

WATSON WEEKLY

Almost

Emma, The New
Face of Burberry

Neve on a Harry
Potter Tour

Book Review:
The Shadow of the Wind

Plus Amy's Music Chat, Hot
Styles, Celebrity Spotlight,
Fan Art and Music Videos



TOO FOREIGN FOR YOUR OWN GOOD. SING IN ENGLISH. BY AMY WONG

The recent release of BoA's English debut, and Utada Hikaru's 3rd English release switched on my rant button, and prompted me to search for articles on why non-English artists must release music in the language, and oftentimes ditch their native tongue, to get into their market. It is quite nicely touched upon an article by the Telegraph titled "The Language Barrier" by Neil McCormick.

English is the Esperanto of pop, or so they say. This is coming from someone who chooses to write in English instead of Spanish – so who am I to tell you what to sing in? No one. Music is a language on its own, as Shakira puts it.

If music is a language on its

own, what makes artists sing in English? The Cardigans' Nina Persson says "Swedish is very specific and direct and actually quite a harsh language. English has more of a veil to it, more mystery." Yet we get wonderfully-crafted albums like "Vapen och Ammunition" by Kent whose lead voice, Joakim Berg, sings in his native Swedish.

Perhaps Colombian singer Juanes puts it best, "I feel more natural, more calm and more honest in Spanish. It's the language I dream in." - Despite speaking English, he's never sung in it even though he's collaborated with artists such as Nelly Furtado, Tony Bennett and John Legend. However, he is still missing the mark compared to the success of

Shakira who hasn't released a great Spanish album since she turned blond and never looked back. On the other side of the story are Ricky Martin, and to some degree Marc Anthony, who released Latin albums in English, but have gone all the way back to Spanish and never truly experienced huge success after the craze for Latin music faded out.

Trying to break these walls, Wyclef, who collaborated with Shakira on "Hips Don't Lie", called Chinese musicians Jay Chou and Lee-Hom Wang (Alexander Wang, he's American) "real musicians" for combining Chinese culture with music, and even ended up accompanying on the piano in Chou's performance of "Chrysanthemum Flower Bed"

and singing to the romanized lyrics.

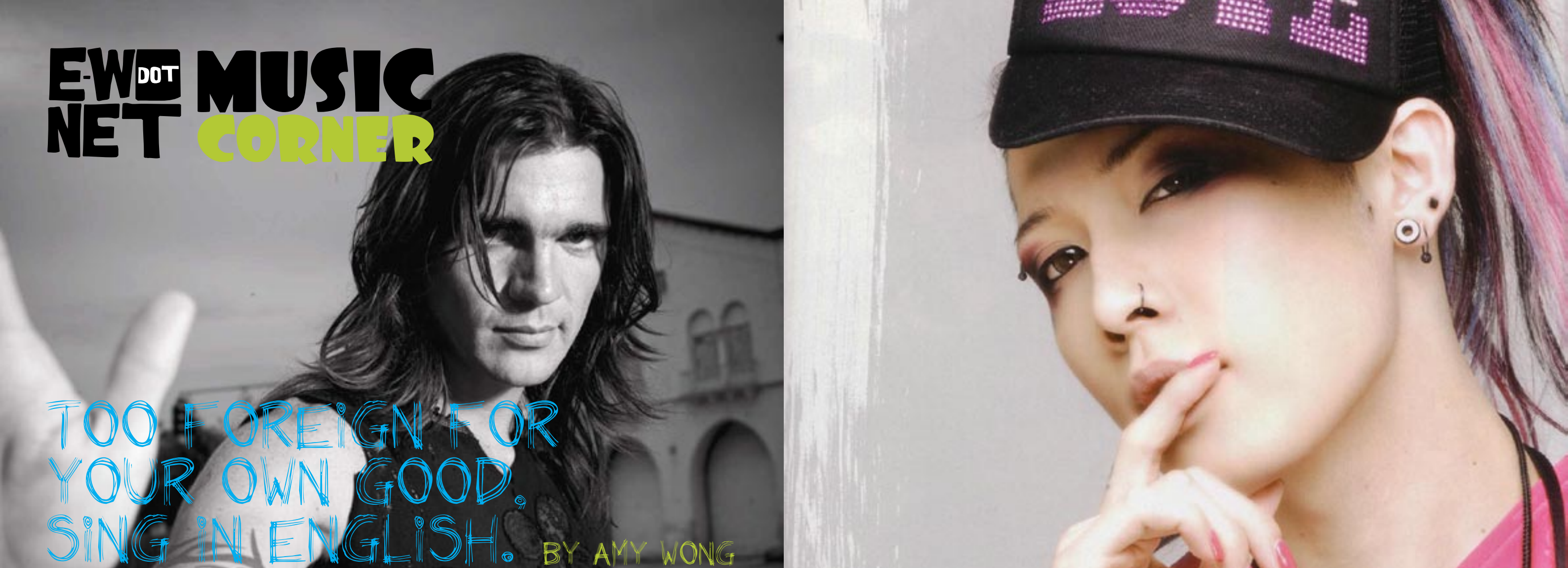
It's true that Asian (and many international, as well) artists sing songs in English from time to time, one has only need to look as far as Faye Wong and her "Bohemian Rhapsody" performance, Clazziquai's "Sweety" or Big Bang's "Number 1." Many times, songs can't even escape the seldom words in English like Salyu's "Ai no Jiken" (Love Experiment), and we can even do this backwards and name "Livin' la Vida Loca" or "Give me just One Night (Una Noche)" to show you how they do it in Spanish. There are also musicians writing and singing in English by choice, and not marketing purposes like Marit Larsen, who has been singing

in English but hasn't released a single album on this side of the world and focuses on the Scandinavian region.

