

the Soapbox

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Matt Woosey

Exclusive interview - First African Tour 2013.

Colonial Kitchen

Creativity through sustainable Upcycling.

Soigné

Proudly South African Couture.

Rhino Enduro

Supporting Rhino Conservation.

Swushh

Bleeding edge Mens and Ladies fashion.



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A Tale of Three Sisters

Rhubarb & Lime Café and The House of 25/18.

The problem with making a suburb your home is that it can sometimes be a cold, socially isolated place to live in. Aside from locations that cater for specific groups like pubs or churches, there aren't many spaces where the entire neighbourhood can congregate as a whole and catch up on current events in the area.

A man called Victor Gruen envisioned bringing the warmth of the squares and markets of Old World Europe to cold suburban America. We experience a distorted view of his idea today as shopping centers.

Now, a shopping center was meant to be a place where people could debate and share ideas over coffee. People were meant to form relationships and bump into neighbors while shopping in its marketplaces. Instead, they were converted into soulless 'shopping machines' as he called them. But what if the pure form of his concept had lived on somehow? What if someone, somewhere, was trying to achieve what Victor Gruen dreamed of almost 70 years ago?

Nestled at No. 7 Park Lane, St Georges Park, you'll find two interlinked businesses that are fast

becoming the Gruen-esque heart of the neighborhood. They are the initiatives of the three sisters of the Paul family.

Consisting of a fashion boutique and a sidewalk café, business is booming. The House of 25/18 is a fashion boutique started by the youngest and eldest sisters, Savannah and Fallon Paul. It all started about 3 years ago when Fallon decided she wanted to design, produce and market her own fashion label. Younger sister Savannah also expressed interest, and joined her sibling in the venture.

The boutique has grown through the years and now includes fantastic items sourced abroad. Inside you'll find a veritable treasure trove of

wearable pop art. From handmade proudly South African garments, to moustache-themed earrings and matching rings, to Union Jack emblazoned Vinyl handbags.

Certain locations in and around the city tend to develop a bad reputation for business. People just don't seem to want to frequent those areas. There had almost always been some kind of eatery next door in one form or another. But for some or other reason, things just couldn't 'click' into place. The last entrepreneur threw in the towel early 2012 and the space became vacant.

Now, while the youngest and eldest sisters were busy so was their middle sister, Bergen. The Paul family travelled extensively, and Bergen had the dream of bringing an upmarket Café to Port Elizabeth like the ones she had seen during her work and travels abroad.

After cutting her teeth as a chef in the UK, Bergen returned to the City to open her eatery. The sceptics however, weren't convinced that it would take off. Comments ranged from a 'lack of parking'; to 'not enough passing foot traffic', not to mention the list of other seasoned entrepreneurs who couldn't make a go of the location. The Pauls, however, knew they were onto a good thing.

The senior Pauls went to great lengths to teach each of their three daughters the importance of standing on their own two feet. They taught them that the only things they could rely on, was a strong work ethic and their own will to succeed. So after many sums were counted and calculations made, the numbers made enough sense for Bergen to go ahead and bring forth the dream she had carried around in her head for many years.

The Paul sisters have a fine eye for detail and a flair for the creative which they inherited from their interior designer mum, Sue, and no detail was overlooked. "We wanted a unique look that was upmarket, but that was neither too soft and feminine or hard and masculine," explains Sue. They chose greys, blacks and whites broken up with vibrant reds. Bergen painted certain walls with blackboard paint and decorates them with quotes supplied by Savannah (the quote-aholic) in white chalk.

And since it opened its doors, it has proved all its detractors wrong. Most days of the week see professionals from the nearby offices and law courts, as well as doctors and nursing staff stopping by for their daily caffeine fix. Local residents, young and old, are also stopping by as an important part of their daily social calendar.

Not too many people know that the Café also offers an outside catering service; and that the venue itself can be hired for after hours events. You won't be sorry, as Bergen has some exciting menu ideas for you to choose from. While not licensed to sell liquor, you may bring your own for a small corkage fee.

The success of No 7. Park Lane can be attributed to the fact that they have established themselves as a lynchpin around which the neighborhood revolves. It has taken on a life of its own and has filled a much needed space in the lives of those who live and work there. It is also never without a Paul at the helm. They have succeeded where others have failed because it stays true to Victor Gruen's vision of a place that provides locals with a calm; inviting and (above all) personal space in which to relax or catch up on local events.

