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# I JUST DON'T KNOW HOW SHE DOES IT

SOUTH AFRICA  
R34.50 (incl VAT)  
JUNE 2017

**DANGER DANGER!**  
THE MEDIA  
AND YOU

**'ARE YOU F\*#@KING  
SERIOUS?'** INSIDE  
THE WORLD OF **EMILY  
ROBERTSON**

**FREE INSIDE:**  
LETTER TO  
THE  
EXAMINER

**HOW TO:**  
POP ART

**THE *DRESSING* FOR  
COMFORT ISSUE**  
A FRESH NEW LOOK AT FASHION

A feminist's showroom of subversive machinations



5318008531808

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Dear Reader,

## ***I Just Don't Know How She Does It: a Feminist's Showroom of Subversive Machinations***

I have created a body of work that takes the form of a series of inventions or products aimed at giving their users the *appearance* of conforming to existing gender stereotypes pertaining to the roles of women, whilst actually allowing them to live a life of their own choosing. I have communicated my intentions through the media of collage, montage, installation and mixed-media assemblage. The collective body of work is displayed in the mode of a showroom, as one might encounter in a home exposition or convention.

Some of the stereotypes I have found most pervasive in my lived experiences, and those of the women I know, include sentiments such as: *all women should be docile and submissive; a woman's life is incomplete without a husband and child; women's primary concerns should be the domestic space and serving their families; a career or other personal goals should never be prioritised over family and home; a woman's body and sexuality is purely for male pleasure and consumption, and she should be damned if she behaves otherwise.*

As a point of departure in the development of this project I have focused on how these stereotypes are perpetuated within popular culture. I have taken cues from Pop art especially concerning the way in which these artists have employed images and objects from everyday consumer culture.

To recall, Pop art was a movement that emerged in the 1950s and responded to the increasingly pervasive and omnipresent consumerist culture. Through mimicry of consumer product design and making use of mass media objects, artists critiqued the agendas of their capitalist society. One of the major instances of parody that occurred within the movement was in the elevation of ordinary products or celebrities to subject matter for high art, such as in Andy Warhol's *Campbell Soup Cans* (1962) or in Jeff Koons's *New Shelton Wet/Dry Doubledecker* (1981). The framing of consumer culture as high art invited a reconsideration of the value of such objects as well as the institution of high art.

The title of this exhibition acknowledges its Pop art lineage, as it references Richard Hamilton's seminal collage piece *Just what is it that makes today's homes so different, so appealing?* (1956). The inter-textual reference to Hamilton's work is further articulated by my use of collage and the ironic, self-aware employment of references to consumer culture. Artists working within the Pop milieu, such as Hamilton, are noted for their use of irony and parody, which cuts into both consumer culture and fine art practices. Such double-edged critique also underpins this project.

Decorative vinyl dominates the appearance of my installation, and speaks to the motifs of veneer and camouflage. This material is both cheap and mass-produced, but also generally designed to imitate other surfaces such as wood and tiles. I have employed this material because of its emulating purpose, but also because it functions as a veneer, a thin layer of covering. In this sense the vinyl speaks to the heart of my project, that is, to imitate and fake an appearance. With reference to the advertisement collage works, the patterning of the vinyl is further complicated by overprint. In this way the prints take on the impression of camouflage, and communicate the dynamic of blending in or disguise.

In the sense that it deals with appearance and fakery, this project is subversive, but indirectly so. Through working with the aforementioned materials and methodologies, as well as employing satire and humour, I have aimed to subvert imposed female stereotypes by performing and enacting them in ways that suit the subject or user (of the invention), while aiming to satisfy those members of society intent on ensuring women are doing what they are 'supposed' to do. These works seek 'loopholes' within gender roles and their performance, which enable one to appear as though one is fulfilling one's 'feminine duties' without actually having to perform them. In doing so, the work highlights the absurdity of the continued prominence of outdated notions in 'western' society, while also communicating my personal discontent and uneasiness while navigating what this society has deemed normal.

Befitting the project's use of fakery, the accompanying text has taken the form of a women's magazine. The standard components of a conventional academic text (such as a literature review) are all present but I have disguised and embedded them within the magazine format. This letter's purpose is to explain the reasoning for this format as well defend the admittedly risky, unconventional approach.

Early on in this project, I rejected a reasoned, academic expression of my dissatisfaction and irritation with the way women around me are perceived – attitudes I too am subjected to on a daily basis. Feminist rhetoric is decades old, and yet the transgressions and micro-aggressions that occur because of persistent stereotypical gender norms and practices are still pervasive and omnipresent. Furthermore, the causes of the constant fear, anxiety, anger and irritation felt by myself, and that I have seen expressed by other woman, often cannot be pin-pointed or labelled so abstractly, and so I felt the need to find a different form of critique, one embedded in practice.

The magazine format became a useful tool to communicate these frustrations and it also allowed me further to enact the principles and methods governing the making of the exhibition. Camouflage, disguise and the ruse are all tools I have made use of to communicate my ideas and concepts within the 'showroom' space (in the same way that many women have had to use similar techniques while negotiating our society). Having to consider how the works might fit with each other in the realms of print media, as well as how their documentation might occur, has deepened the project and invited me to indicate new parallels and thematic connections.

In order for the text to be perceived convincingly as a magazine I needed to mimic the framework, include advertisements, as well as generate additional, appropriate articles above and beyond the disguised academic content. While investigating how to make the text I spent a few days at the *Marie Claire* head office in Cape Town. This gave me insight into the practices and thinking that goes into the creation of a women's magazine, as well as first-hand experience of the power that advertisers have over the production, content and layout of the industry's independent print media.

The resultant magazine has become not only a text that communicates the concerns and research associated with my project, but also one of the art objects itself. Its existence is a physical manifestation of my use of camouflage and veneer, and as such intentionally disrupts the border between creative and academic work.

Should you wish to find the magazine version of an introduction to the project it is located on page 24 in the *Real Stories* section. Subjects that have influenced the project and provide context can be found on page 56 in the *How to make your own POP art!* article; on page 48 of the *Danger! Danger! The media and you: the facts!* articles; as well as in the celebrity section from page 12. The literature review has taken the form of the culture section of the magazine on page 72. Insight into the making process, and the individual artworks can be found in the advice column on page 30 and ***Heavenly Homes*** article on page 63. Images of the work created can be found scattered throughout the magazine, and the artwork information as well as my references and sources can be found on the store locator page 70. In order to provide an experience most akin to that of reading a magazine I have used a combination of the Chicago and Harvard methods of referencing. Throughout the rest of the magazine you will find other articles and adverts inserted further to highlight, ridicule and subvert the identified pervasive stereotypes.

Yours sincerely,  
Emily Harriet Burling Robertson

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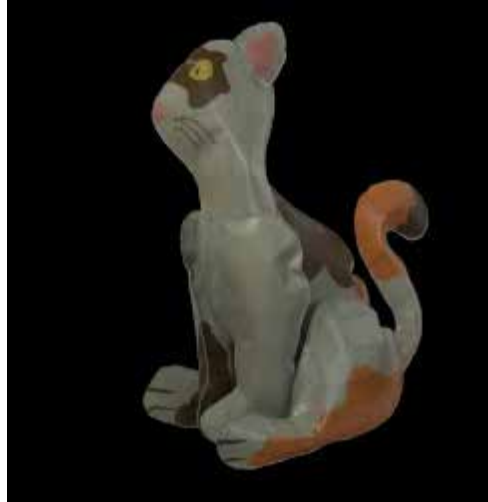
**ALDO**

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## I JUST DON'T KNOW HOW SHE DOES IT TEAM / Acknowledgements

I wish to thank:

My supervisors Carine Zaayman and Pippa Skotnes for the guidance, encouragement, support and unyielding faith in my madness.

The technical and academic staff at the Michaelis School of Fine Art for their patience, kindness and for the assistance they provided in helping me realise the project.

Marius du Plessis for taking on the incredible task of assembling this magazine. Sitaara Stodel for capturing the spirit of the project with her lens.

My friends and family, you guys are the best.

Hi mom. Hi dad.

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The financial assistance of the National Research Foundation (NRF) towards this research is hereby acknowledged. Opinions expressed and conclusions arrived at, are those of the author and are not necessarily to be attributed to the NRF.

A dissertation submitted in fulfilment of the requirements for the award of the degree of Master of Fine Art, Michaelis School of Fine Art, University of Cape Town 2017.



This issue of *I Just Don't Know How She Does It* is dedicated to fear, control and hopelessness. I know that might seem impossible considering our bright colours, humour and excellent dieting tips, but underneath, if you dare to look, you will find it.

You know as well as I do the struggles faced by women in our society. The fear when walking down a dark street, the constant harassment, the expectations that exist about every aspect of our beings from our appearance and behaviour to the functions of our reproductive organs.

I have been afraid for a very long time. I don't like being afraid. I am afraid that someone might decide to classify me and put me in a tiny box where I don't belong. I do not enjoy being told what to do, how to feel, how to dress, how to behave and to smile by perfect strangers because I am prettier when I do. I tell myself I am an individual, it won't happen to me, I cannot be so easily labelled, controlled and boxed.

But it happened/s. I am daughter, girlfriend, pretty lady, potential consumer of: baby products, wedding dresses, engagement rings, bridesmaid gowns or at least that's what the online advertising directed at me tells me. I am the "when are you getting marrieds", the "don't wait too long to have kids because you know...", the "carry this (pepper spray), for safety". In 2013 I became the "damaged", the "victim" and an angry member of the "1/3 South African women" statistic club because careful route planning and pepper spray are not always enough.

I have been very angry. I am tired of being afraid.

I made it my mission to understand why western society tries to control and manipulate women. Why we feel we can judge, comment on and dictate how

women act, how they look, how they think. Why that man thought he could do what he did.

I still don't know why.

In my attempt to understand I started my war on stereotypical gender roles and stereotypes. I believe/hope/pray that if society stopped trying to box women up and tell us what we should and should not do that perhaps, maybe, those men wouldn't feel that they could do what they do. Somewhere in the back of my mind I have connected the continual subliminal control of women through society's norms to the horrible violence we see enacted on them, us. In my mind that control and those stereotypical roles are another violence thrust upon women, in that we are forced to contort to fit into the extremely narrow definition of what it is to be a woman in our (western) society. Anything that doesn't fit into it, or that is deemed inappropriate seems to be cut off.

How do we stop it?

I don't think we can. At least for the time being it would seem that this is the way the world is.

It makes me feel hopeless, discouraged and desperate.

