





EDITIONTHREE
FEBRUARY2019

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MEET SOLE ESSENTIAL

Photo by **Stan Leonard**
Edits by **Good Agency**
Location **Cafe Paparazzi**



BIOGRAPHY

Luther Lempe, better known as Sole Essential, is a South African Record Producer, Media Personality, Disc Jockey & Creative Entrepreneur.

A creative wizard since 2002, Sole Essential has spent time focusing on music production, marketing, concept development, business blogging, and brand design, among other things.

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Sole Essential Notes

INTRODUCTION

Sole Essential Notes is an interactive music and lifestyle e-magazine that proudly celebrates modern African music, food, creativity, fashion and popular culture.

Although some of the featured content mirrors that which can be found on the Sole Essential blog, we have also included a great selection exclusive content that is designed to keep you informed, educated and entertained.

Among many other features, the e-magazine includes integrated social media buttons for popular platforms such as Instagram, Twitter, Facebook, and YouTube.



Additionally, if you happen to see a website url, or a clear call-to-action phrase (which is normally highlighted in red) it means that you can also tap on them for easy access to websites and/or downloadable files.

Welcome to the third edition of Sole Essential Notes.

**THANK YOU FOR TAKING THE
TIME TO READ THIS ISSUE.**



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Pictured : **Jabba The DeeJay** (Disc Jockey, SA)

“I have always wanted to work in the music and entertainment industry but never really thought that I would one day become a professional DJ” - **JABBA THE DEEJAY**

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We Are Looking For Music Writers

Hey! We would love to take a moment to thank you for the continued support and for being part of the ever growing Sole Essential community.

It is our hope that you'll stick around to see what you've been helping us build. Because of you, our blog has been on the rise for a good minute now.

Thank you for all the love and support. Best wishes to you and your loved ones. One Love!



Photo by blaQsnaps

'THE DIARY'

Sole Essential is a highly motivated individual with a strong passion for music, innovation and pop culture. The Diary is a realistic documentation of his life, and all of his work, plus everything in between.

You can also follow his stories on the interweb



Here is How Music Helped Battle Depression

Music has always been a very powerful release. It has always been a great escape from all the worldly dramas and life's little troubles (and/or unexpected problems), among other things.

For me personally, I have always regarded music as a great source of inspiration. In fact, when people ask me about the brand's cool tagline I often say that I love every genre of music because it has always inspired me in every situation of my life.

This is true, because even when I was officially diagnosed with anxiety and depression (back in 2018) I quickly turned to music for some comfort and peace of mind, among many other great benefits.

That being said, it's actually quite ironic how the biggest pain point in this whole situation is that one has to quite making melodies, every once in a while, due to minor issues that one keeps experiencing with the ears.

Nevertheless, if there is something that I would like you to walk away with from this diary entry, it's these four simple words made popular by South African afro house music stalwart and multi-award winning record producer, and DJ, Black Coffee: "Music is the Answer".

Personally, I couldn't agree with him more, because unlike many of the toxic solutions that we may think we have during difficult times, our favourite songs, and/or melodies truly do help us heal & kept us grounded in more ways than one.

Recalling a Visit to Warner Music South Africa's Head Office in Twenty Eighteen

When one first heard Oprah Winfrey say "God can dream a bigger dream for me, for you, than you could ever dream for yourself" one thought one understood the deep meaning behind that message.

It wasn't until the day one set foot inside Warner Music South Africa's offices for the first time, did one truly begin to understand what those powerful words really meant.

Now, unfortunately you can't receive any intimate details about the purpose of my visit to the aforementioned corporate offices.

However, you can be told that it has been about a whole year since that one particular day and, as you can imagine, a lot had transpired between that one period and the time it took one to fully grasp and understand that as (conscious) human beings our thoughts truly can create reality.

In that same breath, I am going to conclude with yet another very powerful quote from the America-based businesswoman, and highly sort after media mogul, Oprah Winfrey:

"The key to realizing a dream is to focus not on success but on significance - and then the small steps & little victories along your path will take on greater meaning."

