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The Ne Plus Ultra

Mark Oosthuizen on why Fushin reigns supreme.

Fushin can be summed up with a single saying by the Japanese: 'The reputation of a 1000 years may be determined by the conduct of a single hour'. "We are only as good as the last meal we have served," states Fushin owner-operator Mark Oosthuizen with finality.

Fushin is about this day, this hour, this minute, this second. Yesterday's victories have become irrelevant as the clock resets after every satisfied customer leaves. Time starts anew when the next excited customer takes their place. That's the reason why you'll often find Mark right at the centre of the action.

One thing that should be foremost in your mind is

that Fushin operates in that rarefied international strata where food becomes art. So redefine your thoughts on your return on investment, because Fushin is about quality not price. It offers a culinary experience not often found in this part of the world.

The next time you visit any of Fushin's stores, take a moment to reflect on the sheer number of forces at play on your plate. You're sitting at the end of an extraordinary value chain of human talent and output which can sometimes stretch to the other side of the globe. And you have Mark to thank for that.

"The public perception is that we just offer sushi, and that's simply not true anymore." Explains Mark. "We run some of the best hot kitchens in

the city. I've got seven specialised departments in our kitchen in Stanley Street. We also feature an excellent tapas kitchen at our Baywest store."

"Fushin is artisanal," says Mark.

While there are 3 stores under the Fushin umbrella, this is in no way a cookie-cutter franchise with each store adhering to a rigid production bible. There's the original Fushin restaurant in Stanley street, which is a cornerstone of the Richmond Hill area and Fushin Sunridge Park which is a hip urban street bar. Their latest addition is the Fushin champagne and tapas bar at Baywest which takes luxury and opulence to the next level. "Whether they are big, or small, each store has its own distinct identity. What ties them all together is the same attention to high standards and a slavish devotion to quality."

"We freight in stock practically on a daily basis. Whether it's flying in dry stock or fresh stock from international buyers, we buy in every single day. As you can imagine, the logistics spanning all our stores are intricate and meticulous. All the purchases and stock control are handled at Fushin's Stanley street headquarters and distributed to our other stores. Each store is identical in terms of quality of ingredients."

"What we buy is affected by global weather conditions and seasonality. If the weather changes for the worst in a part of the world where we source ingredients, then we have to switch to different pur-

chase strategies. The same can be said for seasons in different hemispheres. So in the Southern Hemisphere we have to buy Northern Hemisphere products and we have to take the difference in seasons into account. When certain products become unavailable to us because of a change in our season, we have to source an equivalent or similar product in the North without changing the quality of the finished dish."

TripAdvisor awards a Certificate of Excellence to accommodations, attractions and restaurants that consistently earn great reviews from travellers. It comes as no surprise that Fushin has won this

award for the third year running. It also comes as no surprise that Mark was named part of Nelson Mandela Bay's Top 40 Under 40 Young Business Leaders and Achievers for 2015 by the Nelson Mandela Bay Business Chamber.

"Over the years, we have paid particular attention towards creating an extremely skilled environment where we've got an excellent team of chefs creating dishes never before seen in Port Elizabeth. Each chef is deployed to a different store, and diners can expect different menus depending on which Fushin restaurant they visit."

"Internal training is vital to maintaining our standards and ensuring consistency. We invest an enormous amount of equity and hard work in those we take on. Typically we take in culinary graduates and train them further over a period of about 2 years. This involves an immersion into both the technical and cultural aspects of the cuisine. I would one day love to send promising chefs abroad to Japan to work in that environment so that they can fully grasp what it is that we're trying to achieve here in South Africa."

"We go as far as to pay particular emphasis on intensive in-house training, so that all our staff members are at a standard fit to work anywhere internationally or elsewhere in the Fushin group."

When you visit Fushin, you sit at the very apex of a panoply of human effort and co-operation. All this just for you. Just so that you are able to get the very best possible service; product and experience that money can buy.

