

the Soapbox

Fashion | Food | Art | Design

FREE COPY

The Pop! Shoppe

Popping into existence through the sharing of ideas.

T-Shirt Design Competition

Raising funds for the Richmond Hill Crime Forum.

Martin Bester (Kinky Robot)

Getting behind Rhino Conservation.

For The Love of Wine

Instead of Merlot, why not Malbec this Winter.

Mastertons Coffee & Tea Specialists

Why coffee blends beat single origin coffees.



The Shop, the Showroom and the Decorator

A consultation with Ann Bateman at the Bridge Street Centre.

The name 'Ann Bateman' should ring a bell, loud and clear, if you're into the PE interior decorating scene. If not, don't fret, as there's a very good chance that you've already enjoyed a number of pleasant meals in her company.

Ann is the seasoned decorator behind FAB Interiors, the entity commissioned to do the latest facelift of 'Munch'; and the 'Mojo Cafe', at the Walmer Park and Greenacres shopping centers.

"I was always a creative person, but early on in my life I initially wanted to be a lawyer," she laughed, "I found myself doing so much work for friends (for free) that I thought that perhaps I should make a career of decorating." Initially working from a

studio at home in the 1990's, she delved full force into the world of fabrics (for which she has a big love); colors; lights and decor.

Ann has since moved her practice into a very elegantly decorated venue in the Bridge Street building. "I worked without a showroom for years as many other decorators do, but I found that it made for a very expensive and laborious process for my clients." Creativity thrives in a spontaneous environment but not, however, when all the tools you need are scattered across the city.

"I found that I had a problem if I wanted to show my clients anything tactile (Fabrics; paint samples etc). Most decorators will have to drag clients

clear across the city going from supplier to supplier where samples are kept. It made things extremely difficult as you couldn't immediately compare and cross pollinate design elements. So at the end of the day what you actually offered clients, what I felt, was a lot of inconvenience."

Ann elaborates on her decision to move her practice to a more publically accessible venue. "The concept was that of a showroom where various products; samples and furniture could be on display." Since she opened at the end of 2011, she hasn't looked back. "Its been very well received. As a decorator I can do so much more, offer so much more, because I have this wonderful

Art & Design

setting as a base. I save my clients and myself so much time because it houses my entire database of fabric samples; curtaining and designs for blinds. Clients-potential or otherwise, can come in and see what these elements could potentially look like in a domestic setting."

Placing her showroom in the Bridge Street building has added benefits too. "This space is a decorator's dream. The building houses the Earthcote paint specialists; as well as the Inside Living kitchen consultants and DMV architects. Having Earthcote here is a big plus, because I work closely with paint colors. Their expertise on site means added convenience for the customer as it is one less place to run around to. The same goes for the other two specialists. The mix of fantastic restaurants in the immediate vicinity also adds to the experience."

The layout of the store will seriously impress you. Like any example of Ann's work, it is a testament to her skill as a decorator. It says so much without uttering a word, and offers proof that you've come to the right place. "This room was not the easiest of shapes to decorate. Being rather long and narrow in structure, I decided to place the 'work engine' of the showroom right at the back of the room. You have to walk through the entire show-

room to get to my consultation area where my database of source materials are housed. This gives you the immediate opportunity to see and interact with my work, and to start absorbing some of the underlying principles of the profession," she explains.

"The idea behind the look of the store was that I didn't want people to be intimidated when they came in. A lot of people hear 'decorator', and think 'this is going to cost me a lot of money.'. I wanted to assure people that I don't work like that. I don't want people to feel like they are obliged to buy something if they walk through the showroom or engage me in conversation." she explains. "My philosophy has always been that I have to be in my showroom as this is my base of operations. I have to be here between certain hours of the day so people seeking decorating advice can stop by and take advantage of my presence and expertise. If you work with me in the showroom, it will help you to minimize on decorator's fees. "

It's very easy to decorate when you have an unlimited budget. "You then have the resources to correct mistakes," explains Ann, "People often feel that they should only employ decorators when they have a large budget. I say that a

limited budget dictates that you engage the services of a decorator, because it is then that you can't AFFORD to make a mistake. Mistakes will cost more money to fix. And besides, constraints will always make for better design."