Let that sink in for a moment, while you try to put aside your fears from this day forth, so you can take more giant leaps in 2019.



Photography by Kabelo Master ● www.pikoko.co.za

HOW PIKOKO IS GIVING BACK TO NEEDY CHILDREN

Right! So, it was revealed in the second edition of 'SEN' that PIKOKO has been paying homage to its hometown roots in Bophelong and, by extension, the Vaal with a gender neutral range of bespoke t-shirts that is suitable for both kids and adults.

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In that same breath, we was also highlighted that the aforementioned selection of apparel, themed "Kasi Ya Vaal" will simultaneously serve as a multifaceted charity initiative - which, in turn, will not only enable us with the opportunity to give back to the communities that we serve, but also give you the opportunity to make a very positive difference.

Having said that, one of the four ways through which we are still hoping to execute these efforts effectively is by adapting what is called a “buy one give one” model.

To paint a clear picture, in laman's term, if you were to buy an adult t-shirt for R298 (or more) from this specific bespoke range, we will donate one t-shirt to either a child in need, specifically at shelters/orphanages as well as Hospitals that are currently located in the Vaal Region for free.

Yes, you read that right. PIKOKO CLOTHING intends to give away a long-sleeve t-shirt for every “Kasi Ya Vaal” adult item purchased (at the abovementioned price) with the aim of helping little children in need keep warm during this cold winter season, while experiencing our customers' boundless generosity as well the true joy of giving.

That being said, the first shelter on the list of beneficiaries of this project is a non-profit organization, and day care centre known as Bophelong Children's Home (BCH).

The establishment is currently based in our hometown of Bophelong. It houses more than 50 children (from new-born to 18 years old) & primarily cares for abandoned, orphaned, HIV and special needs children.

For regular updates about the shelter, this ‘buy one give one’ model, and/or the ‘Kasi Ya Vaal’ bespoke range in general, you can connect with @PikokoClothing on Facebook, Twitter & Instagram. Otherwise, do keep a very close eye on the brand's website, as we intend to continue to highlight various ways through which you can make a great difference in the lives of many children and families in need.



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WHY BOUNDARIES ARE IMPORTANT IN OUR LIFE

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It has been said that people change quickly when they get too comfortable in your space. So, once you have set boundaries but fail to emphasise priorities you may learn that they will not only disrespect you, but also disregard your values and boundaries.

They'll always put themselves first & often assume that you'll always accept and overlook their misguided behaviour. This is toxic. Don't allow it even when you become vulnerable for one minute.

Having said this, you should always try to remember that no matter happens, your happiness & inner peace is, and will always be, your responsibility.



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MUSICOLOGY

source www.mubutv.com

'ADVANCE'

An advance is a loan, normally from a record label to an artist, to be repaid (recouped) from record sales. An advance is for one or more albums depending on the contract.

A publisher's advance would be recouped from publishing royalties.



Photo by Kabelo Master

WHAT'S HAPPENING IN THE VAAL REGION?

Sole Essential's Vaal Insider series is a realistic documentation of his nights in the Vaal Region, the dance music events he sees, and the interesting people he meets. In addition to featuring some notable music industry insiders, you'll occasionally find up to date news about the region's music & entertainment scene, show recommendations, product reviews, tickets giveaways and more.

TAP ICON TO FIND MORE STORIES ONLINE





ULTRA-TONE RECORDS IS NOW ACCEPTING SUBMISSIONS FOR A MUSIC COMPILATION

Ultra-Tone Records, a Vaal-based music imprint and events company, recently took to social media to officially announce that they are currently accepting finished master recordings for consideration for a compilation series that aims to highlight the very best of current, as well as up and coming Africa based music talent.

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The South African independent dance music record label is home to some of the region's most promising music exports, including Bedworthpark-based afro house music stalwart & SAMA nominated music producer, and DJ, V.Underground.

If you would like to submit a song for it, and/or feel that your music readily fits into categories of house, afro tech, deep house, and soulful house music, you can simply send a Soundcloud link to 'info@ultratonerecords.co.za'.