"Fushin as a brand has grown almost exponentially these past few years. This is as a direct result of conservative effort and an extremely loyal customer base, to which we have proven ourselves over and over again. That sometimes means carrying staff through the quiet times, but I'm willing to take the knock if it means more consistency for the client. My staff and I believe that at the end of the day it all comes down to the customer, not turnover. For us, it always boils down to the customer."



Fushin Restaurant

- 📍 15 Stanley St. Richmond Hill. PE.
- ☎ 041 811 7874

Fushin Street Bar:

- 📍 Sunridge Village. PE.
- ☎ 041 811 7875

Fushin Champagne & Tapas Bar

- 📍 Baywest Mall. PE. (2nd Floor)
- ☎ 041 492 0357



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Our Beating Heart

NMMU brings its keepsake publication to life.

This year sees the Nelson Mandela Metropolitan University reaching its 10th anniversary since its founding, along with a full 20 years of Democracy in South Africa.

To celebrate both significant milestones, the marketing department of South Africa's newest comprehensive University has collaborated with Boomtown and Ampersand Studio to produce a meticulously curated keepsake publication called "Our Beating Heart" which celebrates the first decade of all that is at the heart of the Nelson Mandela Metropolitan University.

The magazine is a beautiful stand alone print publication (designed by Boomtown), which shares with the reader contributions and tributes from staff members and students to the University's name-sake, Nelson Mandela. It also features a number of significant highlights from the past decade of NMMU's existence.

What makes this publication stand out, however, is its incorporation of cutting edge Augmented Reality technology, which brings the publication to life when paired with a mobile device.

Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. This is very different to the more well known virtual reality which replaces the real world with a simulated one.

Augmentation is conventionally in real-time and in context with environmental elements. With the help of advanced AR technology (e.g. adding computer vision and object recognition) the information about the surrounding real world of the user becomes interactive and digitally manipulable. Artificial information about the environment and its objects can be overlaid on the real world.

The 'Our Beating Heart' publication is designed to work in conjunction with a free-to-download app called 'Layar' for Android and iPhone mobile devices. Readers who scan augmented pages of the publication are treated to special content only accessible through your mobile device.

"We had initially intended for the publication to be a standard printed magazine, but there were so many wonderful achievements we wanted to include but simply couldn't because of space constraints," said Debbie Derry of NMMU Marketing. "When Ampersand Studio demonstrated an un-

related example of Augmented Reality to us, we felt that the technology could really turn the publication into something revolutionary. It gave us the necessary headroom to include much more than what the static page allowed for," said Debbie.

"We felt that AR was the ideal way to showcase significant milestones of the last decade of NMMU using technology that seems positively futuristic," said Beverly Ericsson of NMMU Marketing. "As far as we know, this type of publication is a first for a South African University."

"Viewing an AR publication is like reading one of those magical newspapers from the Harry Potter movies," explains Ampersand Studio's Reino Erasmus. "Readers are treated to a multi-media experience which jumps off the page, where static images transition seamlessly into video clips."

"It's an incredibly stable and mature technology which really pushes the boundaries of traditional print media," said Greig Timkoe of Ampersand Studio. "During the initial stages of development we augmented the NMMU logo. In practice you would use your smartphone to scan the logo in the publication and the NMMU television advert would begin to play in a window which appears to be floating above the page."

"Of course, we've learnt the hard way that most technology behaves very differently in the real world, as opposed to in the lab. Therefore we scanned an outdoor street sign which displayed NMMU's logo, not expecting much. To our delight, the NMMU television advert materialize over the sign and started to play," said Reino.

"We then went into a frenzy that morning, scanning every piece of NMMU branded media we could get our hands on to see if it worked. We scanned branded vehicles; posters hanging in the various academic departments; the covers of other unrelated NMMU publications; NMMU business cards of random staff members we accosted in the corridors and even the NMMU lanyards they were wearing. Each and every time, the NMMU logo brought forth the NMMU advert," said Greig.

In fact, why not see for yourself. Download the free 'Layar' app, and scan the nearest NMMU logo. It will even work if you scan the logo off a pc screen.