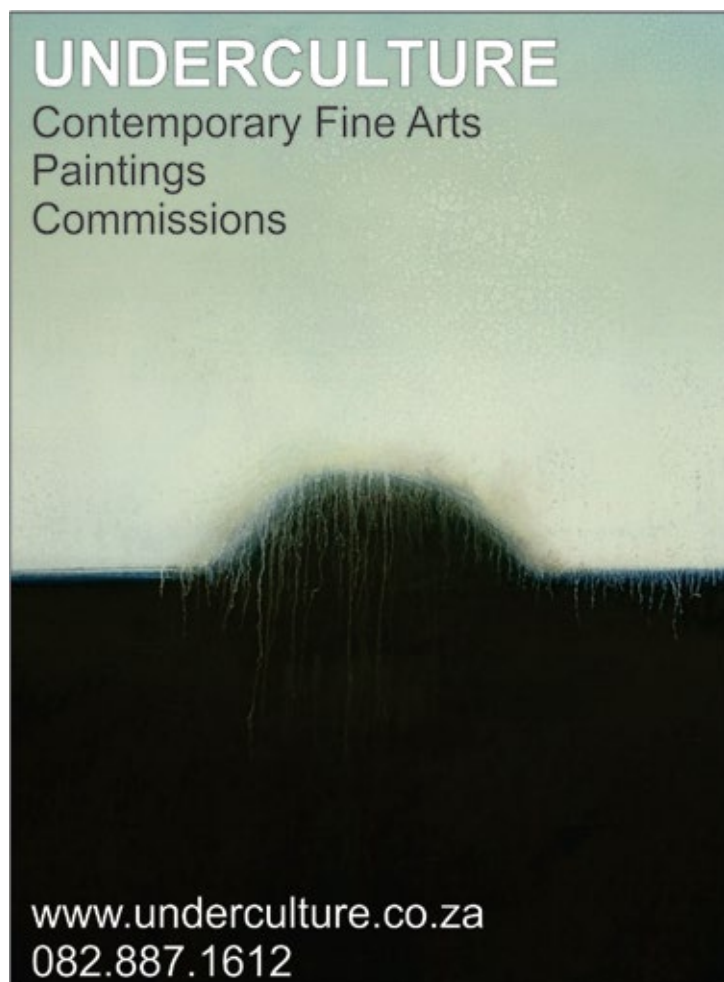
"I try to make every client feel special, no matter what their budget. I love to collaborate because it leads to opportunity. That being said, my role as decorator is to interpret your wishes. It's not about me, it's about you. I'd hate for people to come along and take one look at a project and say 'Oh, I can see Ann did that'. I am here to help you put YOUR stamp on the project. It's about helping you to express your personality within the ambit I am given."



Ann Bateman

Home Decor & Design Consultant
083 275 4491 / annlinedesign@gmail.com

1 Bridge Str. Brickmakers Rd.
Bridge Street Centre. Shop 2

The advertisement features a large, abstract painting that occupies the central portion of the page. The painting depicts a dark, silhouetted mound or hill in the foreground, from which numerous thin, vertical, light-colored lines (resembling grass or reeds) emerge and extend upwards into a pale, hazy sky. The overall composition is minimalist and evocative. The text is positioned in the upper left and lower left corners, providing contact information for the gallery.

UNDERCULTURE
Contemporary Fine Arts
Paintings
Commissions

www.underculture.co.za
082.887.1612



Popsiebelle gift's are perfect for little people who love adventuring.
contact: ingrid@popsiebelle.com web: www.popsiebelle.com

DESIGN
a really amazing



FOR

RICHMOND HILL

win prizes
get your design printed
raise funds for RHSCF

Crime is an ever-growing problem in our society. Sitting back waiting for the authorities to sort it out is the equivalent of waiting for it to rain steak pies.

But there is a way for you to fight back and become famous at the same time, without resorting to vigilantism and a snappy animal themed costume.

And that answer is: T-Shirts!

T-shirt designs are like books: Everyone has one in them waiting to get out. Get your creative juices flowing by taking part in this unique fundraising initiative for the Richmond Hill Sector Crime Forum.

Submit a design, and if it is chosen it will be locally produced for sale to the general public. Funds generated will go towards fighting crime in the Richmond Hill area!