Deadline is 30 April 2019.

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Photos by **blaQsnaps**

AN INTERVIEW WITH JABBA THE DEEJAY

Sole Essential had a quick chat with fast rising, afro house disc jockey, Jabba The Deejay to ask him a few questions about his undying love for the house music genre, plus why he became a mix maestro and life in the Vaal Region.

TAP ICON TO READ THE FULL INTERVIEW ONLINE



Jabulane Mangezi, more commonly known to his fellow cohorts as Jabba The DeeJay, is a 20-something year old disc jockey based in a small township called 'Bophelong'.

Besides being a promising solo act, he is also part of an infamous and fast-rising music, media and entertainment collective known as 'BlaQsnaps Media'.

"I've always wanted to work in the music and entertainment industry but never really thought that I would become a professional DJ. That's mainly because I never really saw it as a viable option before the year 2010" says Jabba.

Now, a lot can be said about Jabba The DeeJay and his undying passion for the music and entertainment industry, however, it is mainly his determination and ability to effortlessly break boundaries and overcome key challenges (in a highly competitive market place) that is arguably plausible.

"I have been advised to always keep my head down and work hard." he says. "Amongst many other things, I have also learned that it is equally important for a person to make things happen for themselves - naturally, through hard work and determination"

Keeping this in mind, he has evidently accomplished a lot since the day he decided to work on turning his passion into a recurring revenue stream.

The mix maestro has been flexing and showcasing his deejay skills at various entertainment hot spots and private house parties around the Vaal Region alongside some of his fellow cohorts including R.U.T, V.Underground, Mudyaroots, Petjoza01, and Sole Essential, to name but a few.



FOLLOW JABBA THE DEEJAY ONLINE



"I have also been a resident DJ at some very notable nightlife destinations in the Vaal. The list is quite long, but it features remarkable places such as Lefelong Café, Ebuhleni Devine Foods, Diwetse Chisanyama, and Ola's Shisanyama, among many other great places in the region" adds Jabba.

Want to know more about Jabba the DeeJay?

Kindly tap on this sentence to read the full interview online.



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INDIE SPOTLIGHT

Pictured **Bongani Tshabalala**

'BLAQSNAPS MEDIA'

BlaQsnaps is a full-service multimedia production company that specializes in stills photography, videography & music distribution. They also provide unique, exciting and professional agency services to up and coming musicians, promising recording artists and emerging disc jockeys, among others.

You can follow BLAQSNAPS on the interweb



Bongani Tshabalala is a self-taught photographer and young creative who founded his own multimedia production company, BlaQsnaps, in 2016.

To date, they have distributed one fairly noticeable hip hop album, forged a lucrative partnership with fast-rising South African beer brand, Soweto Gold & are currently the official photographers for Vaal's leading Soul & RNB event series, OSS (Ola's Shisanyama Sessions).

While the term "self-taught" may seem highly discouraging at first glance, it should go on record that BlaQsnaps Media is arguably one of the best multimedia service providers in the Vaal Region. Given the fact that they are independent, it is actually quite impressive how they continuously manage to overcome (or vigorously navigate their way around) unforeseen challenges and industry red tapes, to say the least.

"If I had to mention one key challenge, it would be how difficult it is to position ourselves as a company to artists that have, in most times, been cheated by their previous employers - or just earning trust from an artist who has just produced a song that they believe will be their breakthrough. Also, how one has to tell artists that their music is not good enough for release" says Tshabalala.

As you can already imagine, with the advent of social media platforms such as Facebook, Twitter, and Instagram, among many others, it has certainly not been very cheap (or easy) for BlaQsnaps Media to spread awareness and rise above the clutter of competing messages while getting some desired members of their target audience to pay more attention to their messages and brand.

“Look, we are currently the only company in our space that takes the risk of really going to the ground to find new music and artists. We invest our time and money to build their brands and distribute their music to people who virtually have no idea who they are” Bongani Tshabalala adds.