The pieces of a mature AR ecosystem are rapidly emerging. Analysts predict that more brands will be rolling out AR apps within the next 3-5 years. "It's something we're already seeing with brands

like Appletizer who have incorporated AR technology into their own app. Scanning individually branded cans brought forth a series of tiny singing cartoon characters that would serenade you from the tabletop," said Reino.

"The aim is to bring customers more immersive and personalized experiences - whether it is bringing a static print advert to life, watching a trailer by pointing your smartphone camera at a movie poster or seeing how a new couch may look sitting in your sitting room."

The nature of the 'Layar' platform means that, provided you have access to a mobile data signal, you can be anywhere in the world and the publication will be able to display its content.

"Imagine that an academic goes on a conference to Europe and takes one of these interactive publications with them for their overseas counterparts. Or a postgraduate student on a linguistics exchange program presents his hosts with a Xhosa rendition of John Kani's radio advertisement for the University. This publication really allows the University to showcase its achievements in an unconstrained medium."

"Everyone from students through to staff who have engaged with the augmented publication raves about it," said Beverly. "It's been a truly mind blowing experience for them."

The technology, however, takes care to not outshine the central message of the publication.

"These tributes featured in the magazine capture something of the legacy given to us by the world's greatest iconic statesman and our need, as a University, to live his values," said Debbie. "This publication provides a synopsis of our first decade and allows us to reflect on how much has been achieved and hopefully inspire us as we move into our second decade."

"While this publication reflects on our short history as an institution, and Mandela's wonderfully enduring legacy, it also serves to highlight the responsibilities we have in preparing students for the exciting world of tomorrow," said Beverly. "I have no doubt we'll be seeing a lot more Augmented Reality in NMMU's future."

Follow the instructions overleaf to see Augmented Reality in action using your smartphone. Physical copies of the 'Our Beating Heart' publication are available through the NMMU marketing department, or can be viewed online.

NMMU Marketing:

✉ mcr@nmmu.ac.za

☎ 041 504 1111



Nelson Mandela Metropolitan University

f o r t o m o r r o w

Scan NMMU's logo with **layar**

Here's how Layar's Augmented Reality App works:



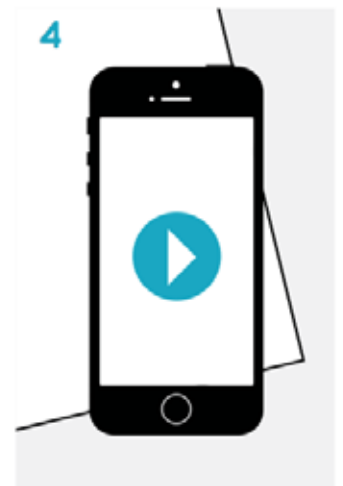
Step 1. Download the free Layar App.



Step 2. Look for interactive content



Step 3. Open App, hold in place and scan.



Step 4. Keep in place to view interactive content.

#successfultogether

Igniting sparks and creating lasting change.

Winning a modern beauty pageant involves much more than just good looks. The Soapbox team sat down with Angelique Adcock (Mrs Port Elizabeth 2015) and Kim Revely (Miss Nelson Mandela Bay 2015) to find out what it takes to be a queen bee.

"First off let me state that it's hard, hard, work all the way," said Angelique. "All Mrs Port Elizabeth candidates have a huge administrative task list which needs to be completed over a scant 3 months. These tasks included a host of diverse activities from fundraising to venue hire. I found the pace insane at times because there was just so much to do."

"It was a little less hectic on the Miss Nelson Mandela Bay side, but we are quickly making up for lost ground championing our cause."

Kim and Angelique are both successful business-women and entrepreneurs. Angelique is the owner of Electrocoat which services the local motor industry; and Kim is the owner of the popular 'The Lounge' salon. Both operate thriving businesses, and both attribute their success to their dedication to being proactive agents of change.

"We were both involved in charity work for many years before we won our respective titles," said Kim. "I started while still in school and managed to raise R 6 500 for an abused women and children shelter, by staging a pageant involving our junior learners. That experience made me realise that I was capable of making a real difference in the world around me," said Kim.

"I think for both of us, winning the pageant was an unprecedented opportunity to further our personal capacities for doing good," said Angelique.