**RESIDENTS AND BUSINESSES RAISING FUNDS FOR
THE RICHMOND HILL SECTOR CRIME FORUM**
WWW.FACEBOOK.COM/RHTSHIRTCOMP



DIETER VAN DEN BERGH

"THE BEARDED BEER MONGER"

083 268 5535

THECRAFTBREW@GMAIL.COM



CITIZEN



SWush
Sush

CLOTHING
ITS WHAT YOU WEAR

Robyn Dougans: 073 618 4939 / robyn@swushb.co.za
Hub on the Hill. 22 Raleigh Street, Richmond Hill

pippin

A PERSONALLY SELECTED VINTAGE CLOTHING COLLECTION

[BUY ONLINE- WWW.FACEBOOK.COM/PIPPIN/CLOTHING]
[VISIT US- RICHMOND COURT, BURGESS ST. RICHMOND HILL]
[CONTACT- +27 769 490092]



CLOTHING AND JEWELRY

**17A BAIN STREET
RICHMOND HILL**

**MON-FRI: 8:00 - 17:00
SAT: 10:00 - 14:00**

**082 463 9837
041 582 2799**



Rhubarb and Lime
No. 7 Park Lane, St. Georges.
Bergen Gill: 082 699 1071

Spicy Buttermilk Flap Jacks

(Makes 12)

- 2 cups self-raising flour
- ½ cup white sugar
- Pinch of salt
- 2 Tbsp Spicy Chai powder
- 2 eggs
- 2 cups buttermilk
- ½ cup milk
- 1 Tbsp vanilla essence
- Bit of oil, for frying (or Spray & Cook)

First start by heating about 50ml of milk and mixing together with the Spicy Chai powder (to form a paste). Sift all the dry ingredients together. In a separate bowl, add your eggs, buttermilk, vanilla, remaining milk and the Chai powder mixture. Add half of the wet mixture into the dry ingredients and mix well – then add the rest. In a heated pan, spoon 3 Tbsp of the flapjack mixture, flip it over and cook until golden. Stack together and drizzled with maple syrup, crushed pecan nuts and fresh banana. Serve on it own or with fresh cream or ice-cream :)



REBECCA LILLEY

Pâtissier & Cake Decorator

074 498 3321 / beckmakescakes@gmail.com

Aztec EVENTS & CATERERS

123 PARLIAMENT STREET,
CENTRAL, PE, 6001



Khanya 079 528 8930 **Loyiso** 083 9595 289, 071 854 0793

khanya.aztecevents@yahoo.com
loyisoaztecevents@yahoo.com

Find us on Facebook
Aztec Events & Caterers



Follow us on Twitter
@AztecHeartsFood.



Lovers of Wine Review

2010 AnnexKloof Malbec

Winter is on its' way and it's time for something smooth, elegant and preferably close to a fireplace! Most of us would reach for the old faithful Merlot, but this Winter why not start with something a little different... Malbec.

A delicate cultivar predominantly used in Bordeaux Blends to add a dash of body, dark berry & mocha flavour with velvety texture.

AnnexKloof, located in the Swartland, is regarded as the King of Malbec producers and rightly so with many awards under its belt. This powerful red is full-bodied yet rich with soft fruit and subtle spice. French Oak maturation adds smooth texture and complexity to the palate, while lingering mocha satisfies the finish... Who needs dessert?

Malbec is best served with heavier white meat dishes such as duck, chicken or lamb.

The AnnexKloof Malbec should retail for under R100.00 in stores.

Join us in Port Elizabeth's new lounge away from home at For the Love of Wine this Winter to enjoy beautiful reds on comfy couches, under soft blankets with good company. Opening at the end of May.



For the Love of Wine: Cnr of Stanley & Bain Str. Richmond Hill
Robyn Martin : 072 5662 692



Not all coffees are "born" equal. Why do coffee blends exist and are they superior to single origin coffees? The short answer is that many single origin coffees available today lack the well-rounded, balanced profile that one wants in a great cup of coffee. Blends address this by adjusting certain flavor characteristics.

The three main desirable characteristics are Acidity, Body and Flavour. These aspects of each single origin coffee are brought about and influenced by numerous factors ranging from the soil and altitude in which the coffee was grown, the country of origin and the time of year it was harvested, to name but a few. But very few single origin coffees possess this illusive trifecta, and those coffees that do, those that truly capture and characterise their terroir, deserve to be drunk alone and unadulterated to be properly enjoyed and appreciated for what they are.

By taking various single origin coffees and blending them together to complement each other and make up for inherent inadequacies, a great blend is born. The sheer number of blends possible is immeasurable and restricted only by one's imagination and taste. Blending is a skill, one which we've honed over the last 89 years as a speciality coffee roastery, and one that'll ensure that the quality of our coffee can be tasted in every cup.