In my (our) desperation I (and the editorial team) have tried to find ways that women might be able to survive in the current state of the world while still achieving some form of happiness and success. We have hunted down all the products and services available that may allow similarly thinking women to disguise themselves as the ideal, stereotypical woman. So that she may masquerade as the perfect female in the streets, work place and even to her family, so that she might avoid having her "undesirable" bits snipped off or discovered. We would like our readers to be able to live the lives they would like to despite the societal pressures to do otherwise. We would like you to be as free from these controls and restrictions as our (western) society permits.

I wish you happy reading and masquerading ladies. Also keep an eye out for next month's *Dangers of Banting* issue.

*Emily*

**Emily Harriet Bulbring Robertson**

**Editor**

**@EmHarriet**

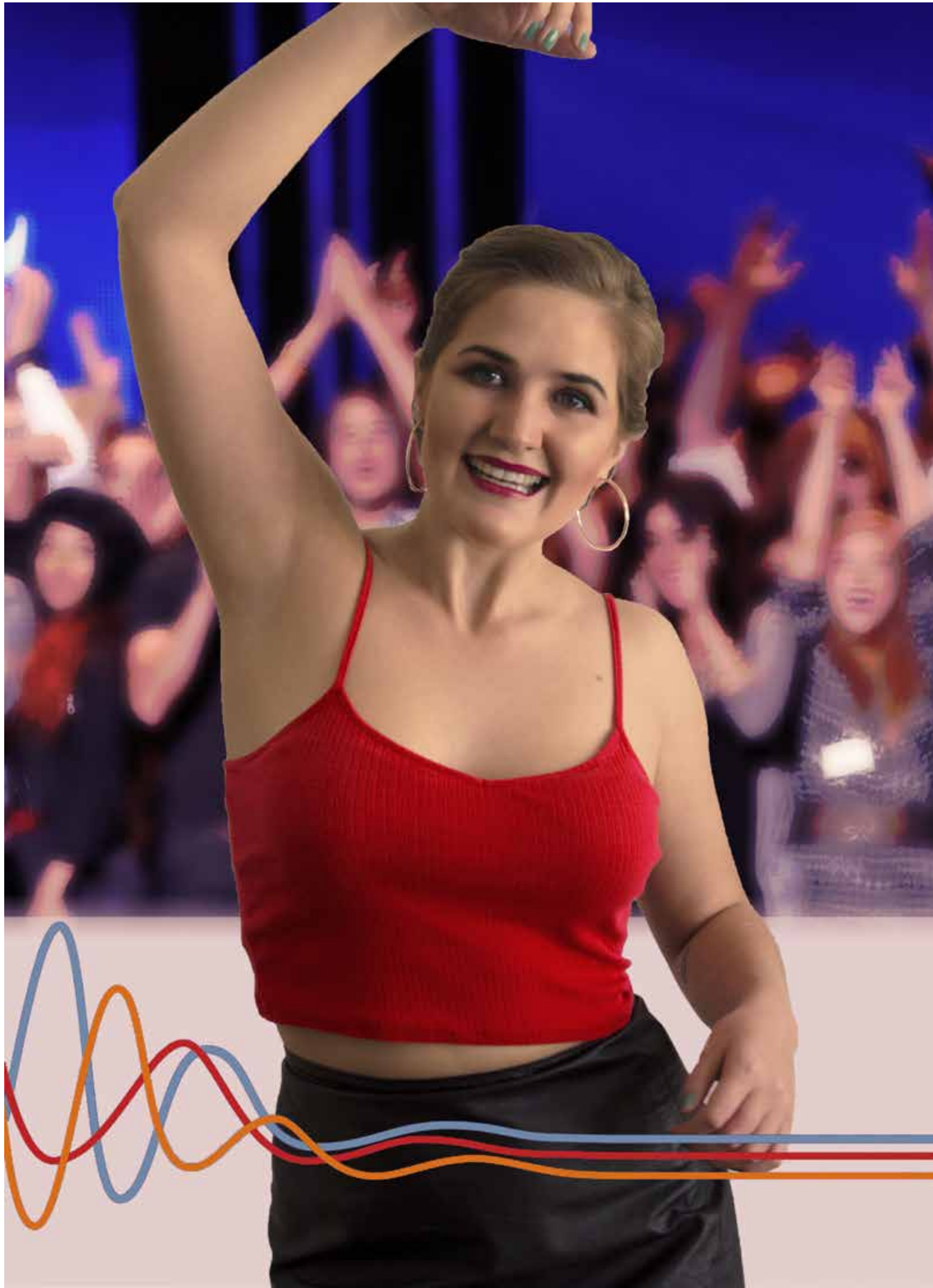


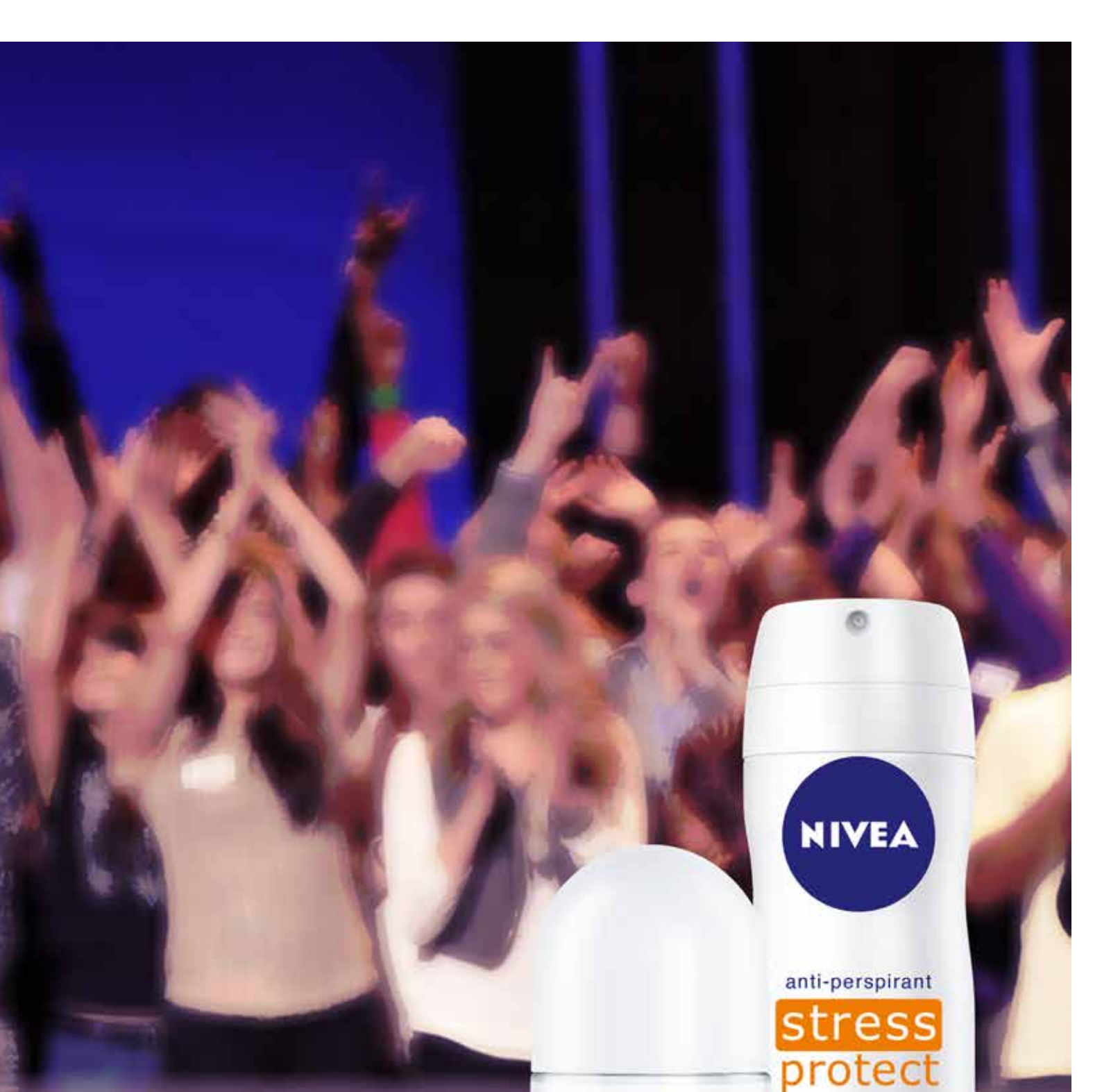
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## SPOTTED!

Guy Ben-Ner out and about with his family in Ikea. We at *I Just Don't Know How She Does It* love this rising star for his views on ownership, his wry humour and for taking the beloved super store's invitation to their visitors that they should make themselves at home quite literally. Look how comfy they all are! What more proof do you need that celebrities are people too! We are not quite sure what they were buying, but they seemed to try out many of the products and give plenty of speeches about private property. Our photographer was almost caught *Stealing* these *Beautiful* (2007) intimate family moments. Perhaps the whole incident is a stunt for a new reality TV show. Let's hope so!<sup>1</sup>



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## **MARTHA IS DOING WHAT?!**

Our favourite short, art film actress Martha Rosler, star of *Semiotics of the Kitchen* (1974-5), appears to be trying her hand at collage! This new approach is certainly different from the violent, semi-humorous, alternative use of kitchen implements we had become accustomed to her using in order to communicate her dissatisfaction with stereotypical gender roles. In this project, she combines scenes of domestic bliss from home magazines and adverts with scenes of war. *House Beautiful: Bringing the War Home* (1967-72 and 2004) aims to highlight the atrocities of war and how we are more than happy to go on eating our cornflakes when people are dying right outside our windows. Classic Martha! Always keeping it fresh.<sup>2&3</sup>



