Arts & Culture Publication # 3

Showcasing South Africa's Creative Talent







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Editors Note

There is always so much to be said with each new edition. The battles that had to be faced and obstacles overcome to arrive at volume 3 can make for an interesting story. There are also various reasons for the long time lapse since the previous edition. Some are reasonable, others more personal. Traveling sabbaticals and priority wars between finance and passion have consumed a lot of time and energy. Nevertheless PostBox is back, and by now quite capable of speaking for itself.

This process has led to a few revolutionary realizations. Firstly, we all suffer from achievement anxiety. We live in a world saturated with images of success. Quotes such as: "If at first you don't succeed, try harder," have brought up a generation of goal driven junkies, unhappy because they believe they are not putting in enough time, money or effort to reach their full potential, brimming on the edge of a breakdown due to their fear of mediocrity. And then we are all so prone to self-criticism, something arguably blamed on what the post -Christian -Afrikaner kids nowadays refer to as our "Calvinistic guilt." I am not saying we should all become professional procrastinators, but hey, we can cut ourselves some slack!

The Plight of the Underdog

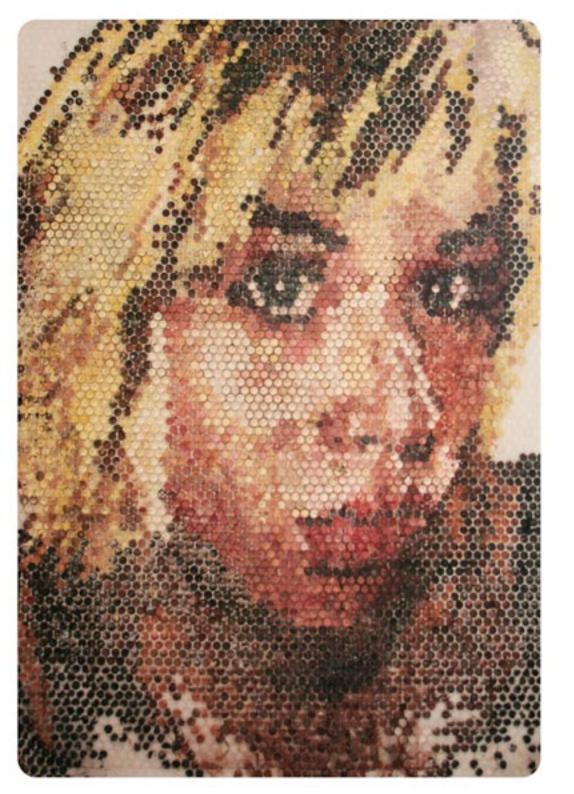
It took two moths of backpacking through South America for me to realize: South Africa is small. It took another year of struggling to find funding, advertising or investors and attending various conferences to realize: South Africa is a third world country. It is brimming with emerging creative talent, yet it lacks the structures to support us. Yes, the creative industry is growing, but it is not necessarily prospering. As a result the industry is filled with imbalances, politics and injustices. I have come upon numbers of ingeniously talented musicians, artists and photographers, not "making it" simply because they were not born in the right suburb, aren't hanging with the right people, don't have the financial means to support their projects, or are doing something so brilliantly ahead of its time that today's commercially manipulated audiences simply do not appreciate it.

Thus came the final revelation: This is what PostBox has been and will carry on fighting for - Finding and representing these talented underdogs of *South Africa. Promoting and providing a platform for the Lo-fi and DIY culture of upcoming and underground artists. And we will not die trying.

Elisma Uys Founder | editor

* There are a few international artists and a collaboration featured in this edition (see page 8, 18 - 23, 52). We hope to establish a world-wide audience and inspire collaborative projects through these endeavours.