So what are the chances to get recognized by not singing in English? What would be the chances of Jay Chou, whose English isn't so good, to win a Grammy singing Chinese songs? Hundreds of songs released worldwide each year push the boundaries of language and music by fusing music genres, mixing words and creating something unique that we never get to hear about due to the lack of interest from the public, hence the lack of interest in promotion. Put a bit of the blame on us for not getting interested enough in other cultures, as well as a bit of blame on an industry that

keeps on separating foreign music (and films) from the English-speaking content, resulting in the monopoly of the market by artists that are beginning to sound like a re-hash version of one another.

I'm probably sounding critical on music in English, which is not my intent. My problem is with the idea of already successful musicians trying to sing in English just to breakthrough into a market who is unwilling to listen to their music in its original language. Why should a market that feels something is "too foreign" be important, when people who are more willing to listen to something "alien" are more likely to buy your product anyway. ■



WHAT'S HOT THIS SUMMER

PAGE BY SHANNON

NUDE LIP GLOSS

NUDE GLOSS IS A GREAT WAY TO SHINE WITHOUT WEARING TOO MUCH MAKE-UP. REMEMBER, DURING THE SUMMER, LESS IS MORE!

MILEY CYRUS



MULTI-STRAP SANDALS



WHETHER THEY'RE HEELS OR FLATS, MULTI-STRAP SANDALS ARE A CUTE WAY TO DRESS UP ANY SUMMER OUTFIT.

SUN-GLASSES



DRESSES ARE A NICE WAY TO GET COOL IN THE SUMMER HEAT. FIND SOMETHING CUTE AND BREEZY, AND ROCK IT!

DRESSES

SUNGLASSES ARE A HOT ITEM EVERY YEAR, BUT IT'S IMPORTANT TO FIND THE BEST PAIR FOR YOURSELF EACH YEAR. DON'T BE AFRAID TO EXPERIMENT WITH DIFFERENT STYLES.

The Shadow of the Wind

BOOK REVIEW

REVIEW WRITTEN BY CAMILLE
PAGE DESIGNED BY SHANNON

When Emma was interviewed by the French magazine "Crash" a couple of months ago, she was asked what her favourite book was. Her answer: "The Shadow of the Wind" (in Spanish: La sombra del viento), written by Spanish writer Carlos Ruiz Zafon and published in 2001. This should come as no surprise since EWO has been listing Zafon as Emma's favourite author for a while now... Anyway, as usual, when Emma mentions a book, we try to read it: after all, what people enjoy reading says a lot about who they are, doesn't it?

The Storyline

The novel, set in post-Spanish Civil War Barcelona, concerns a young boy, Daniel. Just after the war, Daniel's father takes him to the secret Cemetery of Forgotten Books, a huge library of old, forgotten titles lovingly preserved by a select few initiates. According to tradition, everyone initiated to this secret place is allowed to take one book from it, and must protect it for life. Daniel selects a book called "The Shadow of the Wind" by Julián Carax.

That night he takes the book home and reads it, completely engrossed. Daniel then attempts to look for other books by this unknown author, but can find none. All he comes across are stories of a strange man - calling himself Llain Coubert, after a character in the book who happens to be the Devil - who has been seeking out Carax's books for decades, buying them all and burning them. In time this mysterious figure confronts and threatens Daniel. Terrified, Daniel returns the book to the Cemetery of Forgotten Books but continues to seek out the story of the elusive author. In doing so Daniel becomes entangled in an age old conflict that began with the author himself...

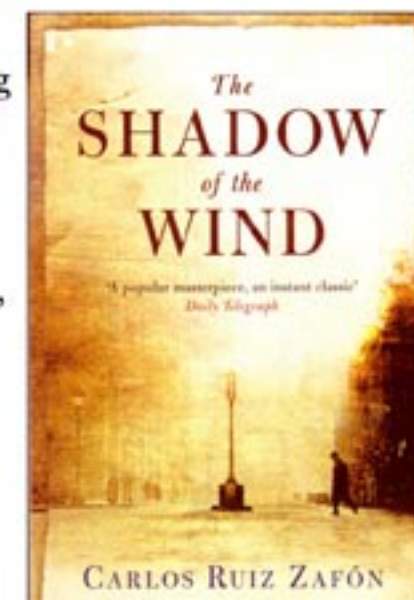
What We Think

We loved it! From the beginning to the end, the reader is immersed in an almost gothic atmosphere that makes it impossible to put the book down. There's a very touching poetic beauty in the way Zafon writes about Barcelona, and in the way he uses colors, shadows, rain or snow to create a fascinating set for an even more fascinating story. The plot is very smart, going back and forth between three generations of people, and there's a bit of a fantastic side to the story that will keep you on the edge of whatever you're sitting on while reading. As for the characters, they're very... human. There's no black or white, but a lot of grey in the way they act and react, and one of the main themes of the book is definitely redemption. All in all, we highly recommend you to read the book: it's a page-turner of great literary quality and we can safely say you will not be disappointed.

- In a recent interview in the magazine "The Times", Emma mentioned she was in the middle of a novel called "The Angel's Game". It is actually a prequel to "The Shadow of the Wind"! It is set in Barcelona during the 1920s and 1930s and follows a young writer who is approached by a mysterious figure to write a book.

- Apart from Emma, "The Shadow of the Wind" has also been praised by none other than the German ex Vice-Chancellor and ex Foreign Minister Joschka Fischer. That should tell you a lot about how good it is!