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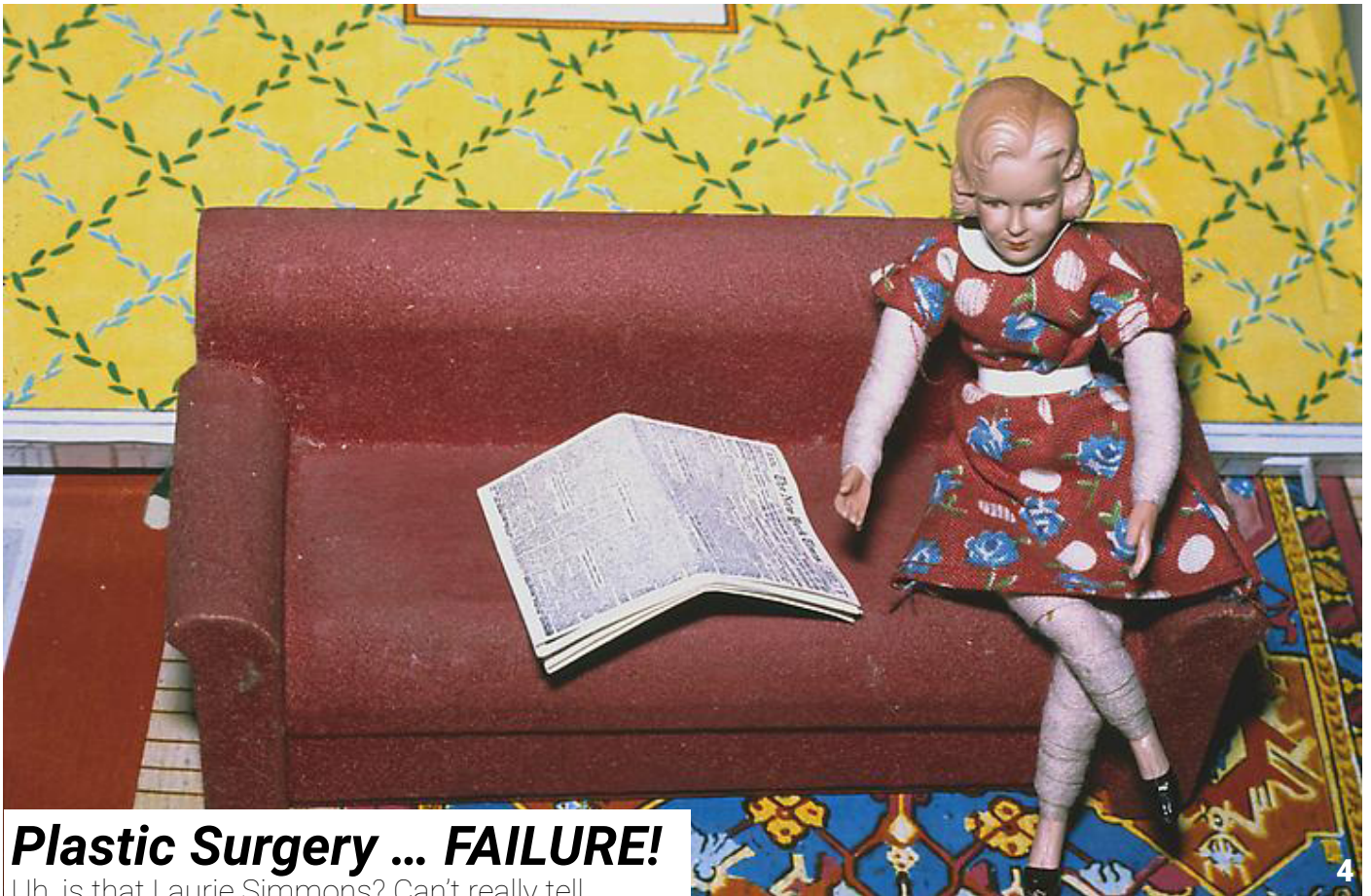
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**Plastic Surgery ... FAILURE!**

Uh, is that Laurie Simmons? Can't really tell.

We don't know what work good old Laurie has had done 'cause we can hardly recognise her. In this plastic fantastic photoshoot, *Early Color Interiors* (1978-9), everything looks like it belongs in a 1970s doll house, even Laurie (is it her? Is it actually a doll?). If this is a doll house, why isn't everything super perfect? We certainly would have made it perfect (wouldn't we?). What the heck was she was thinking? If a picture can speak a thousand words, these images have us convinced the camera is a liar.<sup>4</sup>

#feelingconfusedaboutwhatsrealandwhatisnt





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## SCANDAL!

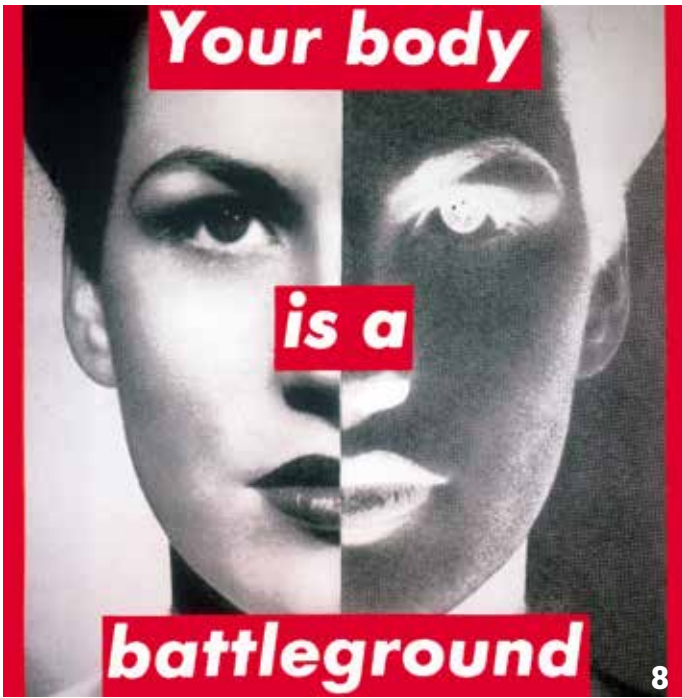
Yet another round of celebrity photos has been leaked. This time, they are straight from the iPhone of *I Just Don't Know How She Does It's* hotty of 2016 – CINDY SHERMAN! Ranging from raunchy boudoir shots to flustered schoolgirl get-ups, our Cindy sure knows how to keep things interesting. These pics where Cindy performs various characters, stereotypes, and female roles seem to go back ages. Does she simply don a disguise and masquerade around as other women all day? Don't we all? This has us thinking: WTF Cindy? Seems like our Cindy was kinky way before *Fifty Shades* hit the shelves.<sup>5</sup>





FLOWERBYKENZO





**InstaCRAZY?!**

We don't know what Barbara Kruger has been smoking, but we want some. This past week her Instagram page has been flooded by graphic, text, photo-collage creations. One day we are checking out what Barbs was making for breakfast and the next moment... BOOM! Hectic slogans printed over black and white, found-images from magazines appear. Has she joined a cult? Has she been hacked? Is it Anonymous? We are loving the critique of the capitalist system using popular culture, but we really just want to know how your poached eggs from Monday turned out. <sup>6,7,8 & 9</sup>

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# Are you F\*#@king Serious?

Abstract from *Are you F\*#@king Serious?: Memoir of E. Robertson CEO and founder of Have It All Inc*

## In the Beginning

I suppose I could tell you that my journey started when I read Joan Riviere's paper *Womanliness as a Masquerade* (1929).<sup>1</sup> But then I would be lying. Yes, of course, it influenced me, but I didn't know this back in 2014. What really influenced my lifestyle choices, my business and subsequent success, I am embarrassed to say, was, of course, a boy. Well, actually, a furry man, who after three dates said he couldn't go out with me anymore because he didn't want a relationship. I didn't want one either but ... Anyway, I had to slap myself for muttering: "that's what you get when you give away the milk for free," because a) I am not a cow, and b) I am allowed to enjoy sex too.

I was pissed. The next morning, instead of going to the gym like a good banting babe, I followed Elizabeth Gilbert's advice, like any sensible middle class woman might, and went on a spiritual journey. The furry man and me had only been on those three dates and I couldn't afford a plane ticket to Bali, so I figured a day long road trip to the Indian Ocean would have to do.

I hopped in my car, put Carly Simon's *You're So Vain* on repeat and raced off. My first stop was my

parents' house in a small village four hours away from my final destination. I picked up, no, fine, I stole their vacuum cleaner, because I needed it. And so I could justify the pilgrimage to my nosy housemates who were being smothered in dust-bunnies. I strapped him (the vacuum cleaner) into the front seat because my boot was full. I thought it was hilarious. Soon enough though, it seems, I lost my mind, and began chatting to him, taking selfies with him. We went canoeing, we drank beers, we ate fish and chips. And I dragged him all the way to Cape Agulhas (no small feat) and had the other tourists take pictures of us. We were such a happy couple, he and I. It was a great day. And now, looking back, I realise it was the start of how I changed my life. I replaced that good-for-nothing furry man with an inanimate object that was more reliable and fun. And was certainly far better at sucking things than any man could ever be. (Believe me, Your Honour, I did not have sexual relations with that vacuum cleaner).

I clearly didn't fully comprehend the mind boggling, spiritual, mental and physical progress I had made that day because, for a further seven months, I continued struggling to find the





“traditional” route to true happiness.

Then it hit me. Boom! Like a hand grenade in the face.

I was flying home from Venice (I wasn't eat, pray, loving again, I promise) and I glanced at the emergency pamphlet. While admiring the poorly illustrated figures, it occurred to me that it would be wonderful if there were an instruction manual or emergency procedure to help women, like myself. Yes, to help us when we found ourselves in those awkward situations where we are interrogated about our lifestyle choices. Like being asked: when are you getting married, having children, being a good woman occupying traditional roles? When are you going to stop having excellent sex with near strangers? I suddenly realised that I could change my life and the lives of like-minded women. Initially with sound advice and emergency procedures. And eventually, as of course you well know by now, with a range of products that save lives.

Anyone who has ever been on the Internet will have glimpsed the various wife-ordering systems in place. Not fair, I know. And with that whiff of foul play lingering in my nasal passages, my small business began. *Choose your Asian Soulmate today, Marry a Russian Man*. Yes, I made the very same services currently on offer to men, available to women too.

But I knew this wasn't enough to help all those ladies out there. I knew that they needed more. And dammit! I needed more. I designed more services and more products. Eventually I had made a product for every insane question, assumption and female stereotype I had ever been subjected to, witnessed others being coerced into, and that I had seen being sold to me on television.

My small business and products could empower countless women and save them from the pain and anxiety of having to conform to society's narrow understanding of what they should be and can do.

I found myself at a crossroads. I had two options: I could become a modest charity and change a few lives, or build an empire and change the world (and become stinking rich in the process).

It was a no-brainer. I did the latter.

## In the Middle

**B**eing a business woman of sound mind and judgment, I figured the first step to building my empire and effectively changing the world and saving lives should be research. As good old Sun Tzu said "... know the enemy"<sup>2</sup> and all that. I identified the enemy in my business model as western societies, gender norms and the

mysterious forces that perpetuate them.