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

Kinky Robot gets behind Rhino Conservation.

Martin Bester of SA's Kinky Robot explains to the Soapbox why Rhino conservation is the way to go (Not sure who they are? Google 'Hobie Beach', you'll recognize the tune right away):

It would be a sad day and a poor legacy if we allow the rhino to die out. We as Africans have to take pride in our land and the animals on it, we can't simply stand and watch as people come and take them from us and that for the lamest reasons of all.

How would you explain that to your kids and their kids one day? It is also important to follow up and monitor how and where the funds raised at these fund raisers get used. There are some really useful programs in action, from training and deploying field rangers and tracker dogs to equipping park staff with the right equipment and vehicles. Even surveillance aircraft, or simply taking care of the young left behind as the case may be.

We feel strongly about this cause because we firmly believe in what the great Gandhi said : 'The greatness of a nation and its moral progress can be judged by the way it's animals are treated'.



www.kinkyrobot.co.za / www.facebook.com/KinkyRobot



If you can breathe, you can do yoga!

Halo Yoga has been featured in the Herald La Femme as well as interviewed on Bay TV with an exclusive peek into the studio.

Introducing something new and exciting!

yoga TONE

Fusion style yoga

combining light aerobic equipment, with yoga poses

Increase balance & flexibility · Deep toning

Natural strength increase · Improves yoga practice

Sun Salutations are used as warm ups &

all classes end with a few minutes of rewarding relaxation.

PRESENT ADVERT FOR 20% DISCOUNT ON 1ST MONTH
(TWICE/WK PER MONTH OPTIONS ONLY)

Angela de França / 079 362 6867 / haloyoga@gmail.com
88 Villiers Rd, Walmer / www.facebook.com/haloyoga

Doreens Health Shop

Shop 1
Elliot Centre
William Moffet
Port Elizabeth
Tel: 041 368 72 82

Free consultation

**augusta law
massages**

Swedish · Indian Head

Bellebaci · Ashi-Africa Barefoot

For Appointment: 082 378 7346

Mothersday Special: Bring this advert to Augusta at Doreen's Health Shop for 20% discount on a back, neck & shoulder massage.



A message from the staff

We would like to congratulate Mike Thomas on receiving the following rewards:

First Position in Unit Sales (team category)

First Position in Turnover (team category)

"Mike's success can be contributed to his loyal and honest approach to property consultations. He always makes time for clients and staff and it's a privilege to receive guidance under him."

From your team; Penny & Lyn (Office management) and Tarryn, Lew & Candice (Interns)



Mike Thomas - Principal Estate Agent
mikethomas@telkomsa.net
 082 767 7498
 (041) 363 0000

The ReproHouse Est. 2001
 QUALITY DIGITAL PRINTING

1 Valley Road, South End Port Elizabeth
 Tel: 041 505 5200 Fax: 041 585 2833
sales@reprohouse.co.za

Introducing
 Wide Format Printing
 onto virtually ANY flat surface
 SUBJECT TO TESTING OF SUBSTRATE



CITIZEN

BEER TASTING



AT

6 BEERS

BOSTON BREWERIES

1 BEER

CITIZEN BREWERY

SNACKS

FRIENDLY STRANGER

MUSIC

THE COTTON FIELDS

PHONE: 0726501487



MAY 25

18:30 FOR 19:00

R65 PER HEAD

**SPECIAL:
 BURGER + 1 FREE BEER**

PRESENTED BY:



BOOKINGS ESSENTIAL AS SEATS ARE LIMITED

Editorial & Gigs

Editor: Greig Timkoe 083 263 4792
Creative Director: Reino Erasmus 083 3841 506
Photography: Reino Erasmus
Layout / Design: Hengst Creative Studio info@hengstdesign.com
Printers: Repro House sales@reprohouse.co.za

WE CAN ACHIEVE MORE THROUGH COLLABORATION

Port Elizabeth is a City that is built and run on relationships. As a business owner, it is no longer enough just to sit back and wait for customers to walk through your door. As seen in this edition, proactive collaboration between the right mix of individuals will lead to prosperity.

We must lose our fear of 'other people stealing our ideas'. Success in the form of return on investment can be broken down quite simply: Exclusive intellectual property will only account for 1% of the total. The other 99% will be made up of how that idea is executed.

Google the story of Charles Goodyear (He of the car tyre fame) for an excellent (albeit sad) example of the above principle in action.