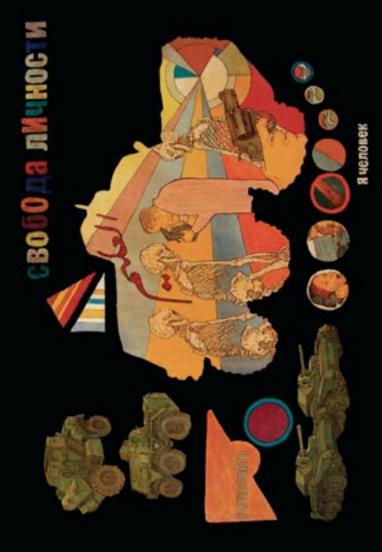




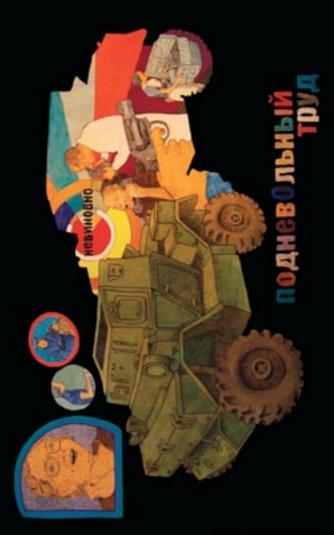


















































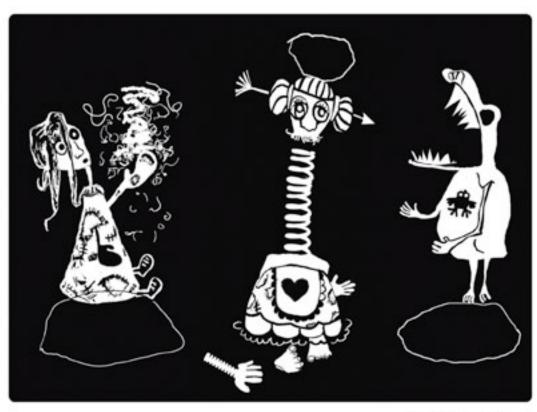




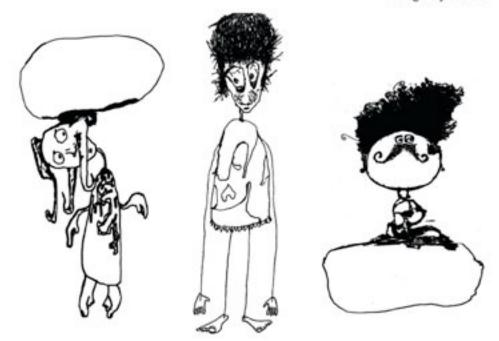
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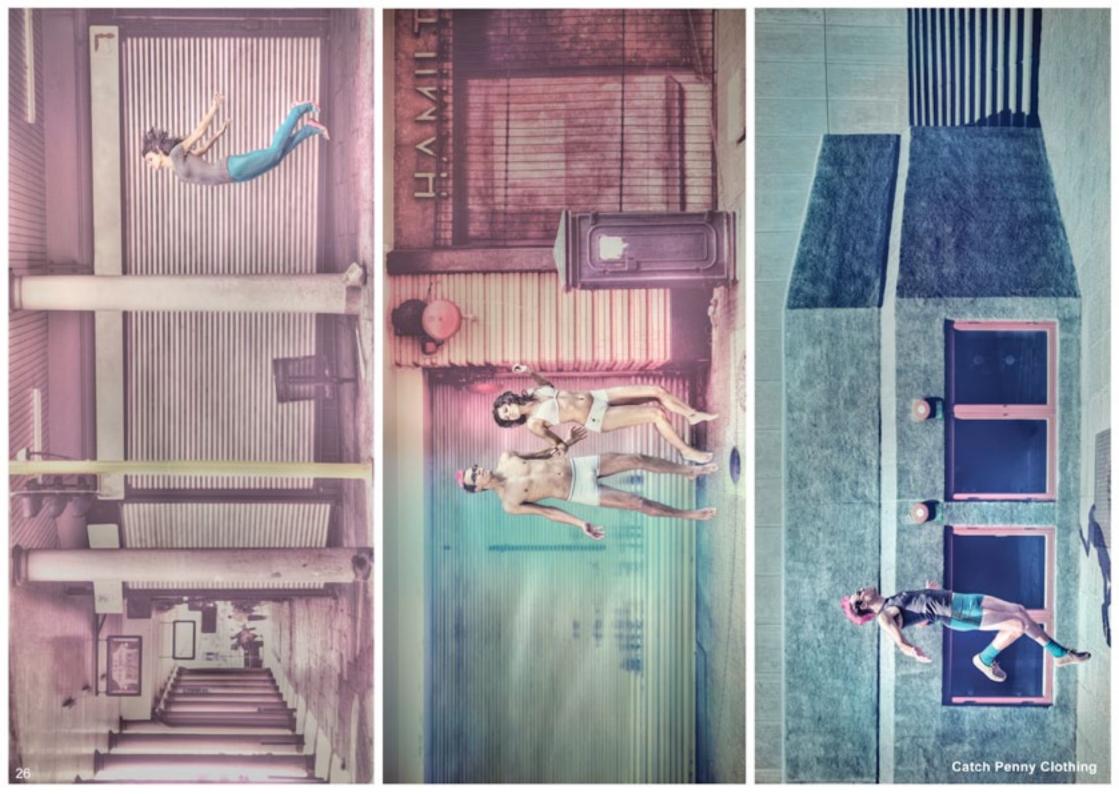