After reading *Gender Roles: A Sociological Perspective* (2005) by Linda Lindsey, I found an excellent overview of contemporary theories on how gender roles are learnt. I began to understand the importance of external pressures, role models and examples of gender in the development of gender in children. The major agents of socialisation, Lindsey says, are the people that surround the child, social institutions and cultural texts.<sup>3</sup>

In the good old, bad old days, these texts were stories told by community elders, religious books and so forth. But these days, the tellers of stories are primarily composed of television and popular media. The impact of media on gender socialisation, Lindsey discusses as being profound, especially when considering that most of it occurs unwittingly. Its content is most influential because of its omnipresence and daily integration into our lives.<sup>4</sup>

I was blown away! I couldn't believe that part of the reason I and so many women around me are subjected to society's ridiculous notions about womanhood is because of a tiny box in the corner of our parents' living rooms. And that the reason the tiny box spouted so much nonsense is because of other tiny boxes, books, and people who had influenced and shaped the minds and behaviours of the people who make the content on my tiny box.

Phew! But there was more.

Another awful fact to consider was that half the content shown on my tiny box at home is adverts. I started piecing together the alarming truth that parts of my identity and psyche had been formed with the help of television shows like the *Rugrats*, *Barney* and *Teletubbies*. And then I also had to consider that the adverts for *Baby Born*, *My Little Pony* and so forth had shaped and influenced me too. I was outraged. I began to question all of my desires, likes and dislikes.

I needed to fight this. I listened to some weird fascist Slovenian music that is supposed to be subversive. Instead it sounded quite scary.

I then watched a movie about the band, *Predictions of Fire*, where this guy, Slavoj Žižek<sup>5</sup>, suggests that the strange Slovenian band is subversive because the only way to be transgressive is to take the system more seriously than it takes itself.

Interesting. Ja? Dogoverjeno? Listen up. He explained that within all cultures and societal norms there are transgressions, or breaking of the rules that remain unspoken, yet still exist within the parameters of the tradition. So basically, the only way to beat them is to join them and be more like them than they are. This draws attention to these issues that would normally have slipped under the radar. So in a way extremists are good?

I was confused. And it wasn't just the Slovenian accent that fried my brain.

My business started to struggle. I read Sun Tsu's *The Art of War* again for tips on how to destroy my enemies. I watched *Troy* because Brad Pitt soothes me (this was before he was accused of beating his kids).

It all came together.

My initial instinct had been correct. The only way to undermine the self-perpetuating system was to join it and dismantle it from within. In the same way that my products disguise women, I needed to disguise my agenda and contempt for the capitalist system which perpetuates misogynist, narrow-minded behaviour that oppress any person who does not fit into the system's idea of the ideal citizen (white, heterosexual, cis gendered, male).

I admit it's quite a mouthful, but my road to Damascus was paved with words and very long sentences. And a few vodka shots.

I realised I needed to build myself a Trojan Horse/inflatable husband. I needed to know the system better than it knew itself. I needed to narrow down my list of enemies to a more targeted and manageable hit list or figure out how to kill a lot of birds with one stone.

It all came together again. My business empire was the perfect tool for subversion. I would help individual women build lives for themselves within the system by using my products. And by deploying my cash flow, my adverts and the buying power of my company would influence the world of media and popular culture and effectively influence and change the world.

“ The only way to undermine the self-perpetuating system was to join it and dismantle it from within. ”



I watched *Mad Men*. I studied the birth of modern advertising and public relations. I read a book on Edward Bernays, *The Father of Spin* by Larry Tye<sup>6</sup>. Bernays was the nephew of Sigmund Freud, who used his uncle's techniques to revolutionise advertising. Initially products were lauded in adverts for being sturdy and long lasting. For Bernays, a winning advert was one which tapped into fulfilling hidden desires and urges within our psyche. This was the man who, in 1929, destroyed the stigma around women smoking in 1929 by selling the act as a form of protest against patriarchy. This was the man who got Calvin Coolidge back into the White House. He was the master of spin. I watched, I learnt. And then I used the same techniques he had used against us.

My business began to thrive.

### In the End/Now

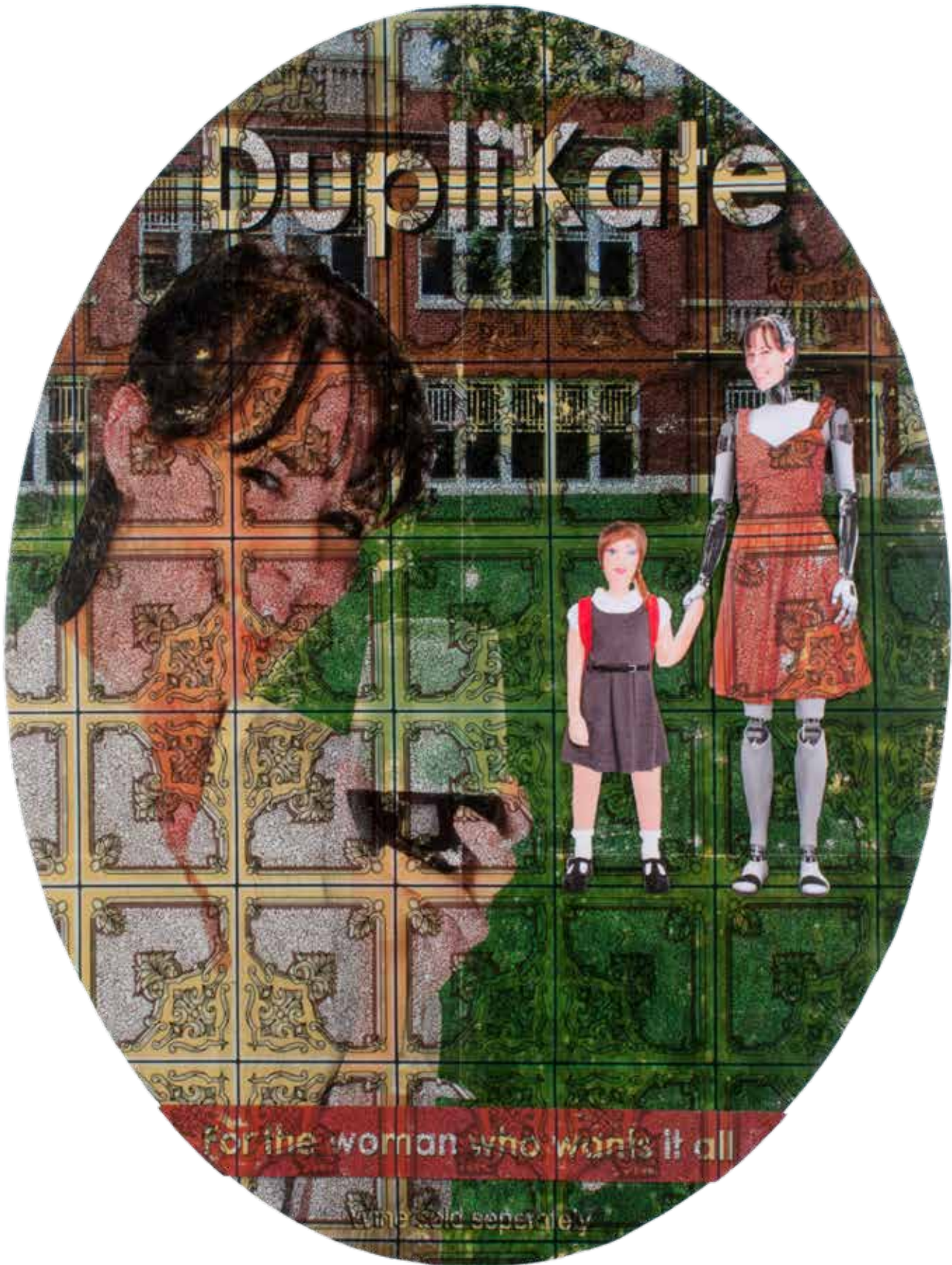
These days "having it all" isn't just about using the products. It is a lifestyle, a choice and a fashion statement. I walk down the street and see friends gushing over each other's *Incrediblys*, offering congratulations and affirmation. I see families of inflatable husbands, children and *Duplikates* having fun in parks while the owner, mother, or wife of those products is able to pursue her dreams, favourite hobbies and pastimes. All the while knowing that she is living her "female life" to the fullest. As a good woman and human. She has it all. We can all have it all.

The other day I was being interviewed in my home by a certain business magazine. They asked me the usual questions. "How do you do it all?" "How do you juggle a successful empire and family life?" You know, the stuff they always ask successful women. I showed them all the products and services that allow me to live so happily and successfully. And then they asked: "so when are you going to settle down for real, hand over the reins and start a real family or buy some real cats?"

I lost it and yelled: "Are you f\*#king serious?" before throwing them out.

As long as questions like this are still asked of women, I will continue to grow my product list and services. I hope that one day all of my life's work will be obsolete. That there will be no need for my products because women will no longer have to defend the decision not to procreate, marry, stay at home and clean, be submissive and wear skirts. But clearly we are not yet at that point.

And so my work continues.



for the woman who wants it all

Wine sold separately

# Hallucijenny

while they're looking at her behind,  
you can look ahead!



Scientifically developed to be 40% more  
beautiful than the average woman.

Buzzle and distract: coworkers, employees,  
co-workers and more with her shining,  
ill-stead, salt-powered, holographic  
beauty.

Great source of lighting during power  
failures.

Never be unnecessarily beautiful again.

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for all your special occasions



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# Ask Aunty Harriet

*Advice and Tips straight from the brain of the most knowledgeable lady we know.*

*Aunty Harriet is a practising psychologist, life coach, marriage counsellor, certified nurse and neurosurgeon. She has also self-published 23 best-selling self-help books.*

Dear Aunty Harriet,

My parents won't get off my back about finding a boyfriend. They keep telling me that I should try harder and put myself out there. They warn me that if I don't, I'll soon be past my prime and end up alone with 42 cats. I quite like cats. I don't want anyone in my life right now or for the foreseeable future. I'm very happy in my job, in my home, spending nights with my friends and hooking up with strangers who don't want anything from me other than a hot night of passion. My parents' constant badgering is giving me horrible anxiety and I think I'm developing a stomach ulcer from the stress. What should I do? Help!

– Not So Desperate

Dear Not So Desperate,

Goodness gracious me! Your parents certainly sound like a handful. At first glance it would seem that you have two options: find a boyfriend/husband or die an agonising death from infected ulcers in the small intestine. But, do not be desperate or despair, I see a third option ... FOOL them. Yes, indeed, there are many products on the market these days for women in your precise predicament.

*Inmate Intimates* is one such product, that, for a small monthly fee, allows you to marry a member of our unfortunate incarcerated community. Tying the knot with a prisoner of your choice would solve many of your issues because a) you would be married, b) your husband would be in prison – allowing you to continue with your life without any changes to your daily routine (except of course the relief of the silence from your parents), and c) you would be contributing to the health, welfare and improved quality of life of not only your husband but the other prisoners within his facility. I call it the trifecta solution!

