture unfolded for amazed guests from abroad with delicious food, nice songs and dances involving everyone and making even Singaporeans a bit more Latvian.

The more, the better. And there it was – a party at SSE! Awesome as our parties always are, Peak Time party was special in that you could hear many more languages used by already a bit drunk guys trying to hit on our bella donnas. For many people the fun finished when tireless finalists were already hurrying to the school for case study briefing.

An official Closing ceremony concluded the whole event with speeches from Peak Time 2012 Chief Organizer, jury members, and of course, with rewarding the winners.

All of the groups had a task to prepare the video about their team. The team

from Belgium was fond of guerilla marketing (they were advertising Peak Time 2012 instead of us), the team Vista from China showed traditions of their country, while the team from SSE Riga showed the funniest video of the evening talking about themselves and turtles.



So, how did the whole event look in the eyes of those for whom it was created? Let's see for Peak Timers think!

## Opinions

The thing I actually found very peculiar and interesting is the impressive number of various English accents we have had here. We are all so diverse, we live thousands of miles away from each other but there are things which tie people together: the English language and surely such event as Peak Time.

Srinath Srinivasan, iBrains, Singapore

What will I remember most? Pub Tour! Those shots were unforgettable, But seriously, I think that I was most amazed by how different our cultures are: even the ways different teams presented shows different outlooks on things, I got a few tips.

Matej Urban, UoB Enterprise, UK

The beauty of Riga is amazing, its architecture have had a really strong impression on us. We definitely want to come back! The people we met here are all very smart and friendly, we want to keep in touch, so whenever you happen to be in Hong Kong, we will tour you around without any problem!

Team "The Cables", Hong Kong



Team "Quartet A" from Belarus - winners of Peak Time

### Before the results:

**Fun vs. Work:** It is really hard to have fun and achieve the results at the same time, so we chose results, and therefore couldn't enjoy cultural events to the fullest;

**Expectations:** We for sure expect to hear our name now in the final. We did all we could and I think we couldn't have come up with anything better;

**Differences:** Even though accounting we study in Belarus is very different from IFRS accounting, we managed to "balance the balance sheet", so to say. Actually, your accounting is less complicated and it wasn't much problem to understand it. Only terminology was sometimes unclear.

### After the results:

**Key to the victory:** We are different. We all study different things: marketing, finance, international economics, business administration – this mix of competences made us strong. And, of course, passion!;

**Overall impression:** The event was on a really high level, well-organized and intense. The quality of tasks was also impressive, what else would you expect from such companies as Civitta and McKinsey? And of course, lots and lots of useful contacts, it has been a great experience!

# WHAT'S UP, IFUND?

The spring has finally come to Riga and although many of us would like to just go outside and enjoy the first few sunny days, we are constantly being held back by the not-so-warming school stuff: project deadlines, exams, presentations and so on. Some, however, have been busier than others and that includes us, the five iFund guys and a bunch of our associates.

Just as cats come into heat, spring is also the 'active' season for the Investment Fund Board (okay, bad analogy, but just couldn't resist). By 'active' I mean, obviously, event-wise: Investment Game, Investment [UN] limited, Investment Fund Conference, and, of course, elections of the new Managing Board and the ground-shaking iFund party all take place in this beautiful season. For our organization, however, this is not just an ordinary spring – this year Investment Fund is celebrating its 15th anniversary and just like the other four members of the team I am both honored and challenged to oversee our activities in this very special time.

To mark the occasion, Investment Game received a full overhaul this year. This might also be the reason why Liudvikas, the Chief Investment Game Organizer, has been more stressed than usual, after all, building a brand new trading plat-

form, redesigning the website and making sure that everything runs smoothly is no easy task. He did a great job, though, and that is reflected in players' feedback and comments from our fellow students.

What is a birthday without a birthday cake? We simply couldn't let the celebration go unnoticed and thus decided to host a special ceremony for students and sponsors. And it is why we invited a very special guest to come visit us – Marijus Kalesinskas, the founder and 'father' of iFund, who was particularly happy that fifteen years after estab-

After Marijus has answered students' questions, everyone was welcome to enjoy the final and perhaps the most enjoyable part of any event – the banquet! The lucky (or should I say the smart) ones who attended were able to grab a plateful of snacks, a glass of juice and have a nice chat with Marijus and other participants. The banquet, which probably couldn't rival our colleagues DoO in size but nevertheless received AAA rating, was finished with a huge and delicious cake.

What does the future hold for us?

Currently, we have our hands full with event organization - Investment [UN]limited, Investment Fund Conference, and at the time of writing this piece we are also discussing plans on hitting up Rome in early September. I believe that I speak on everyone's behalf when I say that it has been an amazing year and we look forward to finishing it with a bang at the iFund elections party!

Fifteen years is a truly significant amount of time for a student organization. I can only hope that fifteen years from now I will be the one giving a guest lecture at the 30th anniversary. LONG LIVE iFUND!

lishment, Investment Fund was not only functioning successfully, but has also become a significant part of SSE Riga community. He also talked about his experience after graduation and gave a lecture on behavioral finance and irrationality in the financial markets, a subject that we have touched upon in the You-Know-What course.



Justinas





## **SAY „HAPPY BIRTHDAY“ FOR JE JOUE!**

### **LET US REMEMBER HOW IT STARTED...**

I guess „Happy Birthday“ is required as this is the 10th anniversary year of Je Joue event.