Fun Facts



The New Face of Burberry

by Neve

Since Emma recently became the new face of the British luxury fashion house, manufacturing clothing and fashion accessories Burberry, we thought you might like to know a bit more about the brand, its history and the style that Emma is now endorsing!

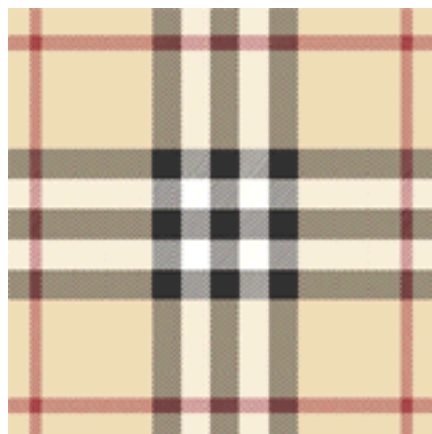
A little bit of history...

Burberry was founded in 1856 when Thomas Burberry, a former draper's apprentice, opened his own store in Basingstoke, Hampshire, England. By 1870 the business had established itself by focusing on the development of outdoors attire. In 1891 Burberry opened a shop in the Haymarket, London, which still exists and is the site of Burberry's corporate headquarters.



The Burberry check

In 1914 Burberry was commissioned by the War Office to adapt its officer's coat to suit the conditions of contemporary warfare, resulting in the "trench coat". After the war, the trench coat became popular with civilians. The iconic black, white, and red tartan pattern - known as "Haymarket Check" or the "Burberry classic check" - was first used as a lining for the Burberry trench coat in 1924. It was not until 1967 that the Burberry Check, now a registered trademark, was widely used on its own for items including umbrellas, scarves, and luggage. Today, it is one of the most recognizable patterns in fashion, and is often imitated by competitors.



Burberry today

Since 2001, Christopher Bailey (who used to work for Donna Karan) has been responsible for the design of all Burberry collection lines, including Burberry Prorsum, Burberry London and all Burberry licensed products globally. He is also responsible for the company's overall image including all advertising, corporate art direction and store design and visuals.

Emma, the new face of the brand

Emma was first "linked" to Burberry when she attended the Vanity Fair Portraits exhibition at the National Portrait Gallery in London in 2008. Not only was Emma dressed in Burberry from head to toe, but that was also the night she met Christopher Bailey (she was so excited she told all of her fans in an E.M.S.!).

Since then, fans have noticed that Emma's been faithful to the brand: for instance, she wore Burberry platform sandals at the 2008 Empire Awards and she even appeared alongside Bailey for a Harper Bazaar photoshoot!



Emma wears Burberry at the Vanity Fair Portraits Exhibition.



Emma Watson and Christopher Bailey in Harper's Bazaar, October 2008



Emma wears Burberry sandals at the Empire Awards, 2008 (left) and carries a Burberry bag at the Vanity Fair Portraits Exhibition (right).



Bailey said in a press release that “having known and admired the lovely Emma Watson for quite some time, she was the obvious choice for this campaign. Emma has a classic beauty, a great character and a modern edge. Her charm, intellect and brilliant sense of fun made the whole shoot feel like a picnic on the Thames”.



The ads were shot by famous photographer Mario Testino and depict Emma donning several Burberry creations, from fancy coats to impressive handbags and scarves, while surrounded by a group of groomed up British boys (“I felt Emma would be strong enough to hold the campaign as the only girl, and I loved the idea of her being surrounded by these young, cool British guys”, Bailey says). The idea was to go back to Burberry’s British roots, by having an entirely British cast and an oh-so-British location, i.e. near Westminster and Big Ben.

Now Emma has joined the likes of Kate Moss, Agyness Deyn, and Rachel Weisz by becoming the face of Burberry for the Autumn 2009 campaign.



