

the Soapbox

Fashion | Food | Art | Design

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Underculture Contemporary
Making art appreciation a part of your life.

Hanson's Meat Pantry & Deli
Going back to basics.

Masterton's Coffee & Tea
Out damned spot.

For the Love of Wine
Your decadent Christmas dinner.

Meat on Stanley
A new premium quality dining experiences.



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Introducing our very own smartphone app

Now available for Apple and Android devices

We are very proud to announce that the Soapbox will be launching its very own mobile app for Apple and Android devices (phones and tablets)!

Just about everyone has used an app by now. Not sure what an app is? Have you ever checked Facebook using your mobile phone? That little button marked 'f' on your screen is an app.

Apps are incredibly useful little pieces of software that live in your mobile phone, and lately there seems to be an app for just about everything.

From light-hearted and frivolous apps like the one that turns your R7000 iPhone into a cow bell; to much more sophisticated and useful ones like those used by NGO's in war torn areas.

And now, the best of Nelson Mandela Bay can be found in your pocket or handbag! "We have spent many hours developing an app that will get you connected to the heart of Port Elizabeth. Our hats go off to Ryan and the rest of the team at SNAPP for making it a reality."

"For starters, we will be featuring extra content not found in our printed edition. The app is not meant to replace the printed edition, but as something that will serve to enhance it." says Creative Director Reino Erasmus.

The Soapbox app comes with a QR code scanner, which will enable readers to access extra content on the printed edition.

"We also have a section that lists some of the hippest businesses in town, and how to get in touch with them." said Reino.

"How many times have you read about an event that you'd really love to attend, but completely lost track of during the course of the day?" asks Greig. "We have included a handy listing of some of the most exciting upcoming events for you to plan your social calendar around. The best part is the convenience of it all: just press a button and it automatically puts a reminder on your phone!"

"We love it when our readers show us what they are getting up to, so we have included a Soapbox camera. We'll be putting up some of our more creative readers' selfies on our Facebook page. We'll also be using it to run competitions! Complete a task with the Soapbox camera, send

Food & Lifestyle

the photo to us along with your contact details, and you'll be entered into the current competition!" said Reino.

The app will also focus on providing some of the Eastern Cape's most talented new artists with a public platform. "When you enter our app, the main panel will feature a multi-screen work of art that will change periodically," explains Greig. "You will be able to interact with it by swiping your finger left or right. Some will be multi-panelled works of art, others will tell a story. We are working closely with Cedric Vanderlinden, owner of the newly opened Underculture Contemporary

Fine Arts Gallery in this regards to this."

"We meet so many talented people in the course of our travels, and learn so much from them" said Reino, "so we have provided a space for them to share what they know with the rest of PE. We will be featuring extra columns by local personalities not found in the printed edition."

The Soapbox app is absolutely FREE to download, and is available internationally. It can be found on Apple's iTunes store; as well as on the Google Play Store.

"We soon realised that the Soapbox is starting to

develop a small but loyal expat demographic. It has physically travelled to more places than I have!" Laughs Reino. "People who have emigrated or are working abroad like to keep in touch with what's happening back home," said Greig. "We'd like to invite those readers to download the app as well. I'd like to think it'd stave off homesickness, even if it's just for a little while."

Download and complete the 'subscribe' section on the app and stand in line to win an iPod Shuffle! A Winner will be chosen on the 3rd of December 2013, T's and C's found on our website apply.

RAAK

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The website for Home James Home, a local private chauffeur service, needed to answer one main question: Where do I sign up? Through a design catered to ease of navigation and functionality, we developed a site that gives clear and concise information about the service offered and most importantly, a secure online sign up function that allows users to quickly and efficiently sign up for this invaluable service. Find out more at www.homejameshome.co.za.

See more of our work at: www.media-axis.co.za

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9 Zareba Street, Richmond Hill, Port Elizabeth



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- ✉ meat.on.stanley@gmail.com

A new premium quality dining experience.