It started small in year 2001 when several students of SSE Riga decided to prove that the school is not all about economics and business, but it also holds dazzling creativity. They created an arts event Je Joue [zhe:zhuu] ('I Play' fr. French) to involve active and curious students in diverse activities where they could express their personality as they wished.

At first (2001) Je Joue organized an event called “Arts week”, which consisted of several small performances, expositions, etc. for the students of SSE Riga and RGSL. Since then the range of activities has been growing and changing, including concerts, fashion shows, graffiti workshops, drama performances, various kinds of challenging contests and so forth.

In 2010 the team under the leadership of three most beautiful and magical girls- Līva, Zane and Māra- decided to do something different and instead of a week-long event signed up for the Museum Nights – a one day during which not only students, but all the interested residents could come and enjoy the show.

To organize such an event many skills are needed. Even if one cannot draw, paint, sing, play, dance or does not consider himself/herself an ‘artist’ in any sense, there is still a lot work to do and any help is needed! Je Joue team consists of people responsible for the premises and decorations, others are responsible for the creation of yearly promotional video. Fundraisers and sponsorship seekers are also a high necessity, one always needs to find new participants, advertising posters require to be created and distributed... Everybody can find a place where to offer a helping hand.

Every year the compilation of the Je Joue group is changing: Year1 can join already experienced group leaders from Year2, who were ‘newbies’ in the previous semesters, but then gained experience and replaced the former leaders. This means that the event is also changing every year along with its new organizers; however, one thing is crystal clear- Je Joue team always strives to provide events and activities of the latest trends in culture, arts and society, as well as put conventional arts in new amplua.

The theme of the first Museum Nights in SSE Riga was ‘Across the world and culture’. Visitors could acquaint themselves with the exotic aspects of many cultures: Japan (Aikido lessons), Greece (Star gazing), France (Photography), USA (Hippies), Brazil (Traditional capoeira dances) and many other countries. The event was finished off with a performance of an amazing orchestra, which played traditional rock ballades, while lithesome dancers were dancing in the spotlights behind the cafeteria big windows. The night was truly magical!





## **JE JOUE 2012:**

### **A CHANCE TO SEE THE FUTURE AND GET BACK TO THE PAST**

**Museum Nights 19<sup>th</sup> of May from 19.00 – 01.00**

This year the team of Je Joue presents a game of life - "Blue Dabudai". The rules are simple: one should go through different periods of life (childhood, teen age, university age, working period and pension) and collect points. The ones who manage to collect the largest amount of points will be able to see what happens in "paradise", others will have a chat with the devil ☺. We have chosen a title "Blue Dabudai" because of the Eiffel 65 song Blue Da Bu Dee. This song is a story of a man who sees everything in blue color/ has a blue life, which also relates to the living with never losing hope. Our guests are welcome to visit not only the activities in the rooms, but also the theater performance, the choir concert and the live music concert with dances at the very end of the event.

Below you can get acquainted with the activities in each of the rooms.

#### **CHILD ROOM LOCATION: LOBBY**

Do you remember your room when you were a child? Can you imagine all the stuff you had in there in the Lobby of SSE Riga? If the answer is negative or you have problems with imagination, come to the Museum Nights and you will be able to remember. Lots of fluffy toys, funny music, dolls, little cars, candies and bright colors - all of that you will be able to see in the Lobby on the 19<sup>th</sup> of May. Here's a little secret: if you want to get more points, start preparing a funny joke. Also you can start refreshing doll dressing, drawing, and Super Mario playing skills, since you will use them a lot. Be ready for a colorful photo shoot, being dressed in a childish way will be a huge advantage for you ☺.





**TEEN ROOM**  
**LOCATION: 3<sup>RD</sup> FLOOR**

Ohh yeah, sweet sixteen! The time when all of us had an idol to copy, a pair of stylish jeans with glitters and some more very cool clothes. We offer you to get back to this period and have the fun that you used to have. You will be able to fill a wide range of personality and relationship tests from the most famous teen magazines, create friendship bracelets and even play the spinning bottle game. When stepping into this room you will feel about five years younger - be ready for that!

**UNIVERSITY ROOM**  
**LOCATION: SOROS**

The studies in the University of Je Joue are taken to the next, not yet experienced, but awesome level. All the activities in this room go along with the motto: "study hard, party harder". One will be able to check his/her IQ by filling in tests, create his/ her own brand new square academic cap, get to know some interesting and random facts and, of course, have a small party afterwards.

**WORK ROOM**  
**LOCATION: 4<sup>TH</sup> FLOOR**

Work is not just about being serious and doing tasks all day long, it is also about fun and entertainment. As much as we love hard work, this time we have chosen to show the entertaining part of the working period. By stepping into the room you will meet some corporate-looking people, who will offer you to do some fun things. For instance, competition of throwing paper into a trash bin while sitting on a chair, darts with a picture of some boss, role-play: secretary and boss meeting, racing with books and a lot more.