Kate Moss



Rachel Weisz

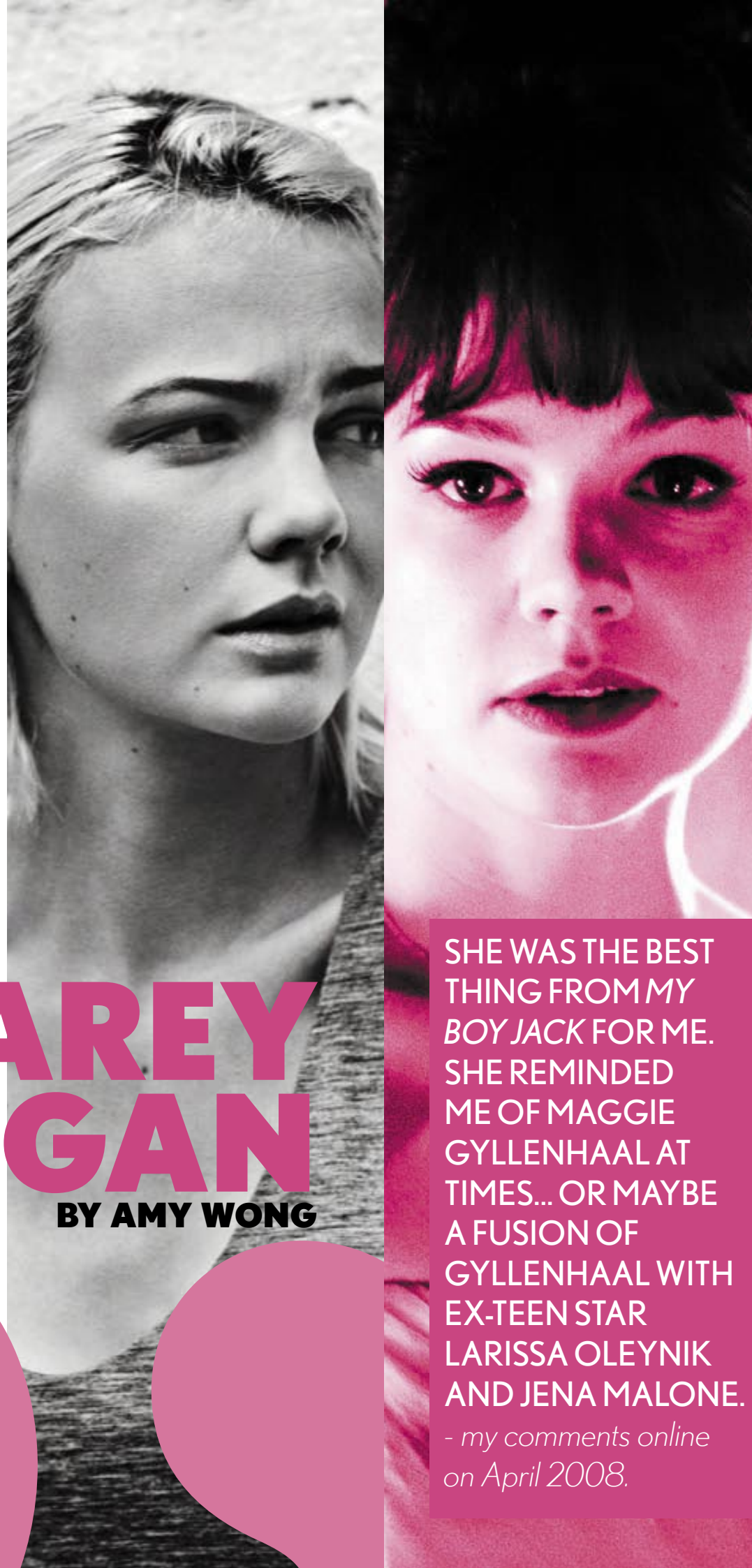
So, are you feeling like going on a shopping spree in your closest Burberry store now? I definitely am... but I don’t think I can afford it! :P



CAREY MULLIGAN

BY AMY WONG

If you feel such a strong need to be an actress, you must be an actress.



SHE WAS THE BEST THING FROM MY BOY JACK FOR ME. SHE REMINDED ME OF MAGGIE GYLLENHAAL AT TIMES... OR MAYBE A FUSION OF GYLLENHAAL WITH EX-TEEN STAR LARISSA OLEYNIK AND JENA MALONE.

- my comments online on April 2008.

Just as a 24-year-old, and a few active years as an actor, Carey Mulligan is taking the industry by storm by leading some of the most popular Oscar race websites as the next Best Actress pulling ahead of big names like Hilary Swank (*Winner of two Best Actress Awards*), Meryl Streep (*Winner of one Best Actress, and one for Best Supporting*) and Penelope Cruz (*Winner of one for Best Supporting*). Where did this girl come from?

Mulligan has always wanted to be an actress, and has said that everyone at her old school was encouraging. "You could do anything you wanted to, although you had to take it seriously. If you missed rehearsals, you were out."

Alongside hard work and dedication, she also had a bit of a lucky star shining down on her, after all how many people can say that they've gotten a letter with a message by Kenneth Branagh delivered by his sister saying "Kenneth says that if you feel such a strong need to be an actress, you must be an actress."

It's during her last years in school that she had the chance to begin her career when she met actor Julian Fellowes, who introduced her to the casting director for *Pride and Prejudice*, starring Keira Knightley. Mulligan played Kitty Bennet there, but it wasn't until two

years later that she began to garner attention, first with her guest appearance on the cult hit show *Doctor Who*, and her role as Elsie Kipling on *My Boy Jack*, starring Daniel Radcliffe.

All of that seems so small compared to what she had lined up for 2009, with small parts on *The Greatest* (Susan Sarandon, Pierce Brosnan), *Public Enemies* (Johnny Depp, Christian Bale and Marion Cotillard), *Brothers* (Jake Gyllenhaal, Natalie Portman, Tobey Maguire), and the film *An Education*, which has garnered great reviews for Mulligan and has placed her on the current race for Best Actress since its release at the Sundance Film Festival earlier this year.

So what can we expect of Carey Mulligan? For now she's got the film *Never Let Me Go* scheduled for next year, as well as Oliver Stone's *Wall Street 2: Money Never Sleeps* with Michael Douglas, Susan Sarandon, Frank Langella and Shia LaBeouf. Oh yeah... and don't forget award season, which could be a huge event in Mulligan's professional life. ■



Fan Music Videos

by Neve

I'm sure you all know by now who Kiakkia is: she's been among the winners in several of our Hermione music videos contests and her Emma music videos have also been featured in previous issues of Watson Weekly.

Well, Kiakkia is back, with two brand new videos. And we're pretty sure you'll dig the concept behind them. The first one, "Nolita Fairytale" (song by Vanessa Carlton), is about the Emma we've known for years, the adorable girl next door we all love.

Nolita Fairytale

video by Kiakkia
song by Vanessa Carlton



U Set My Soul Alight

video by Kiakkia
song Supermasive Black Hole
by Muse



The second one, "U Set My Soul Alight", is about the edgier, grown-up Emma we've been seeing more and more in recent photoshoots. Both music videos thus complete each other in showing Emma's evolution from girl to woman. And of course, they are very well edited, and feature many new clips and pictures that were carefully chosen to fit the music and the lyrics. In other words, they're a real treat for any fan ☺

Enjoy!