Victor would have been very proud of what the Pauls have achieved.

Burgen Gill: 082 699 1071
No. 7 Park Lane, St. Georges.

For the full article, go to
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Music and Events

Singing the Blues with Matt Woosey.

Remember the first time you ever saw your Mother or Father tie your shoelaces as a child? Think back to the awe and enchantment that single act inspired in you. Your parents had performed some sort of amazing feat (possibly powered by magic). You just knew that what they did was beyond your clumsy fingers. Listening to Matt Woosey sing the Blues will cause you to experience that same delicious delight again.

Matt is a consummate master of the 'slap and pick' technique and when combined with his distinctive 'big range blues shout' will send shivers down your spine.

He has played to appreciative audiences along the coast and is slowly making his way back to Cape Town. This South African tour is Matt's first outside of Europe and he really likes what he sees. "South Africa is such a beautiful place," he said, "I could really get used to the lifestyle here."

Matt's music celebrates all the highs and lows that life has to offer, and it shows in his live performances.

His new album, 'On the Waggon' has just been released and is available through www.mattwoosey.co.uk.

Check out our exclusive Soapbox interview!

For the exclusive interview,
www.the-soapbox.co.za
www.youtube.com/SoapboxInterviews



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Dylan Benyon

Supporting Rhino conservation with Red Era.



Poaching is a scourge that helps to fund to other major crimes. As such, rhino poaching has been elevated to a priority crime by the National Joint Operations Centre, which is coordinated by the Directorate of Priority Crimes Investigations (the Hawks).

"We see it as a war and will fight it as such." said Minister of Water and Environmental Affairs Edna Molewa.

As a responsible South African citizen, you too can do your part to support the anti-poaching effort. Red Era will host a Rover Enduro fun ride and music festival on the 6th of April 2013. Proceeds will be donated to the The African Conservation Trust's Skydive for Rhinos campaign; as well as the the world's first dedicated, non-commercial Rhino Orphanage.

The enduro ride will cost R100 and starts at 10am. Riders will gain free entry into the music festival. Spot prizes will be awarded to enduro riders as well as sponsored goodie bags for all who enter the ride. Printed t-shirts will be available to order.

The Music festival starts at 3pm and features a stellar line up. Artists include: **Verhale Van Gister; The Stuart Reece Band; Wayne Kallis; Kinky Robot** (in their very first appearance in Port Elizabeth; and many more).

Entrance to the Festival is R80 pre-booked, or R100 at the door.

For booking enquiries: info@redera.co.za

 Visit the Red Era Facebook page for more information.

Super Stylish with Swushh.

Swushh is a lifestyle brand that features some of the hottest fashions on the market. Located in the landmark Hub on the Hill, owner Robyn Dougans is on hand to make sure you look your best.

From cutting edge ladies clothing and accessories to a newly launched menswear range (a new label called Dranged), Swushh has something for everyone. Swushh brings 'urban cool' to Port Elizabeth and stocks a mix of quirky pieces that are hard to find anywhere else.

Originally developed as a way to spend more time with her baby daughter, Robyn has surpassed all her expectations. She has situated her boutique in a beautifully restored original Settler house in the leafy suburb of Richond Hill, and has successfully provided PE with an innovative shopping experience. It is the premier fashion fix for the discerning eye.

Robyn is always on hand to offer some advice on how to match and accessorise outfits. "I want people to be able to make a statement about themselves, at an affordable price." Her upmarket, yet relaxed venue allows you to experience boutique service without the pressures and self doubt that haute couture brings.

Beyond the norm of simply 'what's in', Swushh opens the doors of creativity to explore your own style, in a world where trends are in constant flux.



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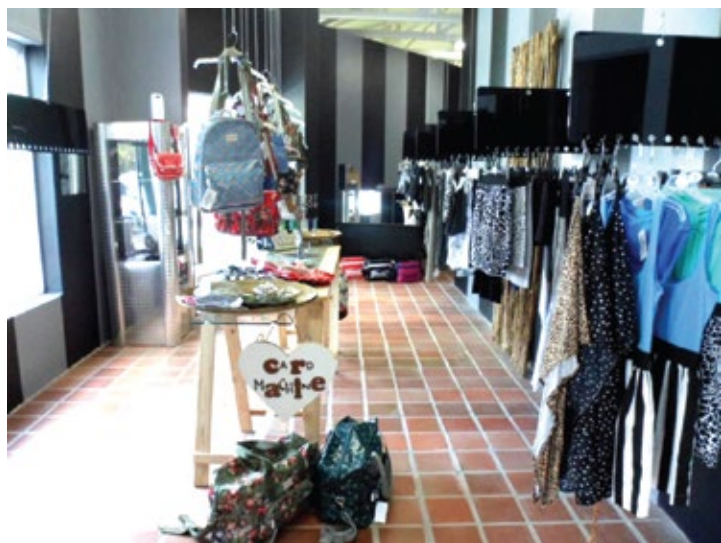
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facebook.com/SoigneClothing