If this is too permanent, or if you suspect your parents might berate you for marrying a convict, the app *Huber* (very similar to Uber) will dispatch an escort or boyfriend (a *Huber Hotty*) to your location at the touch of a button. It is exceedingly

convenient. The downside of this app is that it cannot guarantee that your *Huber Hotty* will be the same person every time.

Therefore, the other service I would highly recommend is *To Have and To Hire*. It is a husband rental service on an extended loan agreement, guaranteeing longevity and continuity. This service is ideal if you would like to take your friends and family for the long con. The gentlemen available at *To Have and To Hire* specialise in weddings, family events and all other intimate occasions. The company's attention to detail is impeccable, allowing you to use their service for the rest of your life without having to trouble yourself about those nagging parents ever again.

The very best of luck. Do let me know how it goes.

Sincerely, Aunty H

Dear Aunty Harriet,

I'm freaking out! All my friends have baby and marriage fever. In the last two years everyone I know has gotten married and popped out at least one kid. Of course, that would be all fine and good if it didn't feel like they were circling me like zombies looking for weakness, trying to infect me with their baby/marriage madness. A few years ago when they all started bagging long term partners I bought an *Inflatable Husband* so they would stop bugging me on the joys of having a relationship. I use him as a life partner because there is no way I am spending cash I don't have on a wedding I don't want. It has worked brilliantly until now. But lately it seems like all around me, in magazines, on television and obviously in my social circle everyone is getting hitched and knocked up. And they look so happy. My life's pretty cool right now but maybe they're right. Maybe I am missing out on something. Am I being brainwashed? Should I follow their lead and just get it over and done with?

– Baby Boom

Dear Baby Boom,

Trust your large intestine. The big gut doesn't fib! You may recall those lectures they gave you in high school about peer pressure? Well, it appears they apply to adult life too.

I am awfully impressed that you invested in an *Inflatable Husband* (or should I say life partner) and I certainly don't see why you should give in to the marriage madness, especially when you explain so perfectly that it would be a waste of money. Many people go without getting married these days, especially when taking into account the enormous debt many newlyweds incur just for the "special day". It's highly illogical. But logic doesn't seem to be your issue. Convincing your pals that you are happy without a ring on your finger and a bun in the oven seems to be your primary goal.

A simple product that I suspect might eliminate all of your issues is the *Incredibly*. It is an artificially inflatable pregnancy belly that gives you all the joys of pregnancy with none of the horrific side effects. And did I mention it will stop your friends nagging you? What better way to prove your commitment to your life partner than by pretending to be with child? The company, *Have It All Inc*, who made your partner has also created a line of inflatable children in all sizes (ages) for reasonable prices. Thus, after nine months you don't have to trouble yourself about having a stinky, screaming baby but instead, can look forward to an adorable, easily stored, inflatable one. What's even better is they have a great exchange and upgrade policy and so ageing your new family member should be cost-effective and hassle free. How convenient!

Be strong, be brave and don't forget to take your vitamins.

Sincerely, Aunty H

Dear Aunty Harriet,

I'm a keen jogger and work in a horribly macho office. The two would seem to be unrelated but I'm experiencing a similar issue both out on my running route and in the office. Unwanted attention of a flirty/ catcall nature. Every morning when I run, I am hassled by countless men on the street who feel they can comment (yell at me) on my body, tell me to smile, harass me and make me feel unsafe and distracted from the activity that should bring me joy. Similarly, in the office, a couple of my co-workers insist on making comments on my attire and body. Some even

go out of their way to distract me from my work with small talk and flirting. I have been asked out by some of them and even though I have politely rejected their offers the harassment still continues. I don't want to make a big deal about it because I feel mentioning it to HR or communicating my discomfort to them may further alienate me in the space. I really love my job and obviously enjoy running but I don't know what to do.

– Considering Running Away

Dear Considering Running Away,

Some advice columnists might recommend that you take up running indoors at a gym. They might also say that you should definitely report the behaviour of your co-workers. It is serendipitous that you came to me, because I say: why put yourself through further annoyance when you can easily distract them!

I am a great admirer of the Trojan war. Do not, however misunderstand me! I do not think you should disguise yourself as a gift and then pop out while your enemies are sleeping and destroy them. I think you can get away with distracting them long enough so that you might be able to get on with living your life to the fullest and continuing to do the things you enjoy.

There is a new product on the market available called *HalluciJenny*. Not only is it an extremely fashionable wrist watch (with timer, pedometer and glow-in-the-dark function), it also has the built in hologram generator which can project a "hot babe" out into the world. It distracts oncoming "suitors" or interested parties from your person, so that you may continue with your business. I use this product every day while power-walking to my favourite waffle restaurant or my quilting group and have found it to be a most effective tool.

Do try it. Yes, do, darling girl.

Sincerely, Aunty H

Dear Aunty Harriet,

I have two kids – one inflatable child and one human child. I had the human child after my mother-in-law and friends kept telling me that my inflatable child was acting up because of loneliness. They convinced me that producing a sibling would help with her needy behaviour. (Thank Goddess for one night stands).

It worked. The two of them play together beautifully and I love my kids, my job and our life. My problem is juggling work and my "expected" mom duties. All the other moms at the PTA

complain that I don't attend enough school events (school galas, plays, sports days etc.). They also say that I don't contribute enough homemade goods to the bake sales (I can't cook so I buy them from an organic vegan bakery). They also remark that my children are missing out because I don't have time to make them peanut butter/Nutella sandwiches in the mornings (there is a very healthy tuckshop at the school and my children always make excellent choices and keep the receipts). I find their "concern"/nosey meddling extremely frustrating and the emails/calls and pings from the "moms only" WhatsApp group distracting (no dads allowed because we don't want to disturb them at work). Their interference is distracting me not only from my job, but also from the little quality time I do have with my girls in the evenings. I just need it to stop. Help?

– Proud Mum

Dear Proud Mum,

I think the problems you are facing are felt by many parents, especially mums, who are expected to somehow juggle a career and parenting. It's jolly tough being the stereotypical perfect mother/parent whose entire existence is dedicated to your child's happiness and also holding down a job that you love which requires just as much time and devotion. We see it in the media all the time where successful women are criticised for "neglecting" their families. There is this notion in our society that women have to choose between a happy home life and soaring career. Not true. It seems that, apart from the nagging PTA, you have the best of both worlds.

I would recommend you invest in a *DupliKate*, to get the PTA off your back. The *DupliKate* is an easily programmable robot that is fitted with your face. She comes fully equipped with cooking skills, first aid, a small-talk function and has a variety of school war-cries saved to her speech memory. She is perfect to send to all those dull school functions. I even have nieces who use her as a baby sitter and an aid to help with the morning routine.

I hope this assists you. Don't give up, dear girl.

Sincerely, Aunt H

Dear Aunty Harriet

I need a husband. Someone to look after the house while I am away, to be my arm candy at events and to watch series with me once in a while. I tried getting an Inflatable Cat (I have cat allergies and let's be honest the inflatable ones are just so convenient and hassle free) and even though Harold and I are very happy keeping each other company (he doesn't hog the remote) I crave human interaction. I don't have time to date, use online dating apps and really don't need the drama of a relationship where I'm always guessing will he, won't he etc. I just need a dependable human life companion.

– Husband Hunter

Dear Husband Hunter,

Of course, nobody enjoys those first awkward week/months/years where you have to try and ascertain whether the person you are seeing is a half-decent human being. To coin a popular phrase, all us gals have "been there!" I would recommend you try ordering a husband online. There are many services on the world wide spider web where you can select an ideal candidate. (I always use Aunty Google, she is most informed.) And Abracadabra, the husband will be delivered straight to your front door.

Yes, I too have heard the horror stories of twisted and perverse women taking advantage of these lovely gentleman, but there are a few very reliable service providers who will act as trustworthy intermediaries to connect honourable like-minded people from across the globe. I would certainly recommend the company *Start your life with a Russian Man*, or *Find your Asian Soul Mate*. These companies vet both the interested parties and the available husbands most thoroughly with a matchmaking algorithm. They also provide a platform for you to observe and assess each other before the transaction takes place. In a nutshell, it is slightly more sophisticated than speed dating, where you know everyone on that site is ready for marriage and is just looking for the right person. No fuss or awkward dating required.

Happy hunting. Sound loud the bugle as the fox runs!

Sincerely, Aunty H

White marks?  
No thanks.

**Shield**  
MOTIONsense™



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Incredi-Belly life like!

fool all of your pals with ease

Incredi-Belly convenient!

comes with handy purse size travel bag and inflation device

Incredi-Belly safe!

all the joys of pregnancy with none of the dangerous side effects

**BUY NOW  
AND GET 25% OFF  
AN INFLATABLE HUSBAND**

fashion

# Dressing for Comfort

Life in plastic is fantastic. Scratchy plastic and copious amounts of sweat are this season's fashion essentials.