**PROGRAM IN SHORT**

- 19.00 – 01.00 – activities in rooms
- 21.30 – 22.30 (Soros) – performance of the theater
- 22.30 – 23.00 (Lobby) – SSER choir performance
- 23.00 – 01.00 (Lobby) – live music and dances





Everyone got an opportunity to learn about the phobias in the Fear room, find out the meaning of desire in the Love room, get awe-struck in the Surprise room, get cheered up in the Happiness room and so forth. The highlight of the day was the performance of the improvisation theatre. And who could forget the flashy guy? :)

More detailed information regarding this year will follow ☺.

## **ORGANIZING TEAM 2012**



**We are so many that even did not manage to fit into one picture ☺**

**You are more than welcome to come and enjoy a nice evening/night together with us during the Museum Nights!**



# RFW 2012 - IS SSER IN FASHION THIS SPRING OR WHAT?

Spring has been late this year, but in our souls it started with the most exciting fashion event of March, Riga Fashion Week. It revealed the styles of several local and foreign designers, reflected the colour tendency of this season and brought all the fashionable people of Riga together.

The participants of RFW 2012 were mostly from Latvia: Natalija Jansone, Zanete Auzina, Sarmite Ostanevica and Katya Shehurina, „Narciss”, „SockBox”, „QooQoo”, „PAVILJONS”, „One Wolf”, „Glam Deco” and „Red Salt”. There were also guests from Estonia: „Pohjanheimo” and Liisi Eesmaa, and a special guest from Italy: „Leitmotiv”. The magazine “Vogue Italia” presents “Leitmotiv” as their favorite duet of designers. The show, aside from being pleasant to our eyes, was able to make everyone feel even better with good music of “Jazzy” and DJ Dubra.

If you happen to wonder whether

you are in fashion this season, there are a couple of things you have to remember. This spring and summer designers have a tendency to play with colour groups of tender, earthy, and floral. To be more specific, it is going to be soft pastels with pale mint green in the front row, earth nuances with a lot of copper, orange and red, and of course all sorts of vivid floral prints. Actually, the prints were quite popular not only at RFW, but also at fashion shows

and other geometric patterns, as well as animal prints. For example, QooQoo presented us a collection in pale colours with edgy prints, which made it fun and unique at the same time.

Riga Fashion Week was a bright event, which many of the students from SSE Riga could not skip. Even though “study hard” is the most important part of our lives at the moment, as spring comes there is a need to renew the wardrobe in order

to be “in fashion”. We can observe how well SSE Rigans manage to keep up with the theme of this season as our girls wear dresses in bold colors and our guys try out shirts with a tender touch.

As for Year 3 students, it seems that they choose to stay classy and professional. The traditional black suites and skirts with a white shirt were the most

popular outfits at the bachelor thesis presentations. Well... You cannot go wrong with it. More than that, the runways of this season around the world had a lot of black and white; most designers just cannot deny the fact that these colors have earned their own place in the history of fashion.



across the whole globe. The designers were offering diverse and fun prints, such as stripes, zigzags



Katya



## THE FOREIGNER WHO GOT INTO “SAPNI AND KOKTEILI”

### Why did you become a teacher?

I am not only a teacher, I do my own research and publications as well, for example, on North African higher education, student loans in Latvia, the Baltic states and education language policy. I got here because I received a prestigious scholarship from the US government, the US Fullbright Scholar, given to professors for 4-10 months of exchange. It is very hard to get it, every year only 200 people are selected out of 6000 applicants, but I was lucky to be chosen. It works like this: if any institution needs a scholar, they apply with their requirements and then you as a potential candidate go through those descriptions and apply if you feel a match. SSE Riga was looking for a social scientist, with good knowledge of finance in education and expertise in RM, so it is more that I chose SSE Riga.

### We know that you educate not only students at school but also security in Latvian club ‘Sapni un Kokteili’. Could you share this story?

Well, one evening my friends and I went to Sapni un Kokteili. When we got there, the security guy stopped us and said that this club is only for Latvians and no foreigners are allowed. When I asked why, the security guard said because they do not accept foreigners. I said this all was pure discrimination and asked for his manager to provide me a clear official law that would support this. When a manager came, he could not present anything but some excuses about Irish people who used to behave badly there. Then he found out that I teach at SSE Riga, calmed down and sincerely invited us in. As my mood was already spoiled, I

refused his offer. Next time we did a reservation in the same place and then no one seemed to care that we are foreigners

### How doing business in ME different from West?

Well, generally, the same common sense and behavior apply. However, there are some things ME people do completely differently.

For instance, US people are usually straight to the point, they do not have a meeting with a person if they don't know their goals in business and what a potential outcome is. ME people are usually not to the point until 3-4-5 meetings. Time is not such an issue for them as it is for Americans.