Harry Potter Spots Around the UK

by Neve

After spending a year in London and travelling a bit in the UK, I thought I might share with you some of the Harry Potter-related spots that I discovered...

LONDON

First stop: King's Cross. Most of you must know by now that if you go to King's Cross, there is now such a thing as Platform 9 $\frac{3}{4}$. Yep. The books and movies were so successful that now you can actually see Harry's and Ron's cart stuck in the wall.



Next stop: The Millenium Bridge. Take it to go from the Tate Modern to St Paul Cathedral. Not only is it a must-see in London, but it's also part of the HP world now: as we saw in *Harry Potter and the Half-Blood Prince*, the bridge was featured in an action packed - and full of special effects - scene at the beginning of the movie.



Next stop: Piccadilly Circus. After all the pictures that recently got leaked on the Internet of Dan, Rupert and Emma filming a scene from the Deathly Hallows in the oh-so-famous Piccadilly Circus, you really have no excuse: you MUST wander around this famous London spot. Oh and while you're in the neighbourhood, you might as well go and take a look at the nearby Gielgud Theater, where Dan played in Equus.



Last stop: OK, this is probably the less well-known spot of the four, but it's my favourite. Go to Borough Market (Tube stations: London Bridge or Borough, both on the Northern Line) and look for this restaurant that has a sign "Harry Potter 3 was filmed here". The scene that they're referring to is the one when Harry has just run away from the Dursleys and landed in a dodgy hotel: can you remember that he looks at the window while a train is passing? Well, this is the building in which they shot that scene *wink*



EDINBURGH

It's here, in the charming capital city of Scotland, that J.K. Rowling wrote the first Harry Potter. As you probably know, she was rather broke at the time and didn't have enough money to pay for the heating in her flat. So she spent her days in The Elephant House, a lovely, welcoming and, more importantly, *warm* coffee shop, writing her first novel while her baby was sleeping next to her. I guess one might say that this place feels like part of any big HP fan's "pilgrimage"...



OXFORD

Hometown of Emma, this city is not only famous for its world-renowned university, but also because the Dining Hall of Christ Church (one of the best colleges of said university) was the inspiration behind the movie set of the Great Hall. Warning: you'll probably be surprised to see that the Dining Hall is not really a big room, compared with what you might have expected after watching the movies, in which the Great Hall seems HUGE. But hey, that's Hollywood magic for you! :P