He also mentioned that the company’s long term goal is to grow into a multi-national corporation, while their short term goal is to continue to use their social media channels (and other relevant platforms) to hopefully help them achieve their objective of building a much larger network, while nurturing as many valuable relationships as possible.

If you would like to find out more about BlaqSnaps Media, please tap here to visit the full interview on the blog.

Pictured : **Bongani Tshabalala** / Image : supplied





Pictured : DJ Zoe

'12 QUESTIONS RECAP'

12 Questions is a weekly interview series that celebrates Africa-based female professionals who work in the music, media and entertainment industry. The multi-layered presentation is intended to inspire a bright new generation of young ladies to carve their own paths and overcome common challenges while learning about a few personal experiences from some (notable) professionals in the creative industry.

In this issue, we revisit our interview with DJ ZOE



Pictured : **DJ Zoe** (South African Female Disc Jockey)

TOP 4 SOCIAL MEDIA DO'S AND DONT'S

This is what I live by: (1) Never post too much of your personal life on social media. (2) Don't let your life /career be run by social media. Have a life outside of social media. (3) Never discuss your next move on social media. (4) Stay away from all social media drama - the fights, negative comments and being affiliated with conflicts on any social media site has never been good for one's image.

TAP TO READ THE FULL INTERVIEW ON THE BLOG

A Very Short Letter to Local Event Promoters

It has been said that consistency, principles and longevity are some of the key ingredients to a successful event.

Although success can never be guaranteed, if you, as an events coordinator / promoter, develop an actionable, trackable, and highly effective marketing & communications strategy, you could certainly increase your chances of delivering a very successful event.

However, there is one pain point that has been lagging behind most of your brilliant event marketing and promotional efforts quite recently, and that is: **COMPETITIONS**.

Therein lays the main reason why you're seeing this very short, and not-so-open letter about the issue.

Firstly, competitions have always been a brilliant approach to event marketing, both online & otherwise, however, there is often a set of rules and regulations that most of you tend to overlook - specifically those either set by the social media platforms you're marketing on, among many others.



This one big and most common mistake in question is this; lately, you hardly ever highlight any simple terms and conditions in your social posts and you also rarely ever mention that t's&c's apply in your event marketing collateral.

Now, this could seem like a fairly harmless oversight on the surface, but in the bigger scheme of things, it could arguably be one of the biggest blunders you would ever make, because the ripple effects could definitely cost you thousands, if not millions.

In other words, consumers (or event attendees) can easily Vito/query any final decision that you make & they would be well within their right to do so because you failed to outline the Ts&Cs of your competition.

Plus, entrants could argue that they didn't fully understand the whole process & how the reward would be issued, etc - as a result, you could end up having to reward every single person that entered your competition.

So, to cut a long story short, although we didn't sink our teeth too deep into this whole topic : it is still extremely important to know that with every competition you run, you will need to clearly highlight the Terms & Conditions.

Granted, it might seem like a very minor mistake in the beginning, but why take such a very huge risk that could easily cost you lots of money? Possibly, your reputation too?

Please ponder on this for a few minutes & realize that it is these little things that we often overlook that always end up costing us more than what we ever imagined.



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KASI HOT SPOT

Photography by Kabelo Master

BREEZE CAFE

Because food is life : follow our journey as we explore township-based food destinations and street food hot spots across South Africa.

For this third installment of the series, we are shining a very bright spotlight on Breeze Cafe - a Bophelong-based resto-bar and kasi-style eatery.



KASI HOT SPOT: BREEZE CAFE

Eatery & Resto-Bar based in Bophelong, Vaal, SA

With several re-openings and name changes, Breeze Café has undoubtedly gone through some very hectic growing pains in the past few years.

Not only have they had to constantly re-brand while trying to reposition themselves as the ideal choice in the minds of their envisaged target audience, they've also had to retrench a handful of hard working employees (and/or members of staff) throughout that whole period.

If you ask us, it was all worth it because the establishment, formerly known as Ekhaya Pub (or Mlaza's Place), eventually saw enormous growth in popularity in the past few months.