Meat on Stanley takes a unique twist on an old classic. "It's about making your meat buying experience a little more interesting," explains owner Jack Goodwin. "We revisit the basics and manipulate them, adding a touch of funk and combining old school with new school. In doing so we create an inviting atmosphere, whereby you can not only choose from our prime cut meats but also choose from a range of Italian and not-so-Italian products."

This quaint little butchery sits in the heart of the popular Stanley Street in Richmond Hill. They also offer a meat order service, which can be delivered if it falls on any of their daily routes (it's best to call them to find out if you are eligible for delivery). They are also happy to put your meat requirements together for a braai.

"Our biltong is made from the finest Beefmaster A-Grade Silver Side Cuts, and our droewors is second to none. We bring a fresh flavour, without compromising the highest quality!" said Jack.

Not just a place to purchase, Meat on Stanley also offers an exciting fine dining experience! Join them for a Nespresso coffee and freshly baked goodies, from Friday to Sunday. Alternatively join them on a Wednesday evening from 19:00 for their dinner service experience (their menu is available on their Facebook page). Friday night is always burger night and not to be missed! Their unique space is also available for private functions for parties anywhere between 10 and 25 people.

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Hanson's Meat Pantry and Deli

Going back to the basics.

Hanson's Meat Pantry and Deli has long been a name synonymous with good quality meat in the Mount Pleasant community. We sat down with Shelley Hanson-Conyers, who talked us through the store and its history.

"My parent's started the business when I was just a year old." Said Shelly. "In fact, my earliest memory of the shop was coming here after nursery school with my little brown school case," she said. "This store is a part of who I am."

Our interview gets interrupted many times as the store bustles along. Customers clamour to play with Jim, her sturdy and incredibly sweet natured 6 month old son. Jim is a regular visitor to the shop, and is fast developing his own dedicated following among their many regular customers. I remark to her on how the wheel turns.

"Definitely! This store is a part of my history and legacy. It is in my blood and my bones, and I love the fact that my son will go on to have his own set of childhood memories about this place. This

place will weave itself into his history the way it's entwined with mine."

One would never guess that Hanson's was on the brink of closing its doors a few years ago. "As harsh as this sounds, having a heart attack at 39 ended up being a blessing in disguise and forced me re-evaluate my life," said Shelley.

Let's go back to the origins of the business for a second to put everything in proper context. The original store was a butchery which was started and run for many years by Shelley's parents, Val and Rod Hanson. It was on Shelley's return from a stint working in New York that she decided to start her own enterprise using Hanson's as a base. She started a very successful Deli section, and then went on to open a branch in Walmer.

There are three awards on the wall behind the counter. "These are Cleaver awards," explains Shelley. "It's a national quality control competition run by the Meat Board of South Africa and there are many different categories. The criteria

you are judged on are many. It's things like hygiene; quality of product and service. They arrive unannounced and inspect everything; wipe your surfaces; inspect your prep areas; your bathrooms and so on. We won three times in a row as a family."

And then the unthinkable happened. "My Father passed away quite suddenly. You know, when people use that cliché of 'you don't really know what you have until it's gone', well we felt it very strongly. Aside from our deep personal loss as a family I soon discovered (that like any good butcher worth his salt), my father WAS the butchery. And when he passed on he left behind a huge hole in our lives and the business."

"Suddenly I had to run both shops single-handedly and wear multiple hats during the course of the day. Our kind of business demands a firm hand at the wheel at all times, and I just couldn't be in two places at once."

"Long standing customers will be forgiving and understanding the first few times, but after that? People get frustrated and go elsewhere for the quality and service they are looking for. I'm sad to say that we did lose some of our valued customers during that difficult time."

"Suddenly I had to run both shops single-handedly, which became extremely difficult and put an enormous amount of pressure on myself. Running from store to store each day trying to control stock; quality and service; and then working until all hours at night playing catch up with paperwork, my body decided to give in. After spending a week in hospital my cardiologist told me I needed to make some life changes. My husband, James, who has been incredibly supportive through all the ups and downs, also sat me down and told me I need to make some serious decisions so that we could have a long happy life together!"