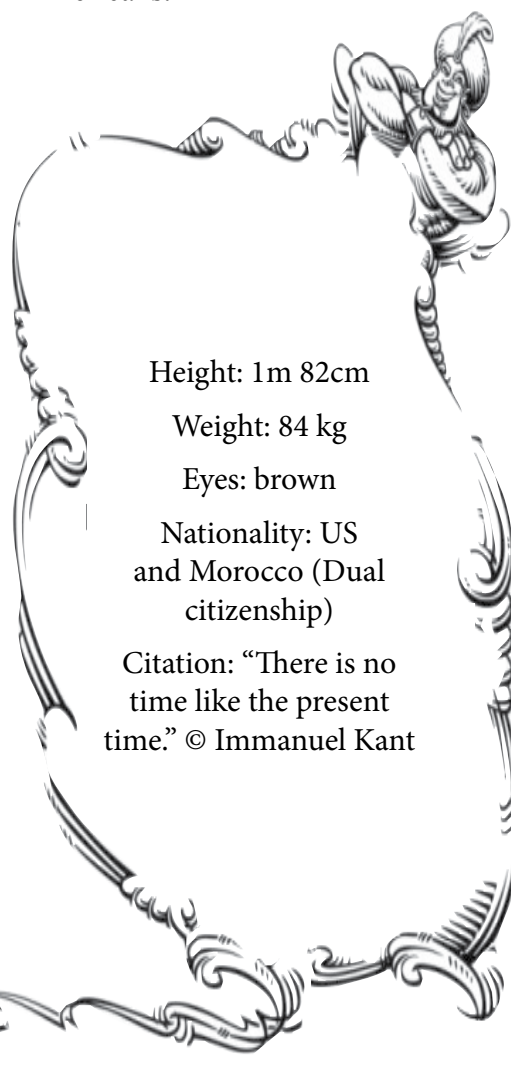


**Ait Si Mhamed Ali**

ME is all about values and morals. It is very difficult to separate culture and religion from daily business life. Al Waleed – bin Talan, one of the first and richest ME billionaires, who has shares in almost every company you can think of, is very interlinked with Western, globalized world. However, there are several things that are not debatable: first, he never drinks alcohol, second, he prays 5 times a day. Even in his private aircraft jet, there is a special section for prayers.

### Some of our students may be willing to work in a banking sector. Are there any differences in the Middle East?

Well, the main difference is that there is not only conventional banking. They have a special type of banking system called Islamic Banking, which is in line with Sharia law. In several countries, as Indonesia and Malaysia, this system is governmental.



Height: 1m 82cm

Weight: 84 kg

Eyes: brown

Nationality: US  
and Morocco (Dual  
citizenship)

Citation: “There is no  
time like the present  
time.” © Immanuel Kant



Koran  
prohibits  
interest rates.

You as a conventional banker may think of interest rate as a core tool for a bank to operate, but it does not work that way here. You have to SELL and NEGOTIATE, not just set the price of capital and compete with other banks' interest rates. Here every client has his unique contract negotiation.

This  
is how  
Islamic banks  
make money from  
deposit investments. You  
put your money in an Islamic  
bank, they invest it, but half of  
the earnings stay for the bank (if  
not negotiated differently in your  
contract). The core difference from  
conventional banks is that they  
will share your loss  
in the same proportions as  
profits.

A  
gift  
is used  
instead of  
fixed commissions  
for receiving service in a  
bank. You are not forced to  
pay a certain sum, however, you  
should give a Hibbah, or they will  
not do business with you next time.  
Hibbah works both ways – conventional bank can maximum send  
you a nice letter for being a good  
client, Islamic bank will give you  
a gift for a good cooperation.

### ***Internet - brings us closer to each other.***

This is one of the solutions that could help to integrate closer.

**Story:** I was in Egypt three weeks ago and decided to run my CFEB class from there, which seemed not to be a problem as I am certified to teach online and believed it will be the same. I got there and was staying in a 5 star hotel, which did not provide a Wi-Fi connection. In a brochure it was written that the Internet, which is located in the business center of the hotel will cost you money, but it is money for good quality and the high speed Internet. Indeed it cost money (10 LVL per hour), but it was the slowest Internet connection I have ever experienced in my life, I waited 2-3 minutes for the first page to open. In the end I had to buy an Egyptian phone card for 40 \$ to use my own internet connection.

**Implications:** The world is very digital nowadays but in most countries in the Arab world the system is somewhat not organized in a sense that the Internet access there is mostly in cafes, but the Internet is not yet popular around universities and

schools for education and research. Mostly, in the Arab world people do not rely on the Internet for information, they have another way of doing things. Latvia, in its turn, is a paradise in terms of the Internet use. I am impressed by how it has caught up and now has the Internet everywhere.

### ***College memories: Morocco and US universities.***

When I was studying **in Morocco** the system was that if you passed a written test in each subject, usually in May, you were then entitled to take an oral exam at the beginning of July. Since there was a gap in time, and as a student I had to pay for lodging and food, once I did not have enough money left by the end of June due to a shortage in money in general. First thing I did, I returned all soda bottles from my home to the store and got some 5-10 cents for each. Then I bought green tea and just put hot water into this same green tea for at least two days. I barely ate that week, but passed all the exams with excellence. This is how creative you can be in order to make ends meet if needed.

My early months **in the US** were difficult in terms of language communication because I didn't know many things people talked about. Once, a professor in Psychology of Education said that we could have a cheat sheet for our exam. I did not know what it was and thought it was not important, so I showed up without a cheat sheet. The exam was made really difficult and I scored 60/100. The professor came to me afterwards to express his surprise as to why I, such a good student, scored so poorly. I just said that the exam was quite difficult. He then said that we were supposed to use a cheat sheet for help, and when he heard that I simply didn't know what a cheat sheet was, he couldn't believe his ears and exclaimed that a student who did 60 out of 100 without a cheat sheet deserves A+, and he gave it! We have stayed in touch, became good friends and did research together. I also assisted him with his book on Standardized testing.



Masha&Nastya



# Joie de vie

Fellow students,

It has come to our attention that we are often either too sleep-deprived or uninformed to look through our mundane routines in search of aspects, which hold potential to improve our mood.