Soigné shows you how to be polished and well-groomed.

Don't be intimidated by the name, it's easier to pronounce than you think. It's pronounced 'Swan-A' and lends itself quite well to being remembered (think of an awesome swan).

Soigné is the brainchild of Bianca Fourie who studied and cut her teeth right here in Port Elizabeth. A true daughter of the City, she loves PE like no other place on Earth. "I supervise each stage of production for all my garments, from conception to execution. The rest of the items in store that I haven't personally made, is sourced domestically.

I have made the decision to only use and sell South African made goods in my store, to do my part to keep our economy strong by supporting local businesses. I am proudly South African, and always will be." states Bianca. "I even get my own fabrics printed in Cape Town to avoid being too overly-reliant on imported fabrics."

A straight talker, you can always rely on her to give you an honest opinion: "What you see is what you get. I will never sell something to a customer if I feel it doesn't suit them. As a professional designer, I will always do my best to find you something that will suit and compliment your body type." The benefits of being the chief designer of your own label is that she's able to make alterations to garments while still keeping true to the soul of the outfit.

"I love surprises, and I like to share that with my customers. I always make sure that there's something new tucked away for a lucky client to find."



Wianéle Photography

"As an artist I capture the core essence of my subject"

Port Elizabeth-based photographer, Wianéle Briers, offers an exquisite collection of fine art photographic prints. Her images enhance the interiors of businesses, hotels, guesthouses and homes across South Africa in a flexible range of formats created for corporate and residential clients. Wianéle Photography's work is valued for it's professionalism and personalised artistry.

Wianéle specialises in Architectural Photography,

as it challenges her to explore beyond conventional points of view and delve into the artistic portrayal of the essence of architectural form. Dynamic mood, shape, light, and contrast, as well as construction methodology and materials as well as the hues and colour palettes of nature - all serve as inspiration for her work.

Wianéle's images cater for diverse tastes, encompassing a wide stylistic repertoire includ-

ing minimalist, structuralist, romantic classical, to ecological. Her fine art ranges from; conceptual abstract forms, dramatic black and whites exploring contrast, rolling landscapes capturing mood and space and close-up macro photography.

Wianéle has also recently compiled a book exploring abstract architectural photographic in South Africa, 'Spirit of Place'.

For more information on her book or work;

083 403 4737

wianelle@gmail.com

info@wianellephotography.co.za

EXCLUS1VE BOOKS



Spud - John Van De Ruit Book Review (R.Smith)

A coming of age story set in the corridors of Michaelhouse in Kwa Zulu Natal. John Milton, or 'Spud' as his classmates call him, is the South African version of Adrian Mole.

The story is set in 1990 just as Apartheid is crumbling. Spuds' parents are embarrassing, he has a crazy grandmother called Wombat and as a

13-year-old boy he is struggling with everything that comes with it.

Told in the form of a diary, it follows his often-hilarious escapades with his fellow schoolmates and teachers. They all have nicknames: Gecko, (who is always sick), Fatty, (who is an overeater) and Rambo, (the leader) just to mention a few. They can get up to all sorts of schoolboy nonsense including late night swims and one of them getting involved with a teacher.

Spud also finds a mentor in his English teacher, The Guv, who introduces Spud to the world of reading. With Spud being exposed to so many things, he realizes just how racist his parents are and is even more embarrassed.

And what coming of age story does not include a first love? This takes the shape of a family friend called "The Mermaid". The first kiss and the feelings thereafter are well told from his perspective. And when a second girl appears, these feelings become even more complex, especially after Spud and this girl are to play the leads in a stage version of Oliver Twist.

It is a well-told story. Spud's telling of the crumbling of apartheid is not 'in your face' but subtly told from his perspective. Although the

book is heavily based on a male perspective, anyone can enjoy it, as we have all been teenagers and dealt with the awkwardness that comes with it. If you ever went to boarding school, you'll love the perspective.