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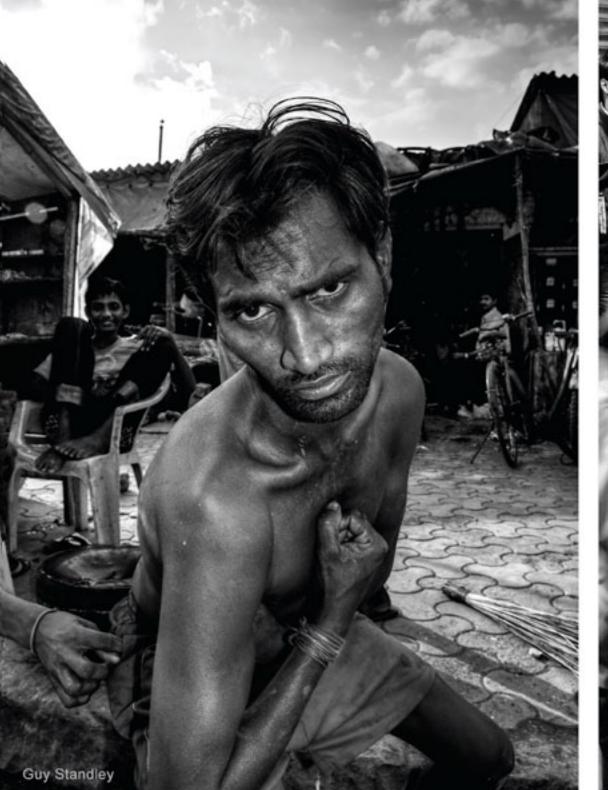






