

THE ESSENCE OF JOYFUL LIVING

# THE HEDONIST

**ANTHONY HAMILTON**

A WALK THROUGH THE SOUNDS OF HIS MUSIC

**TIFFANY PANHILASON**

MENTARI | WALKING THROUGH LIFE WITH PURPOSE

**BRIAN J. WHITE**

JOY IS KEY IN ALL ASPECTS OF MY LIFE

**ROCHELLE AYTES**

I AM WHAT I BELIEVE MYSELF INTO BEING

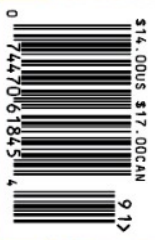
**MARTIN FRITSCHES**

ROLLS-ROYCE MOTOR CARS AMERICAS

# ROSELYN SÁNCHEZ

LOVE IS APPRECIATING EACH OTHER

# & ERIC WINTER



LUXURY-INSPIRATIONAL LIFESTYLE & STORIES OF SUCCESS

# JANICE WONG

THE CREATOR OF SWEET MEMORIES

words // **Armand Álvarez**  
photography courtesy // **Janice Wong**

Life wants to express itself through our imaginations; our habitual thoughts turn to beliefs. Those become our emotional state of being and solidify into our physical reality. Every single innovation and extraordinary accomplishment starts as an idea, a desire that seeks to be fulfilled through our physical life experience. Imagination is what sets us apart from other species; it is the basis of our ability to create the way we do.

Janice Wong is an internationally renowned and award-winning pastry chef who is based in Singapore. She finds her biggest inspiration in Walt Disney “because of his multi-disciplinary talents and approach,” she says. A graduate of Le Cordon Bleu, the largest network of culinary and hospitality schools in the world, founded in Paris in 1895, Janice always pushes the boundaries of her imagination. With mentors such as the US luminaries Thomas Keller and Grant Achatz, Spanish chocolatier Oriol Balaguer, and French pastry chef Pierre Hermé, she has just celebrated the twelfth anniversary of her first dessert restaurant, 2am:dessertbar in Singapore’s Holland Village.

It’s an important occasion not only for Janice but for the entire culinary industry. Female chefs are finally getting the recognition they deserve, which is mainly thanks to their talent for spotting opportunities and possibilities.

“Yes, there is a shift in the mindset of women for sure. We have a more prominent voice in the industry now because we have built a community globally. With this, there have been increasing numbers of awards specifically for women, though some may disagree with the need for these kinds of awards. But things have definitely changed a lot, especially in the last five years,” reveals Janice.

She always had an entrepreneurial spirit that fueled her desire to succeed, which quickly evolved with the trends and tastes of the customers: “The goal for me in terms of success is always to maintain relevance by being ahead of the trends.”

As everything in life, the 2am:dessertbar continues to evolve. Janice experiments with leading-edge ideas, such as moving from pairing desserts with wine to pairing them with cocktails at a time where it was still a fairly new concept. One of the most extravagant pairings she has done was in Japan, combining mirin sake with a dessert made with mustard, miso, and caramel.



“We want to keep creating different types of sweet experiences at 2am:dessertbar, and we will continue to evolve with different ingredients to achieve this. At the same time, I hope to keep the dessert restaurant as a place of comfort for our guests.”

Ideas continue to flow through Janice, becoming those extraordinary culinary and pastry creations. Her process is dynamic, dividing her attention between the creative and business sides: “A lot of thoughts go through my mind—the business part of me will think about the numbers and margins while the creative side of me thinks about the experience. There is always a clash and the necessary stretch of balancing the two, but I feel blessed to be able to do both. It’s also a good thing for the brand because it helps to move decisions faster.”



Janice and her team have been using 3D printing and laser cutting for a while already; she is on the constant lookout for technology and innovative processes. With a menu that changes about once a year, she gets to explore the balance between sweet and savory through many collaborations with other chefs and events.

Constantly expanding, she recently launched the Janice Wong brand in Korea last year at the Wonderbox Chocolate Street in Paradise City: “We are continuing to develop the brand there, and we’re excited for our upcoming holiday projects as well.”

Janice’s desire is to leave a legacy of sweet memories that she has helped to create for people: “I don’t mean that the taste of my desserts would be the sweet memory, but that people would remember the experiences they had with the Janice Wong brand and the memories they made with products like the chocolate paint and crayons.”

Janice feels very thankful for what she has experienced and gained along the way; the meaning of her existence is to absorb as much as she can and to give back to society. She has a long-term goal of focusing more on the women’s community, especially helping more women entrepreneurs to have a bigger voice and platform to expand their talent.

Speaking about the importance of joy, Janice says: “Joy affects the creative process greatly. The three-letter word in itself is a terminal value for the Janice Wong brand. Some days I feel completely creative, while other days are more mundane, but I am joyful being able to have a balance between the two.”

Janice is an example of our power to become who we want to be and to manifest what we desire: “You do create your own destiny, and it’s really all in the mind,” says Janice Wong.