Everyone knows how much attention athletes pay to their diet, their physical state and lifestyle in general. It is my personal opinion that what and how we study at university makes these various aspects of our everyday lives not less important. Mens sana in corpore sano (a sound mind in a healthy body) is the best way of explaining why – it is our mental capability that we base almost all of our success and progress on; just like the athletes base theirs on their physical performance.

Motivation isn't the only fundamental characteristic that an athlete and a good student have in common – something that the longer I am in SSER, the better I understand. It is lifestyle and how much attention you pay to details - how well you rest in your free time and how well your body is prepared to endure a couple of late nights makes all the difference. Starting from this issue, every now and then under the section „Life between deadlines” in The Insider magazines, we will supply you with information about nice places where to relax and events to go to, how to make your leisure

more beneficial, food and drink tips, advice on time management and keeping fit and much more – all with the sole purpose and in hope of making your leisure more beneficial, work more productive and daily schedule more enjoyable.

chocolate; as well as very successful regional newcomers such as the refreshing and low-calorie buttermilk and the personal favourite for many – the caramelized oat ice cream. The friendly salespeople are always helpful at explaining the ingredients behind every flavour and giving you samples to taste, so if you're not sure, just ask.

**I scream, you  
scream; we all  
scream for ice  
cream!**

A combination of two of any flavours costs approximately 2 LVL, which is well worth the

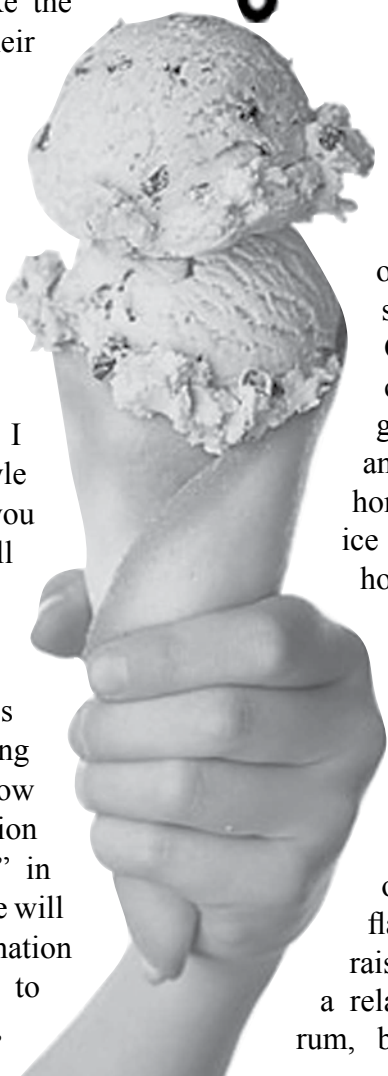
scenic minutes spent sitting on the benches right outside the shop and tasting heaven, especially if you ask for your ice cream to be placed in a delicious waffle that is cooked on the spot as well. In addition, the shop also sells not easy to find good-quality traditional sweets „pumperņķeļi”, which, in short, resemble softer and milder versions of gingerbread cookies. Or you can just have fun trying to pronounce it quickly, that too.

So when you feel like your studies are taking the best of you and you need some sugar in your bloodstream as well as a few minutes out in the spring sun – this nice little venue with very customer-friendly service and great atmosphere is just the thing for you.

Cheers



Jekabs



Not far from our school, on one of the most scenic streets in the Quiet Centre, lies a small cafe-like shop with great atmosphere and even better home-made Latvian ice cream (Skrīveru home-made ice cream parlour on 1-3A Antonijas Street). The shop offers ice cream for every student's taste, with delicious versions of such traditional flavours as rum and raisin/dried fruit (with a relaxing emphasis on rum, btw), blueberry or



# HOW CREATIVITY TURNED INTO CRAZATIVITY

**W**hat does one mean by saying “a work of art” nowadays? Is that about a phenomenal skyscraper in the centre of Shanghai? Or a non-conformist monument in the parks of tiny Monaco? Or mythological paintings by London’s street artists? Indeed, it is more and more challenging for architects, sculptors and poets to impress demanding audience. Blurred imagination, outstanding thinking, over-extravagance equally contributed to establishing of a category of bad arts, refined collection of the dumbest artistic endeavour in the world. Let’s find out how these masterpieces look like and how some of them are valued in acknowledged auctions.

Modern artists tend to surpass their predecessors by joining neoclassical art movements such as metaphorical realism, de-constructivism or neo-expressionism. However, not all newcomers succeeded in those undertakings. For instance, Sarah Irani’s *Mama and Babe* (1995), which is worth \$ 120,000 according to Bonhams & Butterfields auction house, does not seem to be a masterpiece. The blood red eyes of both mother and daughter terrify the observers; moreover, the hair and mouths provoke strong disgust at the work. Two hundred years ago an expert would rebel against this kind of high art, which offends the aesthetic taste of audience. The real value of the portrait remains

questionable. Who’d want to hang such a picture above his/her bad? Perhaps, there are some amateurs of exotic portraiture... Nevertheless, the Museum of Bad Arts included

it in its collection and in the exhibit “I Just Can’t Stop” (devoted to relentless creativity). Oh Man, in 50 years this picture will become antique!!!