*Photographs* Sitaara Stodel  
*Production* Keren Setton and Emily Robertson

DRESSING GOWN  
R580.08 EHB FASHION





DRESSING GOWN  
R580.08 EHB FASHION



DRESSING GOWN  
R580.08 EHB FASHION

DRESSING GOWNS  
R580.08 EHB FASHION

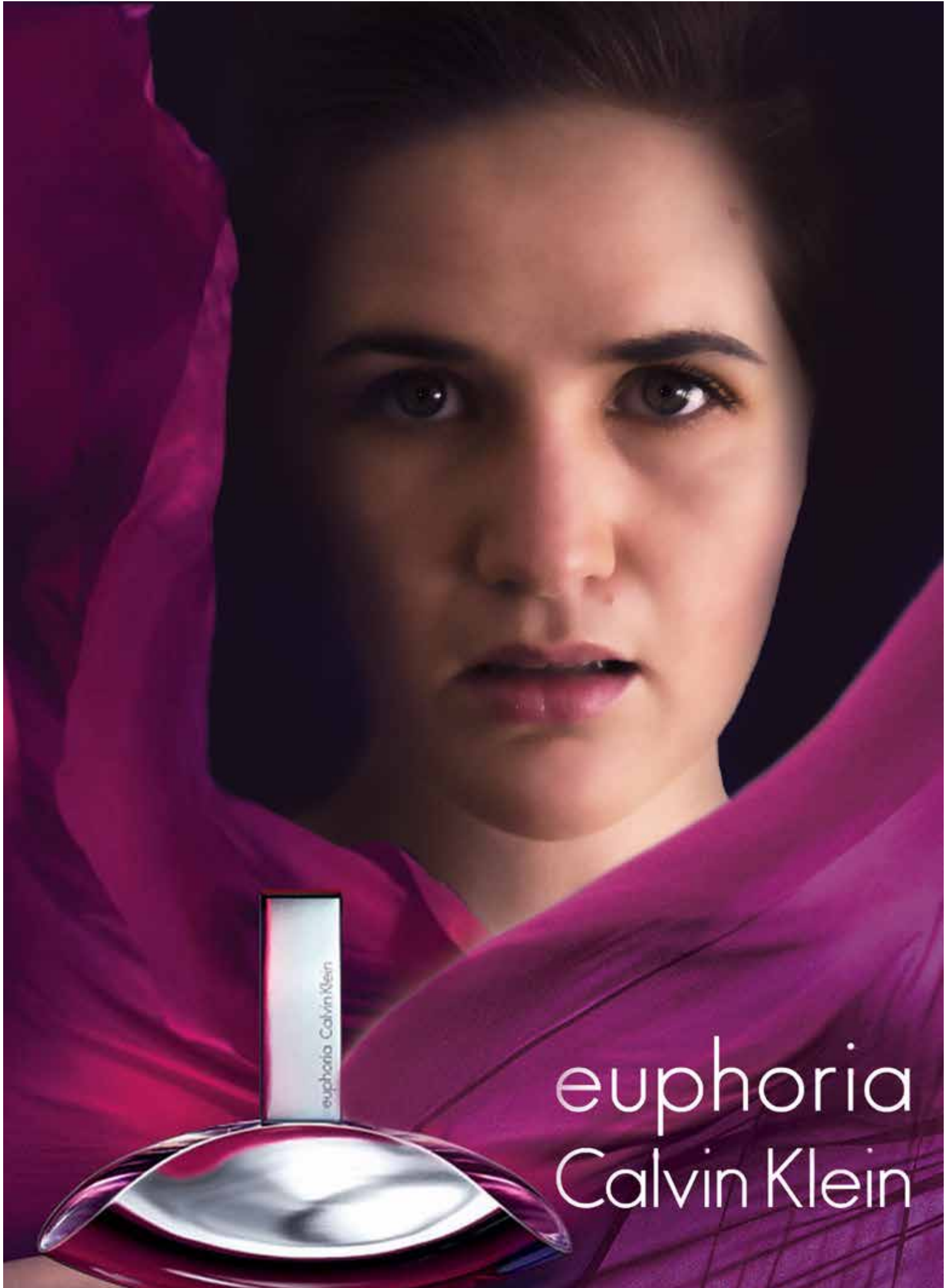








DRESSING GOWNS  
R580.08 EHB FASHION



euphoria  
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All the benefits of a Husband without any of the hassle!

- Lightweight and durable
- Perfect for any event or occasion\*
- Great with kids
- Comes with purse-size travel bag
- Available in 12 skin tones
- 1 size fits all

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**TV**

ACT NOW  
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**FREE!**



CALL NOW  
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The only time you'll have to blow him is when you're having people over!

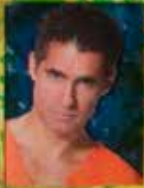
\*Clothing sold separately

MARRY A PRISONER TODAY

# Inmate Intimates

Only  
**R80,08**  
per month!

Choose your husband now!



Chris

Boomer

Nic Nic

Smoothy

Bond

Flint

Topnotch

All cooking, cleaning and caring for your husband will be done by his institution.

No need to fret over having kids, as no conjugal visits are allowed.

Silence even the most pushy relatives with your beautiful wedding pictures\* or the threat of gang related violence.\*\*

First months fee includes a fairytale non-denominational in-jail-house wedding service.

All other fees will be put to improving the living circumstances of your husband and all prisoners within your husband's institution.

A minimum of a five year subscription only\*\*\*

\*Cost of wedding pictures not included.

\*\*We can not guarantee that your husband will have gang affiliations.

\*\*\*Down payment costs are not included.

**hot**

The polls are in and you have decided. What does it take to make Cat Call's 5 Hottest Cats List? A blend of talent, style, a dollop of charisma, a twinkle in the eyes and a generous serving of "It". Meet the Top 5 Cats of 2017 that we couldn't keep our eyes off of.

# Cat Call: Top 5 Hottest Cats of 2017



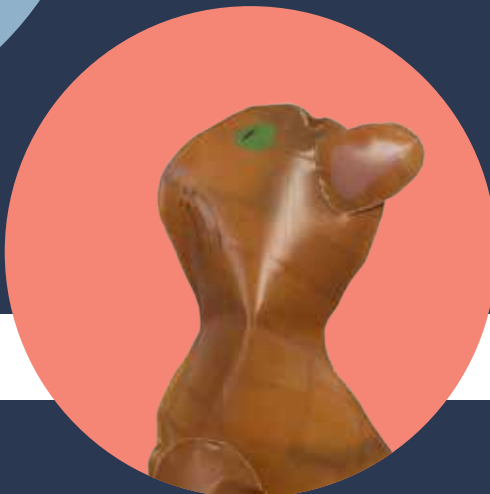
## 1. Harold, 22

*Those cute eyes and soft fur aren't fooling anyone. He is the cat industry's bad boy that we can't help drooling over.*



## 2. Jeremy, 27

*There is no way that this black cat could bring any of us bad luck. This Australian -born hunk loves long walks on the beach and cuddling. Well, we love you, Jer!*



## 3. Greg, 30

*This ginger has so much soul that he's releasing an R&B album in November. Swoon!*



## 4. Toulouse, 24

*Did someone say white knight? We wouldn't mind being saved by this handsome hero. Unfortunately, this hottie is married but it doesn't mean we can't look.*



## 5. Ocean, 26

*This mysterious, grey cutie is new on the scene but has stolen a spot in our hearts with his country boy charm and ... muscles. Yummy!*

Your teenage daughter may be experiencing mood swings, skin breakouts and heavy periods on a monthly basis.

FEMOLENE mylife TEEN is formulated specifically for your daughter to support her changing hormonal needs giving her the confidence and ability to cope with the demands of daily life.



FEMOLENE  
*mylife*  
TEEN

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Available at pharmacy and selected retail outlets, nationally.

# **DANGER! DANGER!**

## **The media and you: The facts!**

**N**obody likes to think that they are being systematically brainwashed into becoming a rabid misogynist racist by popular media culture. This example may be extreme but the impact media culture has on the way we view ourselves, those around us, our behaviour and even how we present ourselves is profound.<sup>1</sup>

We have all heard about, and experienced the horrors of body shaming. All around us we see living evidence of how magazine images of grossly thin models negatively affect young girls<sup>2</sup>. It happens and continues to happen. And just when we think we are winning small victories against the body trolls, a legion of other ideas and stereotypes are forced onto us in far more innocent, insidious ways. This subliminal brainwashing infects us courtesy of our television shows, children's programming, news, magazines and adverts. (Look out for the exposé on this nefarious agenda and the ends it serves in next month's issue).

To a certain extent, advertising's use and propagation of stereotypes is understandable. It's all about the bottom line. Business, and its willing handmaiden, advertising, wants to box up all consumers neatly, and label us so that it knows exactly how to sell us its products. The silent but deadly weapon that ambushes us when we are most vulnerable is our favourite TV show ...

### **Why, Grey's Anatomy? How could you?**

Television stations use programming to attract targeted audiences. The higher the buying power of the audience the better. They do this so they can, in turn, sell the audience to advertisers<sup>3</sup>. Their pitch is: "look here, the stats are clear, we have 90% of middle class white women watching this show every week. Buy a very expensive advertising slot to sell your client's products to them."

And so the TV stations hunt down programming that will attract the viewers with the highest buying power. Then they sell them to the advertisers and the advertisers sell the viewers crap they don't need.

Now this (despite being despicable and crazy) would be fine, but because our world is a seriously messed up place, the people who tend to have the lion's share of the buying power are white men. Just below them in the cash hierarchy are white women and the combo's offspring. So if TV shows want to find prime time

programming to attract the viewers with buying power, you can imagine whose interests and beliefs are being championed and promoted and what we are brainwashed to think is beautiful, wonderful, and need to aspire to.

"Ja but I Netflix and stream all my shows online so I choose" – Wrong!

Remember who has most of the money? White men! So, who do you think has most of the power in the film and TV industry (and pretty much every industry)? Who writes the shows and movies? Who directs them? Who produces them?<sup>4</sup>

All of these many vanilla thoughts, beliefs and prejudices are skilfully woven into our favourite shows. They become a part of our most loved characters and then a part of us.

The saddest part of this whole sorry yarn is that many of the people brainwashing us aren't even doing it on purpose, they were brainwashed too.<sup>5</sup>

Traditionally, these texts used to comprise of folk tales and religious teachings but now mainly come from the electronic babysitter (TV). To top it all off the most

## FACT SHEET

### Check The Facts<sup>6</sup> (quoted from source)

*Behind the Scenes in Hollywood*

In 2011

- 83% of all executive producers were men
- 87% of all film writers were men
- 93% of all film producers were men
- 98% of all cinematographers were men
- 97% of all creative directors in advertising were men
- 97% of all clout positions in media were held by men
- men were the authors of 80% of all op-eds in American newspapers

*In American Film and Television Shows*

- Male characters are more likely to be shown at their job than female characters, 41% to 28%
- Men on television are more likely to talk about work than women, 52% to 40%
- Women on television are more likely to talk about relationships than men, 63% to 49%
- Females are outnumbered in family films three to one
- Only 16% of protagonists in film are female

*In Western News*

- Women and girls are the subject of less than 20% of all news stories
- Women make up only 14% of the guests on influential Sunday television talk shows and only 7% of repeat guests

"All these stats are from the USA; this doesn't affect us." – you say.

Uh ... where does most of the content on your television come from? Which country's "culture" has influence in nearly every country on this planet? What do you think about Coke, Starbucks, McDonalds, Burger King, Britney Spears and the Disney Channel? Where was modern advertising founded?

"Ja, but I choose to ignore all of that, I think for myself." – you say. That's cute.

"The greatest trick the Devil ever pulled was convincing the world he didn't exist." - Verbal (Kevin Spacey) from *The Usual Suspects*/Charles Baudelaire (depends on how much TV you watch).<sup>7</sup>

We all think we are safe, that we can somehow filter and block the onslaught of stereotypes, bigotry, racism, and sexism, and enjoy popular media free from its influence.