Don't be afraid to strike up conversations with other like minded individuals, and always remember that collaboration is reciprocal and will only work when both parties come to the table.

We at the Soapbox remain committed to working with the best and brightest talent that Port Elizabeth has to offer.

Thank you for your continuous support!



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

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
1 May - Open Warrant & Karina Fullard LIVE - FREE
3 May - The Lucas Reunion - R20
4 May - TMK Rugby Tour - Kings VS Waratahs R200
PLUS Glaskas - R70 (show only)
8 May - Natalie Rungan R100 (R85 presale)
10 May - Albert Frost - LIVE - R100
18 May - Hugo Kleinhans - Free entry
24 May - Silver Creek Mountain Band - R50
25 May - MK Rugby Tour - Cheetahs VS KINGS
PLUS Hugo Kleinhans - R150
29 May - TMK Comedy Night with BarFly - R40 pp
31 May - Hugo Kleinhans - Free Entry



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 Stranger:
// wheres wally Wednesday : Megan du Toit
(find Wally and score a free meal)
// Gluhwein Thursday : Marc Kock
// Friday : Quintin Weyer (hands in pockets)
// Sat : special guests

25th may - beer tasting - buy a burger and score a free bee

Do you gave a gig, or know of an awesome upcoming event? If so,
please contact us to be included at no cost.



The Pop! Shoppe

Popping into existence through the sharing of ideas

Ideas are wondrously inspired things, popping into existence spontaneously. Ideas also jump from person to person like commuters jumping from train to train to get to a destination. Good ones have a habit of being able to transition into reality.

"Three years ago, I came up with the concept of a place where women could come together and collaborate as a group," said Pop! Shoppe creator-Candice Smith. "It would be a place where ladies could meet up and help each other's businesses grow by sharing their respective client bases." In essence, it would be a nurturing, upscale marketplace run by women for women. "The timing to start it up never seemed right though and I kept putting it off. But things changed one day when driving down Main Road Walmer in February earlier this year. I saw the old Village Gate building and thought to myself 'Hmm...this could work'. We caught it just in time as the owners were just about to put it on the market."

Candice realized early on that the right mix of people would be important. "I drew up a list of about 10 businesses that I wanted to be identified with, and that I thought would fit together very well, and then set about cold calling them." It was not an easy job. "I felt a little crushed by that first round of cold calling as I only got about 2 out of the 8 businesses interested."

It was at this point that the idea jumped to another significant person in this tale. "I approached Julie Oates of Pixel Shoes, and at first she didn't seem too keen. Much to my surprise though, she called me up the next morning to tell me that this idea just wouldn't leave her alone. She had become a believer overnight. Julie became instrumental in bringing the Pop! Shoppe to life through her tireless efforts."

A well connected entrepreneur, Julie soon mobilised her networks in true Pop! Shoppe fashion and the idea just seemed to spread to other ladies like wildfire. "We pitched to the PE Businesswomen's Association and they loved it. Pretty soon, I was being handed lists of contacts to call. People who loved and believed in the idea of the Pop! Shoppe became strong advocates for my cause."

Soon the building filled with tenants and a waiting list has started to build up. "We will give people a very different shopping experience from what they are used to. It will be a place where Mums can come and drop their kids off at the supervised playcenter on the premises, and do some shopping or maybe get their hair done. The main aim, however, is to get women of all ages out of the house and into an awesome environment."

The building itself is a natural marketing tool. "We are extremely fortunate to be on a major thoroughfare, with huge plate glass windows that afford excellent visibility of the interior workings of the building. We will be using our day to day activities as a highly visible marketing tool. We plan to always have something on the go. We want to entice people driving past to see all the lights and activity and get them to stop by to see what's happening." The Pop! Shoppe also offers budding entrepreneurs a stepping stone towards more permanent premises, by offering tenants short term leases. This will give the centre an ever evolving environment, thus ensuring that customers will always have something new waiting for them on their next visit.

"This exercise has proven the power of collaboration to me. I feel that we as business ladies have built up a strong community, and I feel that it's one that ladies of all ages and stages of life will definitely want to belong to."

This is the story of an idea that sprang forth from a single person and spread like ripples in a pond. This idea has now cheekily spread itself to you, the Reader. Take a ride down to the Pop! Shoppe in Main Road Walmer and witness a true life story of one woman's dream come to life.

The Pop! Shoppe
Cnr. Main Rd & 11th Ave, Walmer.