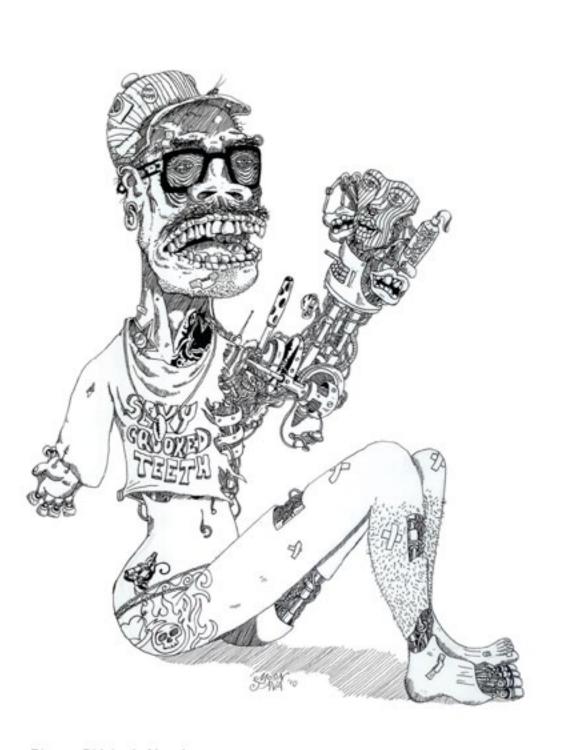






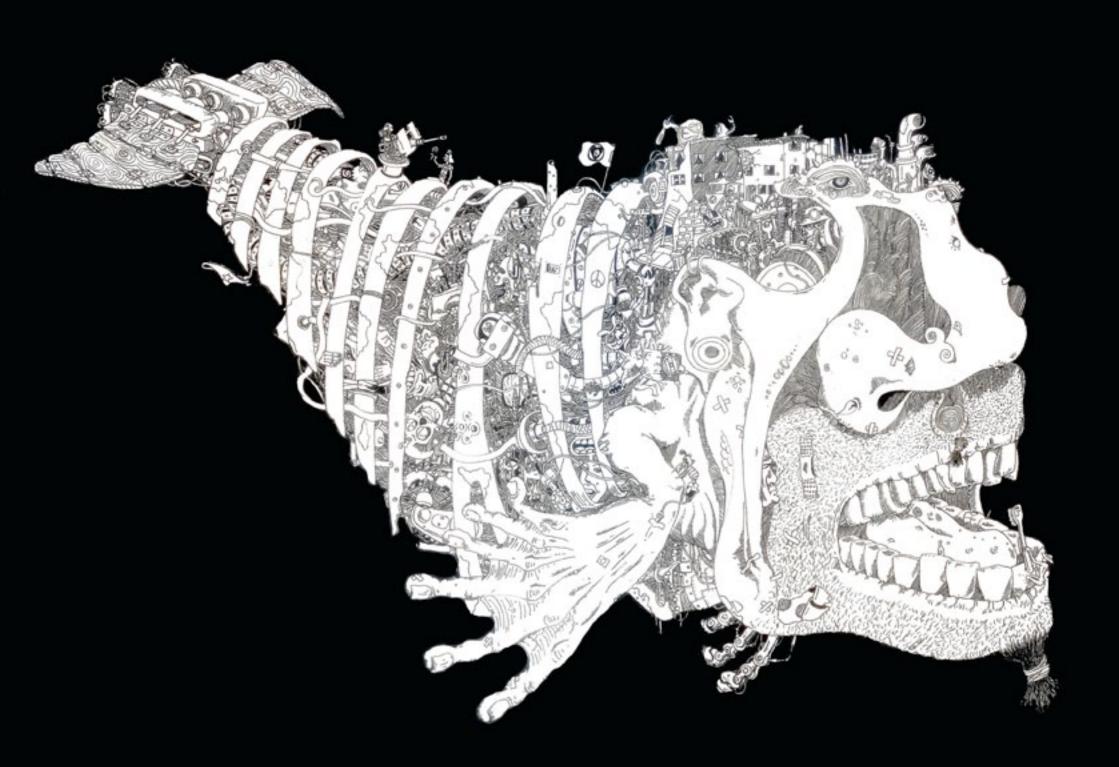






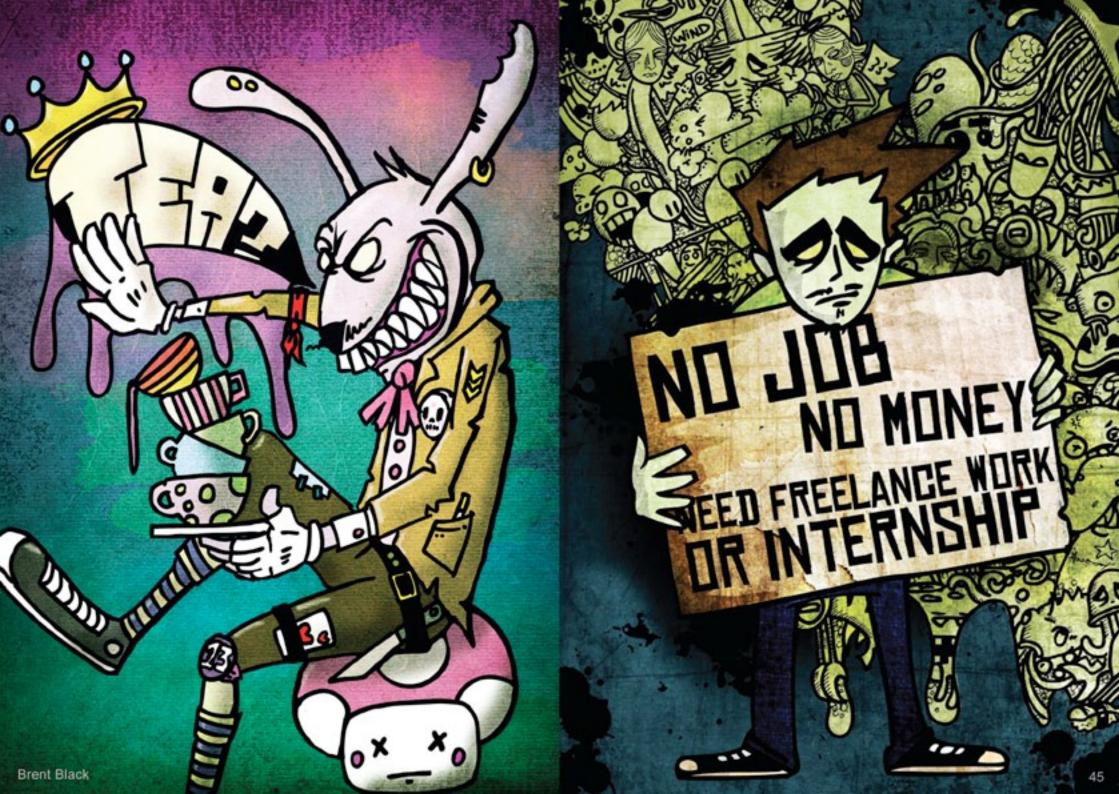


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