Breeze Café is a must-visit for anyone hoping to have a great time in a slightly chilled environment. Not to mention, the resto-bar's interior recently received a very beautiful makeover, including a whole new bar, new VIP lounge, and an upgraded deejay booth that conveniently overlooks the main floor, as well as the front (or main) entrance.

The food menu is equally amazing with a variety of foods on sale, including delicious hake, chicken wings, pork chops, and more. In traditional kasi-style dining, food is either served on fairly large stainless steel trays (so you can serve yourselves as a group) or you can get your food served on small-size plate for a more intimate dining experience.

The drinks menu (on the other hand) is not that different from what you'd normally find in a township-based resto bar, however, the wide selection of classic and exotic cocktails with an array of local and imported beers is nothing short of incredible.

In terms of prices, as per usual - much like all the other establishments that we have focused on for this series - you will hardly ever a decent meal or cold beverage that'll cost you over R100.

To conclude, it really sucks how they only operate from Friday to Sunday between eleven in the morning and just after midnight, but it would still be fitting to say that Breeze Café is a gorgeous double-story building with dozens of delicious options and an atmosphere that unquestionably raises the bar.

That being said, you can visit the establishment in Extension 5, Movhango, Bophelong - Vaal, South Africa.



Photography by Kabelo Master



Photography by Kabelo Master



Photography by Kabelo Master



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INSTA-FOODIES

Follow [@soleessential](#) on Instagram

ARE YOU ALSO ON INSTAGRAM?

If you're an avid Instagram user like me and you genuinely love seeing good quality snaps of great mouth-watering food on your timeline, then here's is something that you will definitely appreciate:

we've compiled a list of four Instagram accounts that we think are worth a follow, especially if you also love cooking, eating, and dreaming about African-inspired food.





@ghanafoodnetwork



@kikifoodies



@akitchefaraway



@ivorianfood

Kususa's Remix Of Cornelius SA's 'Feel It Now' Featuring Jackie Queens

South African afro house record producer, Cornelius SA released a fairly decent offering, titled "Feel It Now," which features fast-rising singer, songwriter Jackie Queens.

While every version of the song is amazing, it is particularly the remix by Durban-based afro house music duo, deejays and remixers, Kususa that made its way into our books as a scorching hot favourite.

Nevertheless, we had a brief conversation with Kususa (comprised of producers, Kunzima and Samurai Yasusa) about the fascinating story behind the record. You can simply tap the player icon or image credits (below) to check out the short interview on the blog and/or listen to a sneaky preview of the song.

Pictured : **Kususa** (South African House Music Duo)



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Chanell Collen's 'Ovule'

"Ovule" is a six-minute long (fairly decent) audio presentation from South African Durban-based record producer, deejay and remixer, Chanell Collen's "Expression" EP.

Although the aforementioned EP also includes an equally impressive collaborative effort with Soulistic Music's KZN-based record producer, Enoo Napa, we still reckon that "Ovule" is without a doubt an exceptionally well-crafted master piece and arguably the most noteworthy solo production from the entire 3-track offering.

Having said that, we had a brief discussion with Chanell Collen about the inspiration and fascinating story behind the song. You can simply tap the player icon or image credits (below) to check out the short interview on the blog and/or listen to a sneaky preview of the song.

Pictured : **Chanell Collen** (Record Producer, SA)



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Sole Essential Recorded: Episode One

Sole Essential Recorded is a dance music oriented podcast that's dedicated to showcasing the hottest vocal house, deep house and afro-centric dance records.

Focused squarely on the African continent, the programme conveniently bridges the gap between the mainstream and underground circuit. In that same background, please check the playlist below and/or listen to the podcast on Mixcloud further down below:

Tracklist

♦ **ChronicalDeep** - Dikwangkwetla (Main Neuro Mix) ♦ **Julu Sound** feat. Keorapetse Kolwane - Change ♦ **DJ Qness** feat. Nomalungelo Dladla - Mama We ♦ **Vanco** feat. Njabuloseh - Impilo (Main Mix) ♦ **Candy Man** - Anesthesia ♦ **Wild One94** - Aruaçeiros em Ruanda ♦ **Candy Man** feat. Afronova - Ayoyo

Made In Africa ● **Afro Warriors**

Afro Warriors is a dance music duo based in Angola.