Angelique and Kim are the champions of the Im-fundo Educare project in Nelson Mandela Bay, a school facility. This is one of a number of facilities in impoverished communities which is initiated and supported by the Rolemodels Foundation, a non-profit organization. The school is dear to both Angelique and Kim.

"Sustainability in the causes we champion is very important," said Kim.

"I am currently helping to set up a charity shop outlet for the Port Elizabeth chapter to assist in fundraising efforts. My goal at the end of my reign is to have raised R 32 000 to build another classroom for our school."

"My focus," said Angelique, "is to repair and consolidate the existing on-site infrastructure as well

as securing additional long term sponsors."

"Currently the school serves 18 children under the age of 7. It's built on a former rubbish dump and is without electricity," explains Kim. "The needs are dire and immediate. We are desperately looking for sponsors who would be able to help us with stationery; food or even teaching assistance."

"We are not just appealing for money - services are also very welcome. People forget that if they donate food, it still needs to be cooked before it can be utilised. So we welcome volunteers and those who are willing to provide services in all

forms," said Angelique. "Currently these 18 little children are eating meals prepared by a courageous 90 year old grandmother who is severely visually impaired. She cooks all the meals in her shack, over gas because her home is also not able to be electrified. It's so frustrating because the electricity pylon ends just short of her home and is just too far away to be connected. Honestly, Christmas for me would be someone at the Municipality just coming down to drive a handful of electricity pylons the short distance needed to connect her home and the school to the grid. That



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alone would make a huge difference in the lives of so many people."

"The Rolemodels Foundation is a registered NPO, so companies wanting to get involved can definitely do so as part of their Corporate Social Responsibility," said Kim. "Event managers can also support the project by buying our specially branded 'Angel Water', 10% of the proceeds going directly towards the Imfundo Educare project. We recently provided 'Angel Water' to the organizers of this year's Toy Run for their participants. It's an elegant way of raising awareness and supporting a great cause."

The titles have impacted on both their lives in unexpected ways.

"I would say that the title hasn't blown the doors off, but it certainly has helped in our community work," said Angelique.

"I find that the title makes us a known quantity to prospective sponsors. It also gives our causes a more prominent platform to stand on," said Kim. "As ambassadors for the city, we are able to give sponsors a better return on investment as we are able to utilise a significantly larger network and associate our sponsors with a much wider circle."

"I think sponsors are more willing to give if they know that they are making a real impact towards

fixing a bad situation. That's why sustainable development is our guiding star," said Angelique.

"When I entered the pageant, I wrote 'You ARE Mrs. Port Elizabeth' on my whiteboard. I dedicated the next 3 months to nothing but that statement."

"In the months leading up to the event, she exuded pure determination. She really poured her heart and soul into every aspect of this competition and I found that incredibly inspiring," said Kim. "Angelique crushed the competition on the night of the pageant. Just the way she carried herself; her poise; her confidence, projected this presence of command. To me it was the difference between a winner and a leader. In fact, it was Angelique that convinced me to enter the Miss Nelson Mandela Bay pageant. She looked me square in the eyes and said 'Kim, you ARE Miss Nelson Mandela Bay.'"

"Kim was very taken aback by my suggestion. She was totally against entering. At most big events you'll find her backstage styling the hair of the models. I told her to push the envelope and see what she could accomplish," said Angelique. "I saw in Kim someone who was really able to make a major contribution towards building something amazing, in this case the work of the Rolemodels Foundation. All of contestants were vibrant and driven, but out of all who took part

Kim shone the brightest. She is filled with passion and fearlessly takes on all challenges. Her can-do attitude and vastly different take on things is wonderful to see in someone so young."

Kim and Angelique are the inaugural title holders for their respective titles and are determined to leave big shoes to fill.

"We're striving to set the bar extremely high for next year's winners, as we would like this pageant grow in quality and impact," said Angelique.

"We've developed a very mutually supportive relationship," said Kim. "I regard Angelique as my big sister and we support and push each other through the tough times. Through the titles we have come to share the same goals, which has developed into a wonderful friendship."

