

STAR PEOPLE



# FOR THE LOVE OF ADVERTISING

APURBA JAHANGIR  
PHOTO: PRABIR DAS

Managing Director of Grey Dhaka, Syed Gousul Alam Shaon needs no introduction when in the world of advertising. From coming up with brilliant ad campaigns to being one of the most hip and happening creative leaders; Shaon has inspired a lot of people to make this industry what it is today.

Under his leadership, Grey Dhaka came up with popular campaigns such as the ICC T20 World Cup flash mob videos which went viral in a matter of days, in various social media platforms. According to Fox News the flash mob videos were bigger than Jennifer Lopez and Pitbull's world cup song.

He has also proven his capability internationally. Under his guidance,

Grey Dhaka won several international awards such as APAC Effie Award, Spike Asia, AD Stars Busan and many more. Shaon has also led the agency to get short listed for the Cannes Lions for two of Grey's campaigns.

One of the reasons behind his elaborate and creative imagination is his childhood. "I would say I had the best childhood someone can ask for," says Shaon. "It was filled with a lot of joy and fun. That was also when I got introduced to good literature, which, till today, I would say is the base of my career." Shaon completed his HSC from Chittagong College and then went to Delhi to study Economics in Delhi University. "At that time I thought I would grow up to be an academician but the tables turned when I was doing freelancing for an event in Delhi," says Shaon. "After the event I thought I could give this industry a try and went on to do my Master's in Communication."

His journey in Grey Dhaka began in 2007. "I was first appointed as the General Manager. This was a very interesting journey for me because I learned everything while I was in the job. From making huge mistakes to brainstorming brilliant ideas, I went through all of it in these years. That's why I can say that nothing scares me now," says Shaon.

Apart from the Managing Director of Grey Dhaka, Shaon also works as a script writer. He recently wrote the screenplay and script of the much upcoming film "Ayna Bazi", directed by Amitabh Reza. "I am very excited about this project. Amitabh is a very dear friend of mine and I hope what we produce will be well appreciated by the audience," says Shaon.

To all the youngsters who are getting actively involved in the media, Shaon says, "Our youngsters are highly talented, no doubt. They are doing amazing things which no other people capable of. I would advise them to stay back in the country and have a little more patience. Trust me when I say this, you won't be half as happy working

Syed Tazammul Huq Tareq has conquered a world that is important to all of us- the world of the culinary arts. Hailing from Bangladesh, in Tareq went wherever he had to go and do whatever he had to do to make his dreams come true. Today, Tareq stands as the Executive Chef of Watercress Restaurant, specialising in Italian cuisine and fusion cooking and is also a judge in the popular reality TV-show, Rupchanda - The Daily Star Superchef, 2015.

# COOKING UP A STORM

NAZIBA BASHER

PHOTO: SHAHRIAR KABIR HEEMEL



Syed Tazammul Huq Tareq

Tareq finished his schooling in Government Laboratory School and Dhaka college. "I started my Honours degree in Dhaka College too, but left in my 2nd year," he says. He then went to Sydney, Australia, where he did an accounting course for one year while working as a dishwasher in a restaurant. "After I completed the course, I worked as an accountant in the same restaurant. There, the chef taught me a lot of basic things like cutting and peeling. The tidbits itself were enough to interest me in the field," says Tareq.

He then enrolled himself into the Carrick Institute of Education for an Advanced Diploma in Hospitality Management and Commercial Cookery. After completing his course, Tareq went on to work in many restaurants where he was trained by many great chefs. "While working at one particular restaurant, I was fortunate enough to get Chef George Calombaris, judge from Masterchef Australia, as a trainer. I also had the opportunity to work with Chef Gary Mehigan, another judge from Masterchef Australia," says Tareq. He has also worked with Chef Matt Moran, considered the number 1 chef in Australia, for a long time, at Matt's restaurant, Aria.

Tareq has had the opportunity to cook for some very famous individuals. "The Australian cricket team were regular customers, especially Shane Watson, Ricky Ponting and Glenn McGrath. They would all call me 'Hockey' from the 'Huq' in my name!" says Tareq. He has also cooked for the then Israeli Prime Minister, Ariel Sharon, and Australian Prime Minister, John Howard.

Upon returning to Bangladesh in 2010, Tareq joined as a cook at the Mermaid Café in Cox's Bazaar, where he was soon discovered by a pioneer in the hotel industry, Atique Rahman, the then Executive Director on Ocean Paradise Hotel, who instantly offered him a job. "After that, I came back to Dhaka and worked in Platinum Suits for a while, before I met Sheikh Aftab Ahmed, the Managing Director of Watercress," says Tareq. Aftab then hired Tareq to work as a part of the opening team at Watercress Restaurant, under the guidance of American chef, William Young, who was then the Executive Chef. "A couple of days after we opened, Chef William left to America and Mr Aftab asked me if I wanted a future here. I asked him to give me a shot, and he did," says Tareq. Because of the shot that Mr Aftab had taken on the young chef, Tareq went on to become the next Executive Chef of Watercress Restaurant.

Always adamant on following his dreams, Tareq takes inspiration from renowned chef Jamie Oliver. To aspiring chefs, he says, "This industry is booming right now and it's one of the best places to work. It's one field, where if you love what you do, you can give your best shot and fullest creativity in every output!" ■

QUIRKY SCIENCE

# DISCOVERY OF THE SHINING GALAXY

A remote galaxy shining brightly with infrared light equal to more than 300 trillion suns has been discovered using data from NASA's Wide-field Infrared Survey Explorer, or WISE. The galaxy, which belongs to a new class of objects recently discovered by WISE -- nicknamed extremely luminous infrared galaxies, or ELIRGs -- is the most luminous galaxy found to date.

"We are looking at a very intense phase of galaxy evolution," said Chao-Wei Tsai of NASA's Jet Propulsion Laboratory in Pasadena, California, lead

author of a new report appearing in the 22 May issue of The Astrophysical Journal. "This dazzling light may be from the main growth spurt in the size of the galaxy's black hole."

Professor Andrew Blain, from the University of Leicester's Department of Physics and Astronomy, has been involved with WISE since its inception in 2001, and has been responsible for examining and validating the data from the WISE telescope. He is a co-author of the new report into this discovery.

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# LOVE FOR DOGS



Dogs' special relationship to humans may go back 27,000 to 40,000 years, according to genomic analysis of an ancient Taimyr wolf bone reported in the Cell Press journal Current Biology on May 21. Earlier genome-based estimates have suggested that the ancestors of modern-day dogs diverged from wolves no more than 16,000 years ago, after the last Ice Age.

The genome from this ancient specimen, which has been radiocarbon dated to 35,000 years ago, reveals that the Taimyr wolf represents the most recent common ancestor of modern wolves and dogs.

"Dogs may have been domesticated much earlier than is generally believed," says Love Dalén of the Swedish Museum of Natural History. "The only other explanation is that there was a major divergence between two wolf populations at that time, and one of these populations subsequently gave rise to all modern wolves." Dalén considers this second explanation less likely, since it would require that the second wolf population subsequently became extinct in the wild.

Source : www.sciencedaily.com