"It really was a wake up call. Before the heart-attack I felt like I was chasing my tail and wanted to just give up. But when something serious happens to you, you can either dwell on the negatives or see it as a second chance. We had also promised my dad we would keep the Hanson's flag flying high!!"

So Shelley went back to the drawing board. And once the changes began, they were relentless.

"My husband, mom and myself decided to close the Walmer store and consolidate. The Walmer branch was a great location, but Mount Pleasant is where my heart is!"

"Making the changes to the Mount Pleasant store was quite difficult for me at first, as I felt I was removing all memory of my dad. But my mom, being her wise wonderful self, gave me her blessing and told me to make it my own!"

We are happy to report that the painful changes that were made by the Hanson family were exactly what the doctor ordered (no pun intended).

"Last year we won the Platinum Cleaver Award for our category once again, the first since my Dad's passing," said Shelley with a broad grin.

Shelley is someone who has a deep understanding of good food and how it gets to your table."

"My professional start in the food industry was when I took up an offer made to me by a wealthy family in New York. I was originally hired as their gardener, until they found out I could cook. They entertained regularly and threw lavish dinner parties, and they asked me if I could manage their kitchen for them. Having no formal training it was quite intimidating at first, until one night one of the guests - a well known chef and restaurateur from New York, came into the kitchen to meet me and compliment me on their meal. So getting thrown into the deep end was the best experience and a real education in good food. New York has a wealth of cultures, any ingredient is easily accessi-

ble and the quality was amazing. It definitely cemented my passion and path in the food industry"

I asked her about the state of sourcing some of the more exotic ingredients seen on TV, locally. "The quality of our produce is amazing in this country. The standards are high, however, our food can change hands too many times, and you need to keep the chain as short as possible. A good rule of thumb is that the shorter the chain, the less the quality of the product will diminish by the time it gets to you. Hanson's tries its best to source as close to home as is possible. And of course, if we don't have it, we will do our best to source it for you."

"We may not be able to get EVERYTHING locally just yet, but channels like the Food Network and others on DSTV has helped to educate the South African public on what is possible. It has made cooking cool again, especially for men!"

Hanson's has recently welcomed Silwood trained Chef, Jess Flood, into its ranks whose main focus is to head the catering side of their thriving business.

"Our catering service has really taken off. We do all kinds of functions, from little intimate lunches to very chic weddings. We really pride ourselves on being different to the mainstream and our food is unique and beautiful!"

"I have a good background in food," explains Shelley, "but I don't know everything. Jess fills in our technical gaps and is a true asset to us."

"For me, it's all about the creative nature of the job," says Jess. "I have worked in big restau-

rants and enjoyed it, but Hanson's is such an amazing environment to work in. I thrive on experimentation and the Hanson's ethos of quality ingredients just makes it that much more special."

Shelley will be introducing some exciting changes and new products very soon.

"We love the close relationship we have with our customers and will be expanding our sit-down section. You will now be able to enjoy some of our excellent products over a cappuccino, in store."

And they are not as far out of the way as you think, a quick 5 minute drive to Mount Pleasant is worth it to pop in and say 'hi' to Shelley; Jess; Val (and of course Jim) at the newly re-vamped Hanson's Meat Pantry and Deli.

And if you just can't find that time in your busy schedule, REMEMBER, we will DELIVER any of our products right to your door!

Hanson's
meat pantry & deli

☎ 041 367 2683

📍 8-10 Buffelsfontein Road,
Mount Pleasant. PE.

🕒 Mon - Fri - 8 am - 4 pm
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Out damned spot!

Following a strict cleaning regiment with your coffee machine, be it a domestic filter machine, automatic bean-to-cup machine or traditional espresso machine will ensure that your equipment not only lasts longer, but that the coffee produced tastes as good as it should.

Regular flushing with the correct cleaning and descaling products is highly recommended, but avoid using dishwashing detergents on any part of the machine that comes into contact with coffee. These detergents are designed to break down oils and can leave a residue in your machine, which is a big problem seeing as that most of the flavour in coffee comes from its natural oils. This residue could potentially have a large impact on the taste of your cup and home coffee experience.