"We are a formidable team," said Angelique. "We are here to ignite passions; to inspire people and above all to make a difference."

"Port Elizabeth, start working with us because as Angelique always says, we are only successful together," said Kim.

Make a difference today!

Contact Angelique Adcock:

✉ info@electrocoat.co.za.

il gelato

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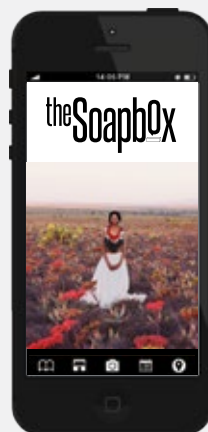
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A Nice Cream Mafia

Il Gelato sets the standard for tasty frozen treats.

"The best compliment we've ever had was 'that it was better than the ice-cream they had in Italy,'" says Lee-Anne van den Berg of Il Gelato. "And because it came from an Italian, we felt that it said a lot about the standard of our product."

Owned and operated by husband and wife Arno and Vanessa Joubert; along with Vanessa's sister Lee-Anne van den Berg, Il Gelato is the hottest new Gelato brand to take the Eastern Cape by storm (no pun intended).

"The secret recipe we use comes from an Italian family who for many generations had been making ice-cream in Italy for over 40 years," explains Vanessa. "When we took over the Il Gelato brand, we did so with a promise that the full recipe can never, ever be committed to writing. In fact the critical part of the recipe is only known to two people outside of their family, namely my sister and I." Note we said 'Gelato' and not 'Ice-cream', because there is indeed a vast difference between the two.

"For starters," explains Vanessa, "one of the chief differences, is that ice-cream is made using hydrogenated vegetable fat in order to give it a creamy texture. With gelato, the creaminess comes from using pure cream and 100% milk."

"Gelato has 50% less air in it when compared to

commercial ice-cream," says Lee-Anne. "Gelato only contains natural air from the whipping process. So gelato is a naturally denser product as a result. Commercial ice-creams have air pumped into it in order to make it lighter and fluffier." If you've ever re-frozen an unopened tub of melted ice cream only to find the box half full, that's the reason why. All the air has escaped.

"So while gelato seems more expensive when compared to ice-cream, you have to keep in mind that pound for pound you are getting more actual product for your money. With ice-cream you are essentially paying for volume, whereas with gelato you are getting more weight and mass. We also don't use water at all in the process," says Vanessa. "We only make use of wholesome full cream milk and delicious full cream."

"With gelato you are essentially unlimited in terms of the range of flavours you can produce using only natural ingredients. For instance our 'Rum and Raisin' gelato is made using real rum out of a bottle and real sun dried raisins."

Using only natural ingredients makes for some interesting side benefits. On the fat scale, Gelato sits at anywhere between 4% to 8% fat, whereas ice-cream sits anywhere between 10% to 18% fat. "This is because artificial additives used to mimic natural flavours tend to be higher in fat."

Gelato is a superior alternative to ice-cream, purely because it isn't made to be stored for months on end. "We consider our gelato to be a fresh product, that is meant to be consumed shortly after it's made. We don't use any preservatives in order to extend shelf life." The gelato is also free of artificial colorants or flavourants.

"Gelato is served much warmer than ice-cream. Ice-cream is served at minus 16°C, while gelato is served at -9°C," said Lee-Anne. Food always tastes more flavourful when warm, as opposed to cold. Our sense of taste is closely linked to our sense of smell and warm food releases more scent molecules (Think back to the last time you had a cold and you couldn't taste anything). That's why drinking melted ice-cream always tastes like cold-drink concentrate, it has to have more sugar in it in order to taste of anything at lower temperatures. "You're probably getting less sugar in gelato when compared to an equivalent amount of ice-cream for the same amount of flavour. Plus your taste buds don't get frozen and you get less brain freeze."

"We've become involved in something much bigger than just buying over a business," said Vanessa. "We've become part of an age old tradition and we feel it's our duty to guard this secret recipe and continuing this tradition of excellence."

Il Gelato Artisanal Italian Ice-Cream

✉ info@ilgelato.co.za

☎ 041 368 2367