The world of sculpture ‘surprises’ with breath-taking novelties: Patricia Paccinini, who graduated from Victorian College of the Arts, tried to look at her works from a different angle. Hence, she created a series of sculptures which embody ugliness, horror, hatred. Her sculpture *The Prone* (2011) reflects a flawed infant,

*Sarah Irani, Mama and Babe (1995)*



whose deficiencies push him aside from the society. The author’s vision is highly appreciated by other sculptors; she is a prominent person in her field. At the same time Patricia could be accused of the distortion of human’s nature in her work: such a destructive sculpture should join the ranks of bad arts. Even though the author was contemplating on a meaningful content, it is not an aesthetic work of art.

The art of writing isn’t an exception: a lot of contemporary poetry is senseless, lame. Poets pursue a blind desire of rhyming lines, whereas

the message of a poem could be completely dull. Sometimes the author ignores a certain rhyming system, ending up with something miscellaneous and chaotic:

Indeed, this example does not give to the readers any insight, its content remains pure abracadabra.

*I like divorce. I love to compose  
letters of resignation, now and  
then*

*I send one on and leave in a lemon-  
hued Huff or a Snit with four on  
the floor.*

*Do you like the scent of  
hollyhock?*

*To each his own. I love a burning  
bridge.*

William Matthews, “No return”

Unfortunately, very many books published nowadays contain this kind of meaningless lines, which harm one’s sense of beauty and perception of a real masterpiece.

So how bad are these bad arts? Some sceptics would say that the vision of an artist is a measure of his/her creativity and tastes differ.

Yet creativity could overlap with a bit (or a lot...) of ‘crazitivity’ and the most ingenious idea would turn into a disgusting work. Let’s hope that in the nearest future the collection of bad arts won’t be increased significantly and we will always be able to admire truly inspiring pieces of art.



*Patricia Paccinini, The Prone (2011)*



Andrei



Deividas Tumas

**Was a decision to get an MBA planned or did it come to your mind because of a certain reason?**

I was always dreaming to do an MBA, already while studying at SSE Riga. Working in Switzerland, I got bored after a while, and I felt that the timing was right.

**Was INSEAD your main goal or you had several options where to get your MBA? Why did you choose exactly INSEAD?**

I was attracted to the brand of INSEAD since the days of yore. I believe a brand plays a big role, no matter how rational you are. INSEAD was “the MBA” program that I always wanted; most of it was my emotional image I have built around INSEAD over the years at SSE Riga. However when I decided to apply for an MBA, I rationally planned everything: researched rankings, forums, websites, visited MBA fairs, met with school representatives and alumni. I made a spread sheet with top 30 programs, tried to do a rational ranking based on my own criteria. I remember, ESADE school was one of the few that came on top. And then, over a couple of beers a good friend of mine said a phrase that was pivotal:

“Get in the best school you can get in”. Now, looking back this was the advice worth a million. I applied to top 3 programs, got a single offer at INSEAD, and never regretted the outcome.

**What are the differences between MBA and MSc degrees? Does it require some certain previous experience and does it give you any special benefits?**

MBA is a business degree, while MSc is an academic degree. MBA program is much more oriented to provide a practical skillset, which would be applicable in real business life. Some call it a “glorified recruitment agency”. MBA students are in the beginning of their professional carriers, yet they have made some achievements already. Average experience of a student is 5 years. Students share their experience, views, knowledge, and much of class learning experience comes specifically through this knowledge sharing.

**When did you start to look for information about MBA? What was your main turning point?**

Application process is long: you have to apply 12 months or so before the beginning of the program. You need to prepare and take (and possibly retake) GMAT, write essays, organize funding. So you have to plan in advance.

**What is the admission process at INSEAD like? What was the**

**hardest part you had to get through in order to enter one of the top business schools?**

Admission process is similar to all schools. You have to provide GMAT score (TOEFL is not necessary for SSE Riga students), transcripts, write 6 essays, get 2 recommendations, and pass 2 interviews with INSEAD alumni. GMAT is really painful, as you have to take sample exams on Saturdays to prepare. Writing essays is also a nightmare, and can take months to properly prepare them for several schools. Yet the hardest part is to make time commitment and get funding to do an MBA.

**Could you tell more about the financial side?**

Getting an MBA is definitely not cheap. Tuition fee keeps on rising every year. Cost of living is outrageous as well: after 5 years of gruelling carrier students have saved up some money and are desperate to spend. So MBA lifestyle is more expensive than you can imagine. In France, we would eat oysters with local cider in neighbourhood restaurants, travel to Bretagne, party in Paris.

In Singapore, we would travel to Hong Kong, Bali, or Sydney almost every weekend, travel to the school with a taxi (which is 10 minutes’ walk), or enjoy local delicacies in top restaurants. My actual expenses turned out to be twice that I have budgeted. However, there is a number of financing options and





scholarships available. They are not guaranteed, and usually cover just a part of tuition. The fact is you have to have your own savings.

**Could you please tell more about the study process at INSEAD? How does Master degree programme differ from Bachelor?**

MBA program is based on the case method. Instead of having lectures as we know it, you have a case discussion. Cases are derived from a real world and are meant to demonstrate specific business problems. Students prepare on the night before, and discuss a case in the lecture. Again, a lot value added come from the students themselves, who share their own experience.