If your machine has a milk frothing attachment or steam wand, always, always be sure to clean it after every use, as leaving milk residue to congeal and solidify in the attachment or wand will result in poor tasting coffee and potentially expensive repairs and servicing of the machine being required.

So keep it clean; you won't regret it.

114 Russell Rd. Central, PE. / 041 585 4044 / www.mastertonscoffee.co.za

Lovers of Wine Review

Your Decadent Christmas Dinner!

Food is important, yes, we here at For the Love of Wine get that but this festive season take a page from our wine list and spoil your family and friends with a food and wine pairing for Christmas! We often go all out to set the spread of a life-time every year and so often we forget about a very

important detail... Which wine shall I serve with each course?

Here's what we have in mind for the festive regular; Pair Remhoogte's medium bodied, Honey Bunch Chenin Blanc with a traditional smoked gammon, topped with sticky, sweet glaze and ripe pineapple pinned to the exterior to add complexity.

A nice heavy turkey or well-fed free-range chicken, topped with orange glaze and served with clove and garlic infused stuffing, will do famously with a rich Chardonnay from either Jordan, Glenwood or Groot Constantia.

Louis Cabernet Sauvignon by Louis Nel, a richer style of Cab, with delicate tones of mint and intense dark fruit, will pair beautifully with a leg of lamb or lamb shank, introduce rosemary to the mix and be sure to serve with cranberry or sweet mint sauce. A sprinkle of pomegranate will add texture and burst to the course.

All mentioned wines are available at For the Love of Wine.

Cheers!

for the
LOVE OF
wine

Cnr of Stanley & Bain Str. Richmond Hill
Robyn Martin : 072 5662 692 / robyn@ftlow.co.za

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Upcoming gigs at The Music Kitchen

Tuesdays: Trivia Night - EAT DRINK & THINK
Wednesdays: Sing for your Supper (Muso's Only)
Thursdays: Four Winds Music Club - Local is Lekker

November

- 1 - Clair Venn - FREE
- 2 - Gitanos De La Duende - Latin Guitar Show
- 8 - The Cottonfields - FREE
- 9 - Coffin Dodgers - R50
- 13 - Stuart Milne - FREE
- 16 - Albert Frost - R100
- 23 - Lucas Reunion - FREE

December

- 1 - Wayne Kallis and Pistola - Charity Gig
- 13 - Koos Kombuis - R100
- 14 - Koos Kombuis - R100
- 17 - Mr Cat and The Jackal - R40
- 18 - Arno Castens - R120
- 19 - Glaskas and Deon Meiring
- 27 - Give Glenn The Finger - benefit for Glenn Fuller
- 28 - Kinky Robot - R80
- 31 - The Music Kitchen New Years Bash - R100

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For many, November means Mo'vember. Which in turn is meant to highlight the plight of those who are bravely battling against Cancer. Without detracting from that noble cause, we at the Soapbox would like to propose something different, but equally relevant.

We are mortal beings, and like it or not, our time on this Earth is finite. This November, make it your mission to get out there and live life to the fullest.

The inspiration for this call to action comes from the bravery of many who are battling the disease. But more specifically, it comes from a very brave lady who sadly lost her battle against Cancer just two weeks before this issue came out.

In the time that was left to her, she made it her mission and purpose to spend as much quality time with her loved ones as possible. She showed her two sons that it was still entirely possible to live a dignified, rich and full life while carrying on the fight.

Whether it was having conversations with her children in a gruff Batman voice or trolling them with an Assassin's Creed hood made out of towels, her grace and bravery in the twilight of her days serves as a reminder to those around her that life is meant to be lived in the now. It is not meant to be put on hold in lieu of more important matters, or to be experienced in some future time to come.

This issue is dedicated to all those who are currently battling Cancer, or have a loved one who is currently fighting the disease.

Go out, grab life. Leave no regrets behind.