The problem is that popular media is everywhere. We are exposed to it straight out of the womb. Television has become a tool by which we are socialised. We learn gender (and a whole lot of other behaviours) when we are young, through the people that nurture and surround us, social institutions and cultural texts.

gendered programming and advertising has been found to be directed at children.<sup>8</sup>

So pretty much everything in this capitalist society is a form of advertising hell-bent on shaping and moulding you into a bigger and better consumer. EVERYTHING! This wouldn't surprise Edward Bernays, the father of modern day advertising. When he first started out, he covertly placed actresses in a women's lib march in the Easter Parade of 1929. He instructed them to light up cigarettes on cue so that women in the general public would associate smoking with rebellion against the patriarchy.<sup>9</sup> And hell yes, it worked! (Now we know what Pepsi was aiming for with that Kendall Jenner advert).

Back in 1929 Bernays called the cigarettes "Torches of Freedom" and as a result there was no longer a taboo about women smoking. He drew on the advice and teachings of his uncle Sigmund Freud<sup>10</sup> (yes the psychoanalyst!) to make his advertising campaigns and to influence, pretty much, the entire world. He sold products, got presidents elected, made propaganda for wartime. He created modern advertising and public relations by manipulating the population's subconscious'. No wonder it makes us so crazy.

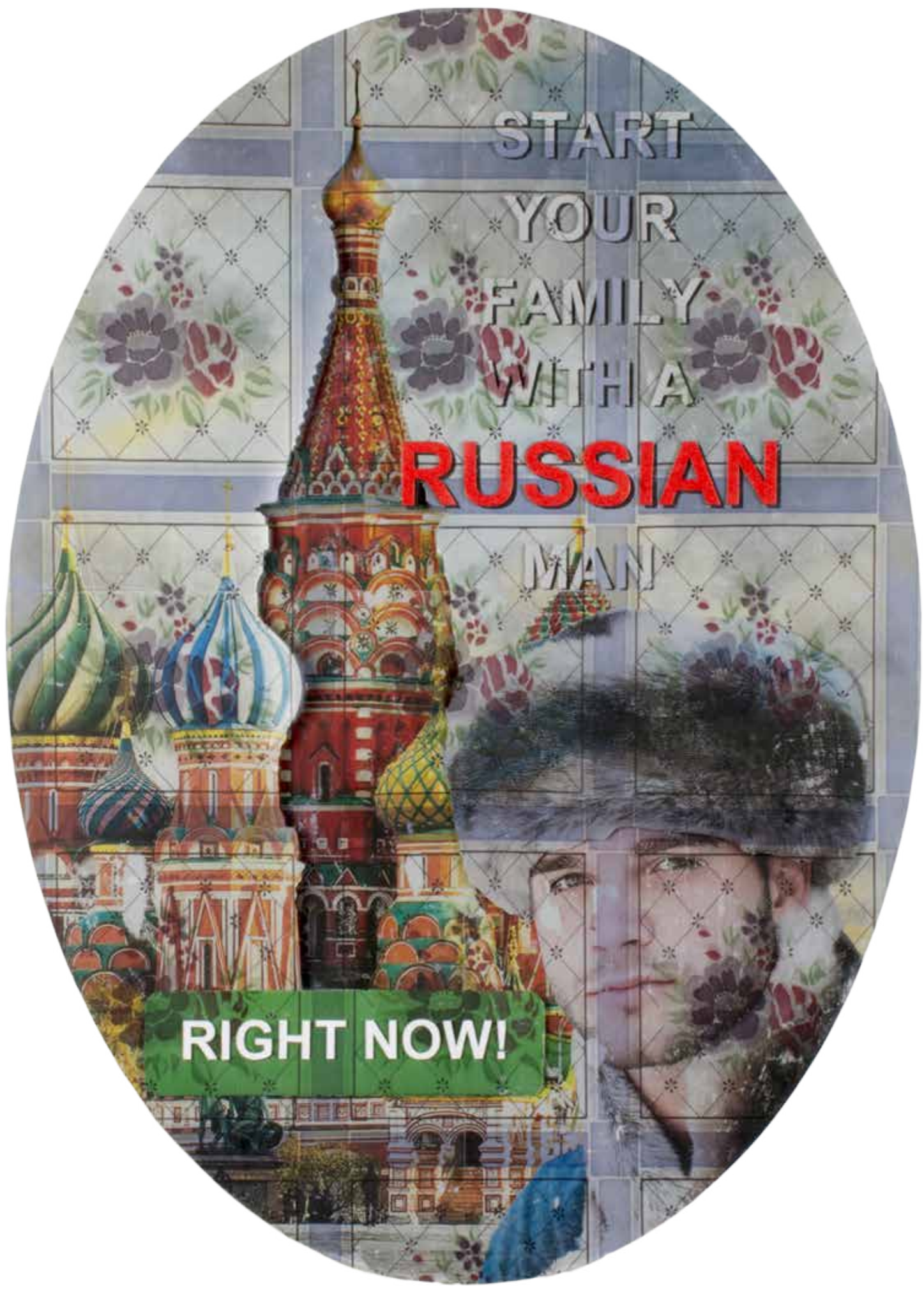
You probably feel pretty bleak now. Sorry. You can binge-watch *Smallville* or *ER* to make yourself feel better. But maybe instead you should challenge this system. Clearly this whole scheme is run for and by the cash in our wallets. What better way to let the big bosses who run the world know that we aren't happy than to deprive them of it? Let's not watch shows that are written by all white teams who badly represent the interests of every character who is not a heterosexual white man. Let's educate our children about biased media and stop exposing them to content that is heavily gendered. And finally, let's be aware and acknowledge the dangers of the information that is constantly bombarding us.

“**For the first time in human history, most of the stories about people, life and values are told not by parents, schools, churches, or others in the community who have something to tell but by a group of distant conglomerates that have something to sell.**”  
- George Gerbner<sup>11</sup>

START  
YOUR  
FAMILY  
WITH A  
**RUSSIAN**

MAN

**RIGHT NOW!**



# Curves? Quirks? Imperfections? I love my new Slimz body.



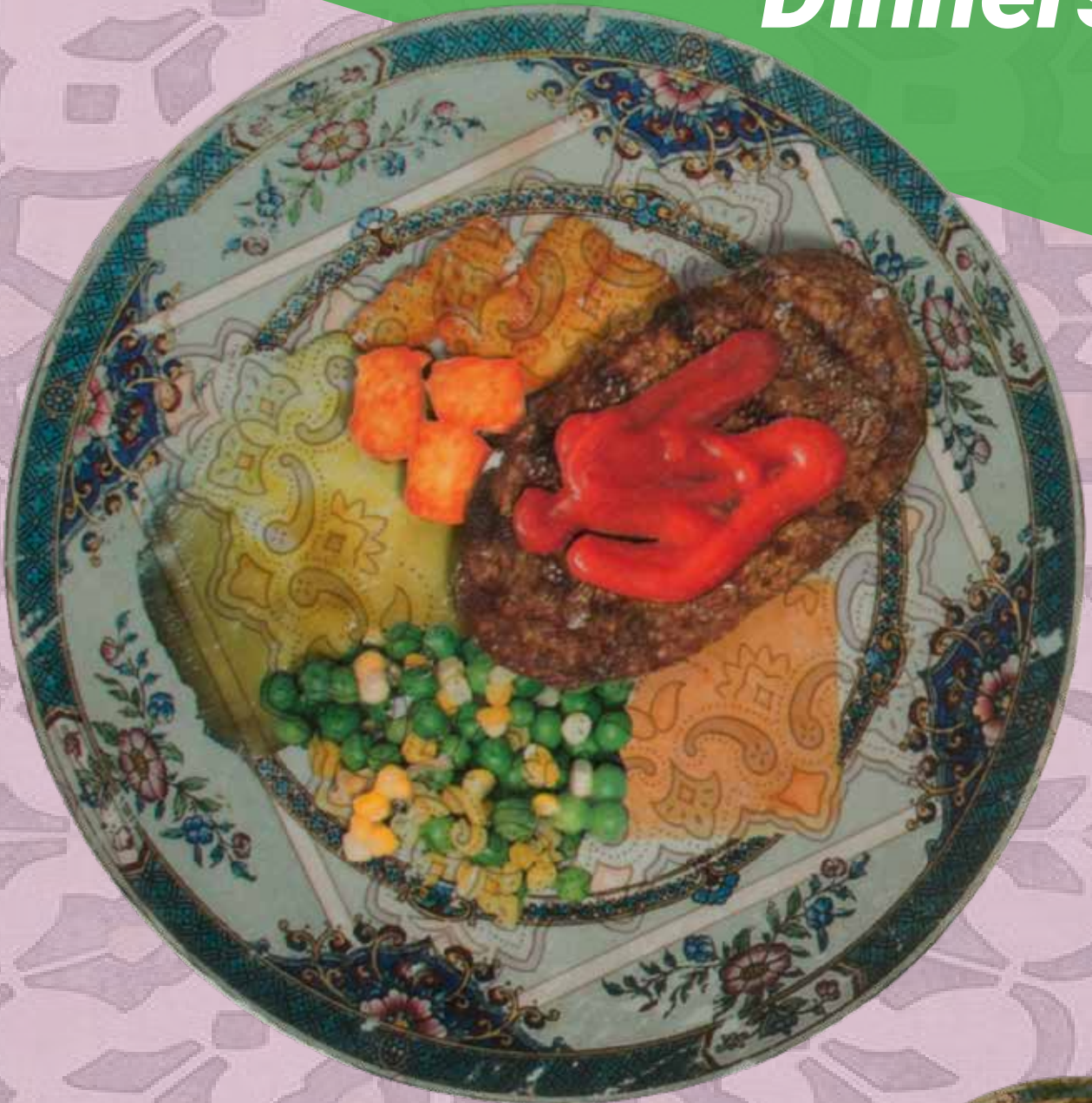
Target your problem areas  
the Slimz way.

Get your free Slimz 5 week weight control  
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# Slimz

TARGETED WEIGHT CONTROL

***Granny Emily's  
Homemade,  
TV dinner style,  
TV Dinner,  
Dinners***



Tired of schlepping over the stove every night to prepare dinners for your inflatable family? After all YOUR work do they just moan, groan and refuse to eat? "We want TV dinners!" they yell. You'd like to give them what they want but there's such a stigma attached to frozen meals that you couldn't bare the shame.

Well, the latest trend in home cooking will change your life. Welcome to the future with Granny Emily's Homemade, TV dinner Style, TV Dinner, Dinners. All the joys of cooking a homemade meal with a similar amount of effort, at least double the cost, half the nutritional value and the added bonus of love and adoration from your family.