FAN ART



Gayatri



Helen

for My love
Emma

for My love
Emma



Armon



Aragon

Nick



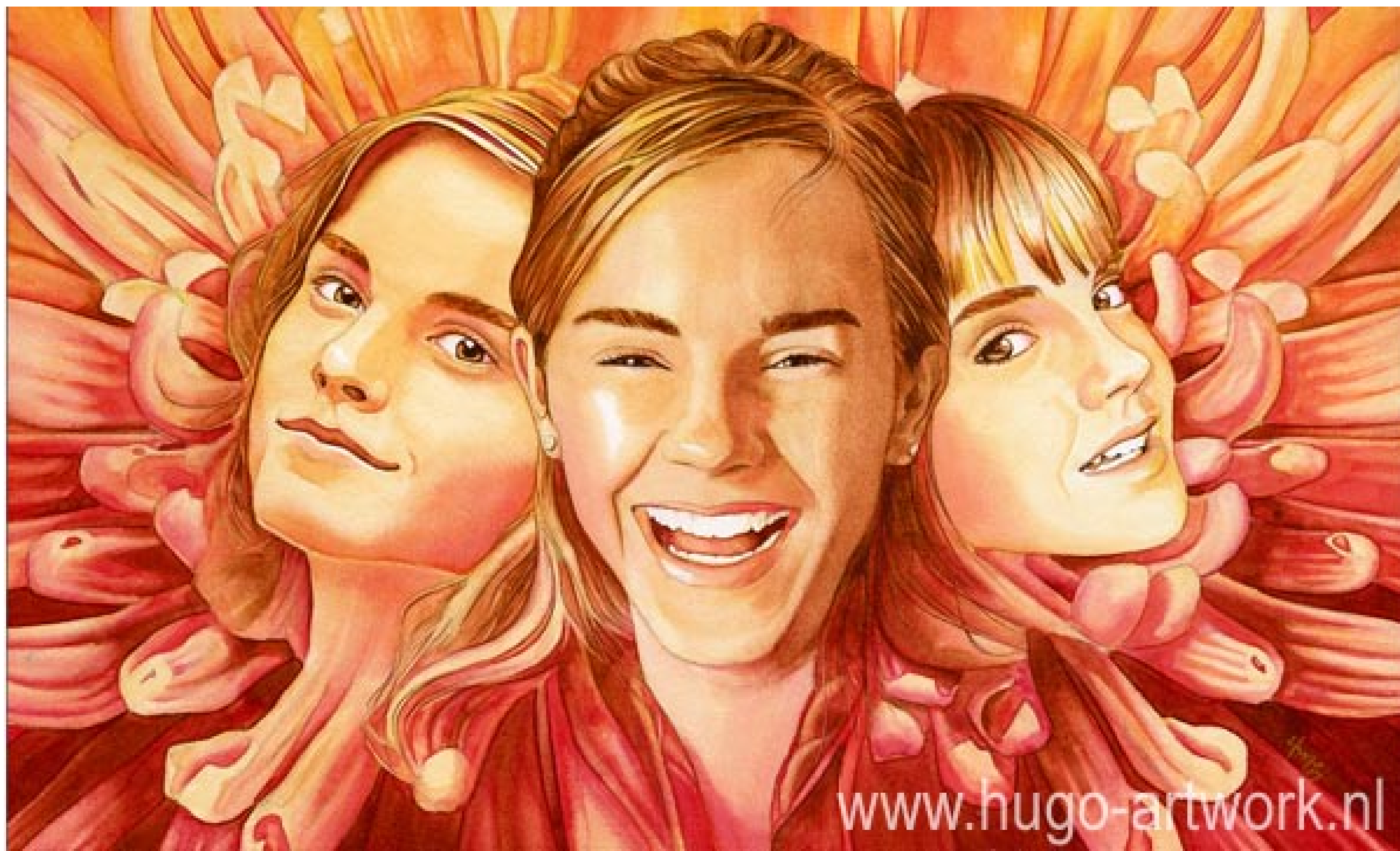
Beau



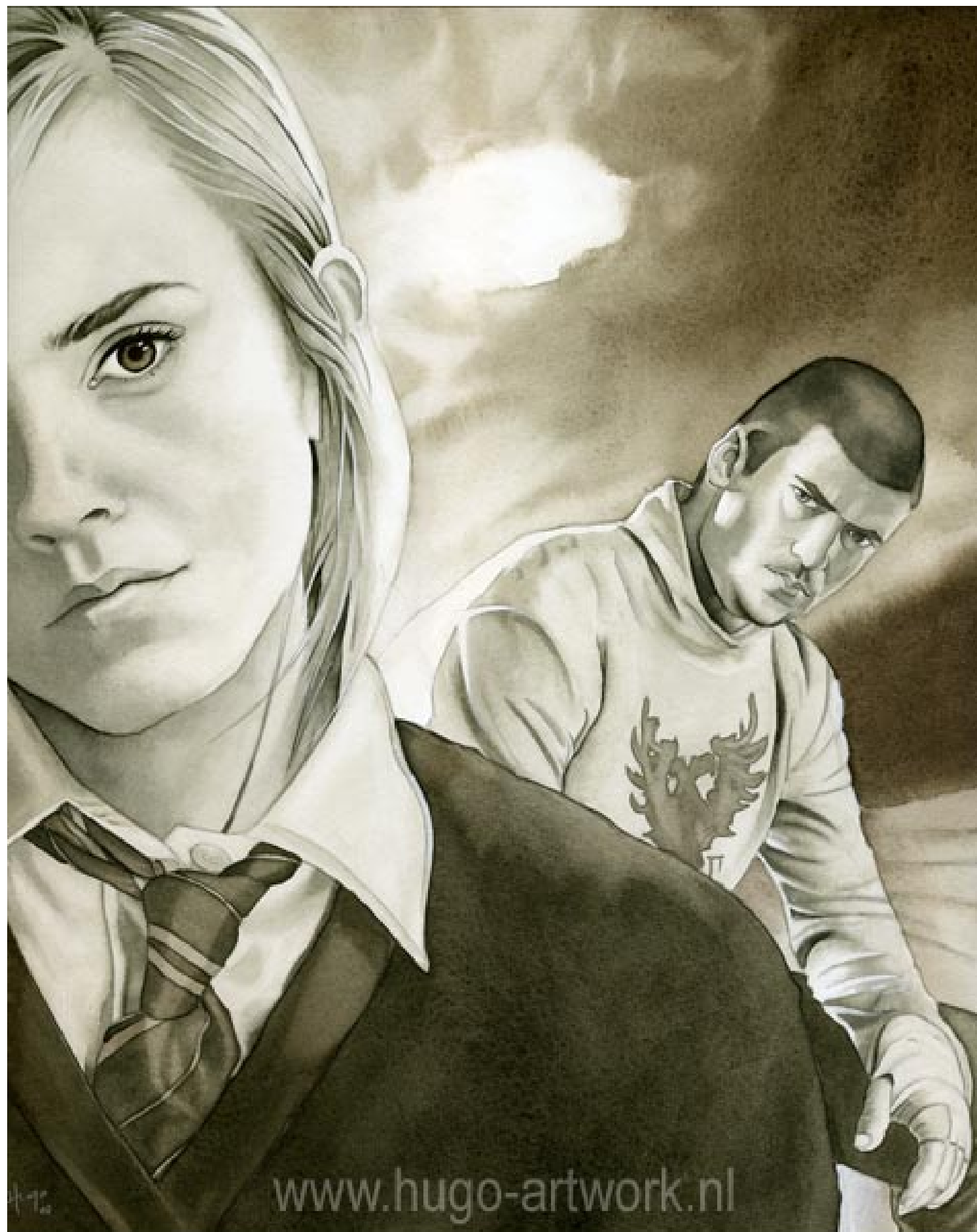
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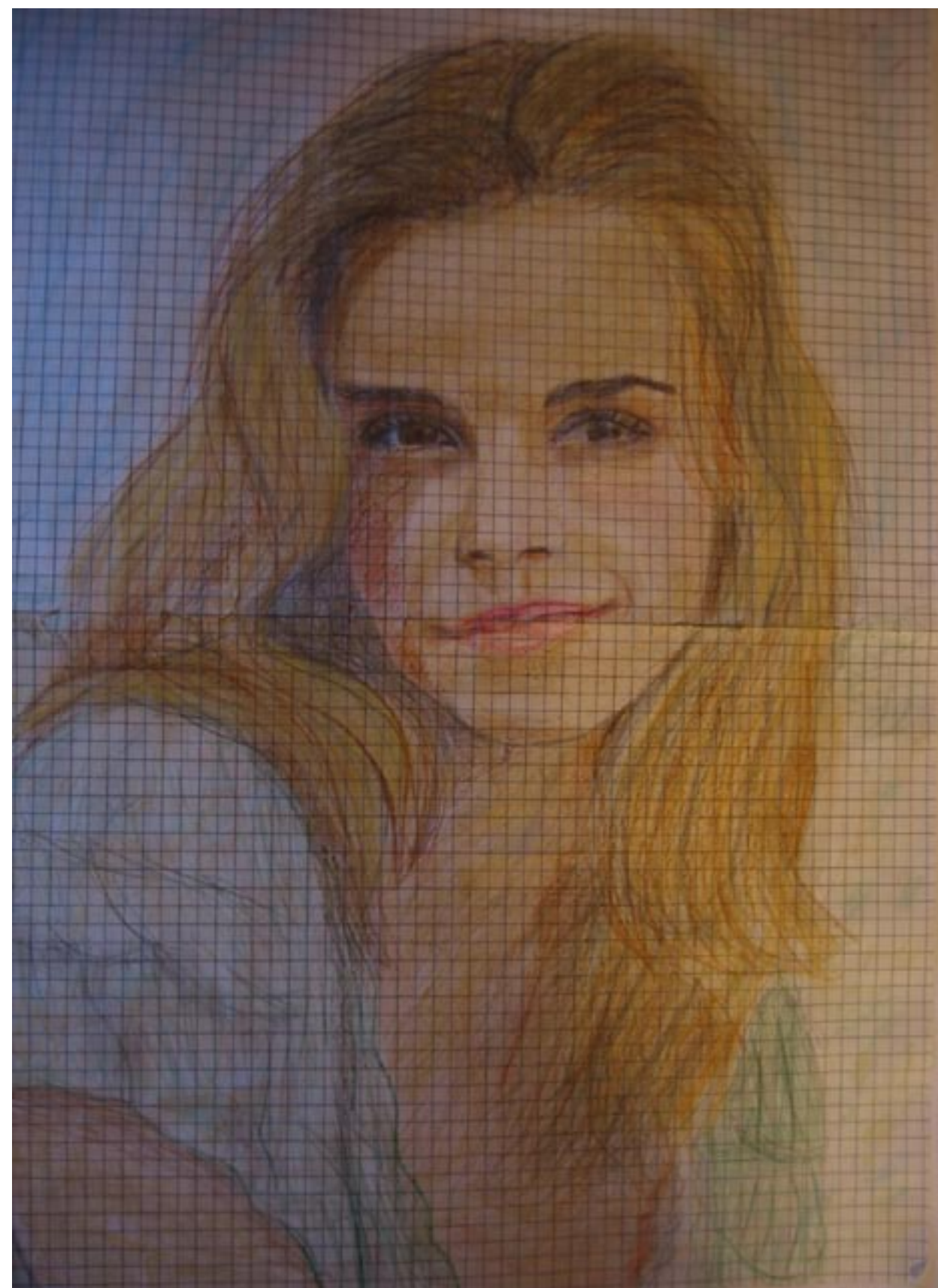