The characters are easy to relate to and well rounded. As a reader you start to root for your favourite and are pushed to edge with the different emotions, good and bad. The author, John Van De Ruit, used his own experiences at Michaelhouse to write this book. For me, this means that, while some of the incidents may sound a bit too good to be true, they are still based on real events.

It is a book you will pick and not want to put down until you're finished. And then want to read more, but luckily there are three sequels.

Overall, a fun, insightful read about the events in a young boy's life, who is trying to cope with puberty and all that comes with it.

EXCLUS1VE BOOKS

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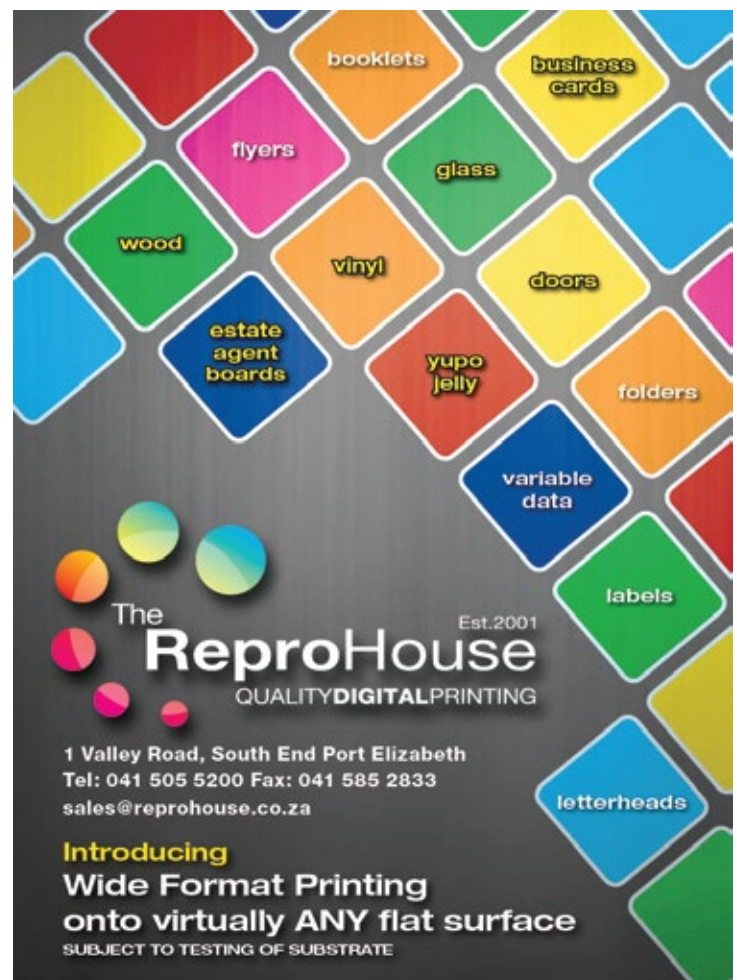
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Upcoming gigs at The Music Kitchen

Tuesdays: Trivia Night - EAT DRINK & THINK
 Wednesdays: Sing for your Supper (Muso's Only)
 Steak Special (R50 - 300g Steak & Chips)
 Tuesdays: Four Winds Music Club - Local is Lekker

8 March - The Brothers 7pm - R70 pp.
 15/6 March - Dan Patlansky - R110 Bookings essential.
 22 March - Tim Robinson Trio - R30 pp @ 7pm.
 23 March - Shannon Hope & Dividable Grand - R70.
 31 March - The Music Kitchen does it for the ladies! Fund raising event. All women Line up with TWO headlines. Natalie Chapman & Wendy Oldfield. 1pm - 11 pm LIVE music festival. R50 pp.
 Proceeds to a charity still to be determined this week.
 5 April - Henk de Kat - Cat Stevens Tribute 7pm - Rtbc



69 Mangold Street, Newton Park. PE
 (041) 364 1964 / mark@themusickitchen.co.za



Events Guide Sponsored by The Granary

Manhattans:
 Tuesdays: Half Price Cocktails
 Wednesdays: Quizz/Game night
 Thursdays: Karaoke with Big Joe
 Fridays: Live music with Greg Short
 Saturdays: Viby Tunes with local DJ