Top 4 Selections

♦ Afro Warriors & Vanco feat. Charlene Lai - Dancer ♦ Afro Warriors feat. Afrikan Roots & Vumile - Buya (Afro Brotherz Remix) ♦ Afro Warriors feat. Toshi - Uyankentenza ♦ Afro Warriors & Drumatic soul - Amnesia

TAP TO LISTEN TO THE PODCAST ON MIXCLOUD



Submit Your Promo to music@soleessential.co.za

'FEBRUARY 2019'

Music is so many things to us and serves so many different emotions. To Sole Essential, it is a very powerful source of inspiration & in his own words: "I literally love every genre of music because music has always inspired me in every situation of my life." That being said, included below is a very diverse playlist of songs that made us feel all kinds of wonderful during the month of January, 2019.

Hopefully, they will inspire you as well:



Tifa - Hype
Teni - Amen
Nasty C - Vent
Lil Kesh - Efejoku
Gigi LaMayne - Lolo
Rouge - Mi Corazon
Base One - Ronaldo
Reminisce - Babahafusa
Caleb Kalz - African King
Aubrey Da Obza - Thank You

SONGS ARE AVAILABLE ON DOWNLOADS OR STREAMING



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Supa Squad feat. Deejay Telio & Deedz B - Tudo Nosso
Nixx Mcleod feat. Lenzo - Number One Spot
Charlito & Tox The Rockstar - Phola Fola
Vladmir Diva feat. Ti Godiamo - Amnésia
DJ Steve feat. Tamara Day - Chemistry
Moozlie feat. Gemini Major - Bum Bum
AKA feat. Patoranking - Special Fi Mi
Dosage Vepz feat. Lungile - Intimate
Wande Coal feat. DJ Tunez - Iskaba
Jimmy Wiz feat. Cass - Gcwala



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We Are Looking For Music Writers

OPEN CALL FOR CONTRIBUTORS

Are you as passionate about house music as we are? Do you enjoy writing? Are you based in South Africa? If you answered yes to all three questions, then we would like you to consider joining our team of contributors. We are currently looking for fresh, local talented writers who are passionate about House music and interested in sharing their thoughts and stories with the world.

Important note: this is volunteer position but there might be some fun perks. So, if you're interested please a short email to hello@soleessential.co.za with a little about you, plus the topics you would love to cover, and writing sample.



PARTNERSHIP OPPORTUNITIES

Email hello@soleessential.co.za

On the surface Sole Essential is a highly motivated individual with a strong passion for music, innovation and pop culture.

At the core, Sole Essential is a multidimensional music and entertainment brand that specializes in developing customized integrated marketing solutions, implementing content marketing strategies, designing personalized consumer engagement programs & experiential marketing campaigns.

That being said, we offer strategic partnerships and a wide range of advertising and promotional opportunities. Kindly contact us today if you would like to find out more about about the types of partner programs that are available.



'TAP ICONS TO FOLLOW SOLE ESSENTIAL ONLINE'

Join our fast growing community & follow Sole Essential on social media today. Stay up to date on any breaking news, events, photos and more, plus subscribe to the blog and get instant access to some exclusive content about the brands, including the e-magazine.

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Founded by South African creative entrepreneur, Luther Lempe, aka Sole Essential, Good Agency is a full service media & communications company that's driven by the desire to deliver high quality services to its clients.

With a focus on brand communication and consumer engagement, we design and develop unique, experiential, and personalized programs that ultimately provide invaluable opportunities for brands to not only connect and communicate with their target demographic, but also convert more consumers. In short; we are Good, and all of our presentations and projects embody these attributes very well.

Our service offerings include:
brand communication, concept development, integrated marketing campaign management, and product placement, to name but a few.