Want to be famous and do good at the same time? Why not join the Shear Madness for Cancer drive this 30th of November 2013! They will be attempting to break a Guinness World Record for most heads shaved. It's your chance to be a part of history.

In exchange for your R30 registration fee you will receive a sponsorship form and a bandana. Get your friends and family involved by asking them to sponsor you for participating. All the proceeds raised will go to a truly fantastic cause.

Madness for Cancer: Go Monk or go Punk!

Go to their website at www.shearmadness.co.za for more details.



© The Soapbox

Underculture Contemporary

Making art appreciation a part of your life.

It has been said that human creativity is the ultimate economic resource. Many futurists have forecast that the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation.

So what it basically boils down to is the generation of new ideas and new ways of thinking. Art is considered to be the traditional breeding ground of new ideas.

The power of Art is that it exposes you to ideas, and challenges you to think in new ways, different modes of thought you wouldn't ordinarily come into contact with. But the first (and often most difficult) step is encountering great Art.

"The biggest mistake people make, is that they think that they have to pay to see fantastic art," said Cedric Vanderlinden, owner Underculture Contemporary Fine Arts Gallery, the freshest new Art space in Port Elizabeth, "exhibitions everywhere, not only at Underculture, are free."

Cedric believes that most people see Art (the kind with a Capital 'A') as unattainable or too high brow for them. "It's ok to 'not get it'. It's ok to look at good Art and be challenged. That's what it is often meant to do. This is good because, even if it doesn't resonate with you, it will get you to start asking questions."

The questions, according to him, lead to a pushing of boundaries where true creativity happens. "Look at what we consider to be 'traditional' art, an Impressionist landscapes for example, to us living in the present, it's something

positively ancient and classical. But at the time it was groundbreaking! No one had ever painted landscapes like that before. Someone had to push those boundaries. When they did, something magical happened."

While servicing the local artistic community is very important to Cedric, he believes that it is equally important to expand the art horizons of non-artistic people. "Always remember that you are not expected to be an art expert or massively knowledgeable to view the work in my gallery, or most other galleries for that matter, just like you don't have to be a chef to appreciate good food. That's not what we are about. We want to present new ideas or new ways to look at old ideas. The only thing that's important is curiosity and the willingness to engage with the works."

At the gallery's inaugural exhibition 'For Play', Cedric and his team deliberately separated the artist's abstract from the work on display. "We wanted our guests to see the art with fresh eyes, completely uninfluenced by the written description of the piece. We found that titles and abstracts sometimes detract from the pieces.

We get our biggest thrill when you see something and it speaks to you on a deep level. Deep enough that you are moved to ask us: 'what is that all about?'; 'why is that on the wall?' That is why my staff and I are here. We are here to answer your questions and to get you to see why the work could make someone fall in love with it, just like we did. We are here to open the door to the art world for you."

An evening out at the art gallery seems like a very pretentious activity, but Cedric assures us otherwise. "Almost everywhere in the world, going to a gallery to view an exhibition before dinner is the norm. It feeds the mind and the eye and sets up the rest of the night. It forms part of a cultured experience. And it can be an incredibly fun experience too. Our aim is to be as accessible to everyone as possible."

Underculture Contemporary opens on the weekend and closes late in the evening on most week nights to give busy people an opportunity to visit the gallery at a time convenient to them. "Trust me on this all you single guys out there, you'll come off looking like a champion if you take your date to a gallery before dinner! And whether or not you enjoy or understand it, it will still form a solid topic of conversation for the rest of the evening."

"Don't feel like someone's going to come up to you and give you a sales pitch if you express interest in a particular piece of work" advises Cedric, "remember that falling in love with a piece of art is like falling in love in real life. Just as you don't propose marriage after the first date, you need a lengthy mental courtship before you lay down a deposit."

"Art, like Music is essentially useless on the face of it. You can live an entire lifetime without having viewed or experienced either. It is not necessary to exist but some might argue it is necessary to live. When you do have that encounter with that piece of art that echoes with you, well then, my friend, that's the essence of a rich and full life."

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