**Did you study in France?**

I have spent 4 periods in France, and 1 period in Singapore. You have to stay on the campus you have been accepted for the first two periods; afterwards you are free to choose which campus to study at. There is an exchange program with Wharton, and some students go there for a period as well.

**Overall, did you like the atmosphere and people at the school?**

Atmosphere is really great! There are so many interesting things happening, that you want to tear yourself apart. Every week is a national week, every day is a party, recruitment presentation, guest speaker lecture, fancy dinner at an overpriced restaurant. You travel through Europe or Asia doing projects, meeting entrepreneurs, participating in competitions. I played at INSEAD band, so on top of everything we used to rehearse at nights and tour on weekends, playing in châteaux, houses and farms. People are amazing and diverse. In my class, we had an advisor to prime minister

of East Timor, Israeli fighter pilot, animator from Al Jazeera, Olympic gold medalist.

**Can you remember any funny moment from your studies at INSEAD?**

You'd rather ask how many funny moments I do NOT remember. There must be a few, I suppose. One of the images I have is from Singapore Airport.

Friday 6:00am, twenty of us arrive and queue to check in to Kho Samui for a full moon party. On the left, there are 20 fellow classmates queuing for Hong Kong flight; on the right, 20 students queuing for Pangkil.



**Why would you go for an International Political Analysis class when you can lie on the beach instead?**

Another blurred image I have from the band's performance in one party. We are playing "Sweet Child of Mine", while wasted finance professor is crowd surfing towards the stage.

**After quite a long time spent abroad you came back to Lithuania.**

**What is the advantage for SSE Riga students to stay in or return to Baltics?**

Well, Vilnius offers one of the best lifestyles in the world. Beautiful old-town, plenty of friends, no traffic

jams, 10 minutes to airport, 3 hours to the seaside... Yet you have to live abroad, here and there, to appreciate that. I am really enjoying it now. I do not have plans to leave, but I would not be surprised if in 10 years time I would live aboard. Life is an experience.

**Where do you currently work? What do you like the best about your job?**

I am a founding partner of Strategy Labs, a management consulting boutique that will serve clients primarily in the Baltics. Currently, we work with a couple of Private Equity funds, helping them to sort out their portfolio companies. In the future Strategy Labs could serve as a vehicle for private equity investments.

**What are your plans for the future (regarding education and career)?**

I no longer have any plans regarding future, and tend to live more in the present. Nowadays I try to maximize lifestyle, do more of what is really interesting and exciting, and do less of what

needs to be done, to buy the things I do not need to impress people I do not care about.

**Is there anything you would like to say to SSE Riga's?**

**We only live twice. I will leave you with this thought.**



Jekaterina



## GOSSIPS

\*WARNING. THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY OF THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)

They say Ieva P. (Year 3) + Vodka = The Girl.

They say scary music is not the only scary thing about Monika (Y1).

They say: does Vlad Zaitev still go to SSE Riga?

They say that Margarita and Yahueniy (Y1) still think that their relationship is not obvious and they continue hiding in the corners and sitting in different rows...

They say "look out, we've got a ValerASS over here"!

They say Inga (Y3) should learn how to copy url properly.

They say Diana M (y1) gets really really sad, if her every day Facebook posts don't get 20 likes, that is why she uses various stalkers techniques to attract more attention.

They say Anastasia (Y1) is the one who says all what they say.

They say nail polish is the key to get an internship.

They say Justinas and Tanya (Y2) would sell their souls for a nice pair of shoes.

They say Viktoria Prihodko and Nick Yushkevich.

They say Einars (Y1) should get a fresh facebook picture.

They say someone is working her ass off to be the hiress of lobby coaches when Inga J. will graduate...

They say that for Dominykas (Y2) all men are attractive.

They say it sucks when exchanges get better marks than year ones.

They say Vadim (Y1) is an animal, when it comes to macro.

They say that some macro superstar groups got a cold shower!

They say that every time Kaspar D. (Y3) comes to Riga, he gets drunk and wakes up somewhere other than expected.

They say nobody takes Aiste's (Y2) deadlines seriously.

They say Gunnar Lindholm is the oasis for Y1 accounting.

They say that new info.com continues the best traditions of her committee - asking for something

urgent 3 days before the deadline.

They say that once Marta turned 18, her demand for alcohol increased a lot.

They say new admission test has been introduced. Complete the sequence: Tomas (Y3), Jurgis (Y3), Mindaugas (Y4), Zybartas (Y3), Jegors (Y3), Zybartas (Y3)...

They say that Tadas Mineikis (Y1) is in love with Susanna (Y1).

They say Annija could be more polite to people.

They say someone is interested in you, Eduards. Well, you know what I mean...

They say that Tatiana and Igors are such a wonderful couple!

They say that even TAs fail FE and AF.

They say that the biggest fail done this year is by Jūlija (Y3).

They say Edvīns (Y1) has a potential to become a School's King, since he already some time ago has been Prince.

They say that Marta (Y1) badly wanted THAT bottle of champagne.

They say Evgeniy G. (Y1) has a big black motor bike. There is still a list in circulation where girls sign up for the drive with Evgeniy.

They say Lauma-the-slapper made a new DS story together with Martins Liberts.

There are no organizations and events in which Armands (Y1) does not take place.

They say SSE Riga frisbee team is looking for hot girls, we need you!