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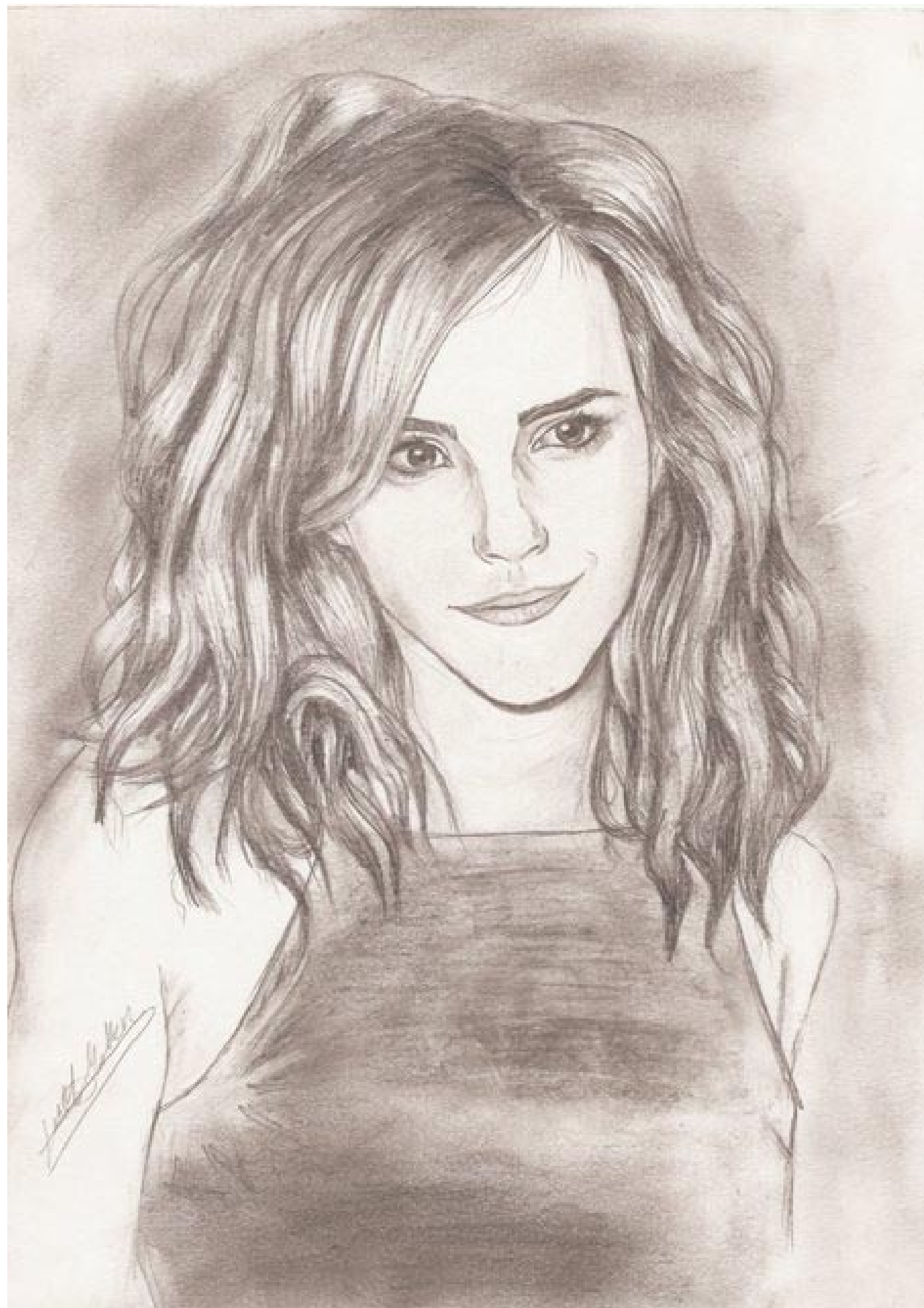
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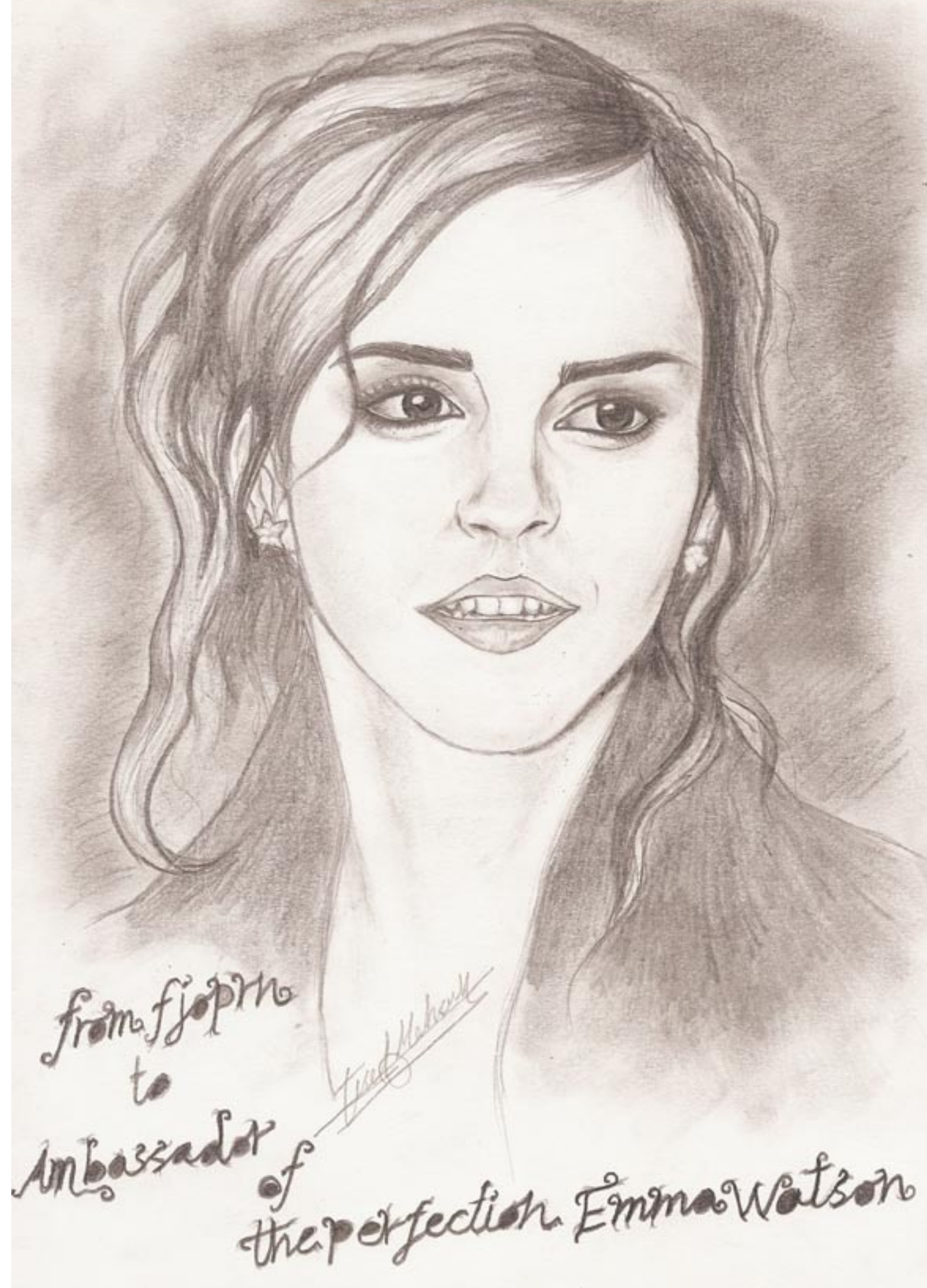
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Jesus

How to Contribute

If you have suggestions, a story idea, or would like to write an article, contact us at watsonweekly.magazine@gmail.com

Fan art may be sent to emmawatson.graphics@gmail.com

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