Friendly Strangers:
 Rick Becker: Art Exhibition
 Estiaan Laberschagne: Photography on display
 Wednesdays: Wheres Wally Wednesdays
 7 March - Hark Kock
 8 March - Anton Calitz
 18 Apr - Megan du Toit

8 March - John van der Ruit book signing (Spud)
 9 March - Savoy Market Day
 13 March - Scifest Africa @ NMB Science & Tech
 1Apr - Splash Festival

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We are a bright, vibrant City that's built on what we at the Soapbox like to call 'charming goodwill'. 'Charming goodwill' is the feeling you get when you're standing in a long queue and are able to turn to the people around you and strike up a conversation about...well...anything, really. Bad news, the weather. But always with a smile, and a laugh.

It's the feeling you promote when you give a stranger the best possible, but most confusingly funny set of directions they will ever get anywhere on the planet (...now do you know where the airport is? Well, it's nowhere NEAR there...).

'Charming goodwill' is the ability to laugh about helping push-start a complete stranger's car for 20 minutes without checking to see if they actually know how to kick start a car.

This issue is dedicated to that awesome feeling we all share as a City. Never lose your charm, Port Elizabeth.



Good things happen in threes, and we couldn't have made it to this, our third issue without you. Once again, we wish to thank the good people of Port Elizabeth for all their generous support and encouragement.



Latest edition of The Soapbox available at:
**Exclusive Books, Masterton's, Friendly Strangers,
 Rhubarb & Lime and The Music Kitchen.**



© The Soapbox

Colonial Queen

Upcycling the urban landscape with the Colonial Kitchen.

'Upcycling' is the new environmental buzzword. Everyone's familiar with the concept of 'recycling', which involves a process called 'Downcycling' which (intern) involves converting materials and products into new materials of lesser quality. 'Upcycling' on the other hand, involves converting or extracting useful materials from a product and creating a different product or material.

So an everyday example of 'downcycling' would be when plastic water bottles are melted down to make new (but lower grade) plastic products. An everyday example of 'upcycling' would be taking an ancient door found in a shed and turning it into a dining room table.

Upcycling is attractive because it prevents wasting potentially useful materials by making use of existing ones. Logically, this reduces the consumption of new raw materials when creating new products. In turn, reducing the use of new raw materials can result in a reduction of energy usage, air pollution, water pollution and even greenhouse gas emissions.

Ananja Bouwer, owner of the Colonial Kitchen believes that just about anything can be upcycled.

To be clear, she is not in the antiques business. That is left up to her mother (and her mother's business partner, Reynier du Preez) who owns

Colonial Antiques. Antiques are restored to their original state, rather than upcycled. So you can't take the aforementioned old door/table and label it as an antique. It is something entirely new.

Take the Colonial Antiques building in which the Colonial Kitchen finds itself. The building is in the process of being upcycled. It is located in the old Eastern Cape head office for the Midas group in Todd street, North End.

In Ananja's side of the building, there is a maze of charming glass fronted offices decorated with antiques taken from the store. These are available to be rented out and the office block has its very own alternative entrance in case you'd like to do some work after hours. "We are, however, looking to put creatives in there, as we are trying to keep within the theme." said Ananja.

Themes run at the heart of the Colonial Kitchen. "We are currently running a series of very different, themed markets. Our next one will be on the 6th of April and will start at 11am and end at 3pm. It will revolve around concept of the 'Traditional'. So traditional foods will be on offer, traditional past-times etc. You are also HEAVILY encouraged to come in costume!"

The market will also feature a wine trade show section where vintners will have all their wares on

display for connoisseurs to sample and buy.

The ultimate aim of these themed markets is to create a forum in which people from all walks of life can participate and feel comfortable in. "It's about helping others to re-discover and rejuvenate their identities." explains Ananja. "The markets offer stallholders and customers a fantastic opportunity to get to know each other and network. It leads to fantastic business opportunities between like minded people." The markets aim to be professional and upmarket, without being exclusional.

"We are also introducing customized breakfast; brunch and tea services that will be developed and worked on between the Colonial Kitchen and the client. So if you for instance want to host a birthday or office party but don't want the hassle of cleaning up afterwards, we can take care of that for you."

The Colonial Kitchen strives to be the venue where people can be accepted for who they are. "I feel that what we are ultimately trying to accomplish here is to try and build tolerance for one another." Says Ananja. "Port Elizabeth is all about working together."

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For the full article, go to
www.the-soapbox.co.za