They say only one party at School per month is still not enough for Andrejs S. (Y1).

They say that smiling brunette (y2) and tall curly lady (y2) are just fabulous.

They say jup, Daina is still a Year1!

They say Iuliia comes in Soros to take 8 places for her friends, this is more than Marina does!

They say that something happened to some Y3 girls. Pull up! You used to be the most attractive ones!

They say a group of Y1 students use their native



language to talk unkindly about people sitting near them.

They say that Belarusians are always more tired than anyone else.

They say that iFund was successful this year - the buffet attracted a lot of people.

They say Davis (Y2) will soon be a daddy!

They say Marta (y1) is desperate for champagne showers.

They say PeakTime got so poor that it now asks participants to sleep over in the park.

They say although Edgaras is not tall, he is still pretty.

Dear Jegors (Y3) and Inga (Y3), you are too good to be hipsters, ain't you?

They say that spring is all around us, but Finance is still in Y2s' heads. Sexchange rate, sexcellent grade - Mr. Freud could be happy;)

They say that Lauma V. from Y1 should sometimes just sit back and relax!!!

They say that Dominykas and Kristaps (Y2) Economic Anthropology experiment results were so impressive that they plan to lead a new elective on pick up methods.

They say some years ago Diana promised to build a sauna for debaters in dorms basement!

They say going abroad with passports is for pussies, true BY girls always accept the challenge.

They say there is unofficial Zavertjajevs hating club.

They say, Diana Mitroskina, your speed is 2 FB posts in 1 minute. Can you do more?

They say that Daina (Y2) drinks beer really really fast. Really. Fast. Wow.

They say that Viktoria Pilinko has a slammin' tushie!

They say the Vice - President overestimated his dancing capabilities.

They say that even a snail would correct our exams faster than Mr. Auzins.

They say there is a puke-man in Y1, preparing to break Olympic records in distances...

They say all e-mails from Marija O. (Y1) should be automatically moved to trash, nobody ever reads them.

They say there is a Lemon between Year 1 students.

It appears that Jēkabs is a distant relative of Zach Galfianakis.



First occupation of Arturs Z. before SSE.



Kevin says that Karma is a bitch!





On June 2 Russian National Orchestra, the famous jazz voice Peter Eldridge from New York and many others will come to Riga's Festival. You may go and listen to Pyotr Tchaikovsky's The Symphony No. 5 on the 18th of May.

To regale one's eye go to see great works of Saint Petersburg and Moscow jewellery houses Fabergé (24.03-20.05) at Great Exhibition hall of Art Museum RIGA BOURSE, where also from 5.04 till 3.06 an exhibition of Dutch avant-garde movement called The Style by the artist Hendrik Valk will take place. In order to enjoy a different view on the tendencies of the last century visit an exhibition 90. at kim? inspired by the exhibition in the Centre for Contemporary Art of Lithuania about Anthony Blunt.

The same place offers to find out the fashion of Jugendstil from June 15 till October 28. It is suggested catching the last exhibitions in the hall of The National Museum of Art, where you can be amazed by the finest works of Latvian contemporary artists brought in one exhibition called Test.

## WHERE TO GO?

Jack White has finally pulled up his sock to introduce us to the first solo album. It took him almost 15 years to bring out a debut album Blunderbuss, recorded in his own studio, where only vinyl pieces come out.

Warm spring days may become even more sunny when listening to the new Norah Jones Little Broken Hearts.

For alternative dances and funny adventures put the new records of The Ting Tings Sounds from Nowheresville in your playlist.

However, when going to a party feel free to warm up with the new remixes of Madonna's MDNA, the twelfth studio album, and check out how Mark Ronson has streamed Rufus Wainwright in Out of the game. However, for those who do not find any of these movies interesting there is a Latvian movie Mona in the Splendid Palace this month, which is praised for a mysterious play between the different worlds of rural areas and cities.

## WHAT TO LISTEN?

Explore healthy eating at Ecocatering and do not forget to taste delicious creme brulee in the end. Prepare yourself for the summer with vitamins and minerals at a raw eating restaurant Raw Garden. If you wake up late on Sunday morning and there is nothing to eat at your place go and check brunch at Innocent Cafe and eat as much as you can hold. The best way to a man's heart is through his stomach, Stockpot could be a great place to spicy up your feelings by enjoying Indian or Thai food. However, if you still miss a partner, Fazenda will be a perfect place for a blind date, designed in a romantic French style with good food and a small market in front of it to grab some take-away dishes.

## WHERE TO EAT?

## WHAT TO SEE?

Movies made in the old-time style are dominating in the cinema world this year. People seem to be tired of technology and seek for old values by indulging in silent movies. The film which collected almost all Oscar awards is The Artist by Michel Hazanavicius, which should be the first on the list to watch this spring. Black and white and half silent movie Tabu (Miguel Gomez) was awarded for the great deal of innovation. To see what is happening in the Hollywood have a look at how a long-running vampire soap opera has been brought to the big screen with Johnny Depp in the Dark Shadows. Those who want to shake up feelings after the winter sleep have a chance to watch a horror movie with an unusual plot, Cabin in the Woods, on the big screen in Forum Cinemas. If you are a douchebag, there is a new 3D version of The Titanic Story in cinemas this spring.



Irena



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all three paintings and send  
your answers to  
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