## It is so easy!

### Step 1

Buy Granny Emily's cook book and dinner kit. Granny Emily converts traditional store bought TV dinners into homemade which are actually still TV dinners. Incredible.

Go to the grocery store and buy the TV dinners recommended in Granny Emily's cook book.

### Step 2

### Step 3

Open them all up and separate them into their individual components. Combine according to the recipe. Freeze what you don't use now to use in another recipe later.

Microwave and enjoy.  
All of the effort associated with a home cooked meal without the added nutritional value or great taste. Your family will beg you for more.

### Step 4



## THE BEST NO-BAKE CUPCAKES EVER

COURTESY OF GRANNY EMILY

*You will need:*

*3 packets of cupcakes from Woolworths  
A muffin tray  
2 bowls  
A knife  
A spoon  
Cupcake cases  
An icing bag and fancy nozzle  
Astros and Smarties for decoration*

1. Remove the cupcakes from packaging and eat all the decorative bits off top of the icing
2. Scrape off all the icing and put into a bowl. Put aside for later.
3. Remove the cupcake cases and put the cakes into a separate bowl.
4. Smash, knead and pulverise the cakes until they are mush. Leave to rest.
5. Prepare your muffin tray with the cupcake cases.
6. Spoon the cake mush into the cases and press into shape. Leave to rest.
7. Stir the icing in your bowl until it is a smooth consistency and spoon into your piping bag.
8. Remove your cupcakes from the muffin tray and decorate with your icing.
9. Finish them off with a few Astros or Smarties for a professional touch.

#### GAUTENG – CENTRAL

Alberton: Jacqueline Pharmacy 011-864-1411  
Alberton: New Redruth Pharmacy 011-869-4305  
Fourways: Diet Clinic 011-462-0886  
Heidelberg: De Hollandsche Apotheke 016-341-2488  
Linden: Knith's Pharmacy 011-782-6774  
Meyerton: Rothdene Diet Clinic 016-362-4442  
Oakdene: The Glen Diet Clinic 076-597-9853 or 011-432-6993  
Sandton: Diet Clinic 011-326-2474 / 076-879-0616  
Vereniging: Sonland Park Pharmacy 016-429-1100

#### GAUTENG – EAST RAND

Bedfordview Diet Clinic: 011-450-0230 / 076-242-9637  
Boksburg: Beyerspark Pharmacy 011-894-4615  
Brakpan: Brakpan Diet Clinic 011-740-5855  
Edenvale: Harmelia Pharmacy 011-974-2273  
Kempstonpark: Diet Clinic 011-396-2695 / 072-506-1617  
Nigel: Ferryvale Pharmacy 011-814-5212  
Springs: Diet Clinic 011-362-4184

#### GAUTENG – WEST RAND

Knagsdorp: Knagsdorp Diet Clinic 011-954-1407  
Rodepoort: Princess Crossing Diet Clinic 011-764-4218  
Beyers Naude Drive Diet Clinic: 011-022-2886  
Wageningen Diet Clinic: 011-475-6781

#### GAUTENG – PRETORIA

Centurion: Eldonside Diet Clinic: 012-654-3284  
Capital Park: Haus in der Sonne 012-326-2881  
Menlo Park Diet Clinic: 012-346-8314 / 072 961 3246  
North: Magalieskruin Diet Clinic 012-543-9159 / 076 089 6896  
Orchards Pharmacy: 012-549-1304/5  
East: Moreleta park Diet Clinic 012 997 7888 / 071 293 6364  
Murrayfield Diet Clinic 012-803-6613 / 071 293 6364

#### LIMPOPO PROVINCE

Polokwane Diet Clinic: 076-616-4246

#### NORTH WEST PROVINCE

Brits: Becker Pharmacy 012-252-2651  
Klerksdorp: Oudorp Pharmacy 018-464-1611  
Potchefstroom: Medplus Pharmacy 018-290-8083  
Snilfontein: Oudorp Pharmacy 018-464-1611  
Rustenburg: Diet Clinic 014-594-5025 / 079-156-1497

#### FREE STATE

Beffelehem: Eureka Pharmacy 058-303-5431  
Bloemfontein: Diet Clinic 051-436-2330 / 079-839-3480  
Koppies Pharmacy: 056-777-1752

#### KWAZULU-NATAL

Durban North: Diet Clinic 031-563-4798 / 079-912-4930  
Kloof: Village Mall Diet Clinic 031-764-6297 / 071-629-4827  
Pietermaritzburg: Westville Diet Clinic 031-266-1721 / 076-079-6675  
Pietermaritzburg: Cascades Pharmacy 033-347-3113  
Westville: Diet Clinic 031-266-1721 / 076-079-6675

#### WESTERN CAPE

Bellville: Sonneblom Pharmacy 021-919-9779/8  
Bothasig: Bothasig Pharmacy 021-558-1933  
Somerset-Wes: Waterstone Pharmacy 021-852-0186  
Stellenbosch: Waterstone Pharmacy 021-852-0186  
Worcester: Homes Pharmacy 023-347-0012  
Brackenfell Diet Clinic: 072-795-0263  
Durbanville Diet Clinic: 081-857-4709  
Paarl Diet Clinic: 071-253-8779

#### NORTHERN CAPE

Postmasburg: Med-Wise Pharmacy 053-313-1336

#### EASTERN CAPE

Mosselbaai: Hartenbos Pharmacy 044-695-1510  
East London: Travel Clinic 043-743-7471  
Port Alfred: Leach Pharmacy 046-624-3547  
Port Elizabeth: Charlo Pharmacy 041-367-1118

#### NAMIBIA

Windhoek: Medica Pharmacy: 061-248-340

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"I felt depressed and despondent, as well as constantly feeling tired and not feeling good about myself. Having hormone problems certainly didn't help me lose weight either. I wanted to feel better about myself and to be healthier!

"In February this year, I decided to take the bull by the horns. Taking charge of my life and not allowing food to take control a day longer. Since being on **The Diet Everyone Talks About**, I feel re-born with loads of energy. Shopping is a bonus now. I no longer have to worry about clothes not fitting me. I now weigh 78 kilograms (with a weight loss of 11kg's so far), both my family and friends have been amazed to see the new me.

"Thanks to this lifestyle programme it's become my ultimate goal to maintain a healthy lifestyle. I have found a new zest for life and cannot wait to live life to the fullest.

"The time for action is now, it's never too late to do something."



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I lost 11kg!**



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# How to make your own POP Art!

Pop Art was a movement in the United States and England during the 1960s and 1970s. It aimed to critique modern consumerist ideals that had become the driving force of America. These artworks did so by reproducing images found in popular culture and elevating them to the standing of high art. Although this movement and its style is from yesteryear, it's back this season and we want to help you achieve the look for less at home and become the envy of all your friends.

## STEP 1 / Find a subject that you wish to subvert/critique/make fun of

The best subjects for this kind of artwork are things that relate to popular culture, consumer culture and its effects on society. In our example we want to critique a damaging female stereotype, namely that all women need a husband to be happy. We also want to show how this attitude and thinking is promoted through the media, television and advertising. In the olden days, Pop artists created work that was subtle in its critique. They used mimicry and the way in which the work was made

to communicate their distaste for the capitalist society of mass production in which they had found themselves. Sometimes it appeared like they were condoning or admiring these aspects of society<sup>1</sup>. We don't want our guests and art admirers to get confused about our intentions and so we will use the same crude techniques deployed by advertising and popular culture. We will copy and exaggerate the techniques so overtly that there will be no doubt that our art is a critique.

## STEP 2 / Find an advert or something that inspires you to base your work on

Pop Artists often copied or mimicked the format of adverts or other aspects of pop culture. By doing this, their viewers would be able to identify the source and were then able to immediately spot the changes that the artist had made. The power in this mode of working comes from how the final artwork is different from the original. Does the doll you have made based on a sex doll have genitalia? How do you treat the doll? Where have you chosen to display it?

Here's our example: To make our artwork we chose an advert for adopting dolphins.

**Help us Conserve the UK's Marine Wildlife**

By adopting a Cardigan Bay dolphin you will be helping us to further our knowledge of their status, distribution and habitat needs. This enables us to better protect and conserve wild dolphins from immediate and future threats.

**Did you know?**  
13 species of cetaceans are resident or regular visitors to British coastal waters, or that Cardigan Bay in west Wales is home to more than 200 bottlenose dolphins!

**CHOOSE YOUR DOLPHIN...**

Topnotch      Bond      Nic Nic  
Smoothy      Chris      Flint

*My class were entranced immediately, and were impressed that all the money donated went towards protection & research. They loved the idea of adopting a dolphin that they could choose and follow and even visit when on holiday.*

*Each new class takes over the adoption and follows your newsletters and our cuddly dolphin (Daisy) is much loved and much hugged! The pupils love the pack, it's child friendly but has challenging scientific vocabulary, concepts and relevant issues which make the pupils think and ask questions.*

*Allison Hall, Teacher, Williamstown Primary School*

Please visit [www.adoptadolphin.org.uk](http://www.adoptadolphin.org.uk) to adopt your dolphin

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[www.seawatchfoundation.org.uk](http://www.seawatchfoundation.org.uk)

\* £1.50 per child is based on a class consisting of around 30 pupils. It costs £42 to adopt a dolphin for 1 year, so please adjust this price per child accordingly.

1  
My class was entranced ...

### STEP 3 / Develop your concept

Merge your inspiration with your subject to form a fun idea to move forward. In our case, we decided it would be interesting if there was a service where you could marry a prisoner. The prisoner is a convenient potential partner because marrying him would not necessarily change or upset the living arrangements or habits of the potential customer. But at the same time would allow the customer to appear as if she was following the norms society expected of her. We will combine this idea with the formatting of the adopt a dolphin advert to create a playful artwork that conveys our more serious message – that expecting all women to get married and have babies is as ridiculous as this service is.

### STEP 4 / Choose a medium to work in

The medium you have chosen for your Pop Artwork can be another useful tool to convey meaning. For instance, creating works that are easily reproducible, like Andy Warhol's screen prints, conveys a critique of an art system that puts such value on originals. It is also a critique of a society that mass produces everything. In our example we have chosen a medium a little closer to home – vinyl flooring, also called linoleum – which reminded us of our grandmothers. They were all stereotypically excellent women who if born in another time may not have been so stereotypically excellent but excellent none the less. The vinyl flooring made us think about convenience because it is easy to clean and install, as shown by the infomercials we looked at for inspiration. The vinyl flooring also made us feel uncomfortable but excited because it is pretending to be tiles and wood or fabric, but it is not. In the same way that our "product" helps "customers" pretend to be "good women".

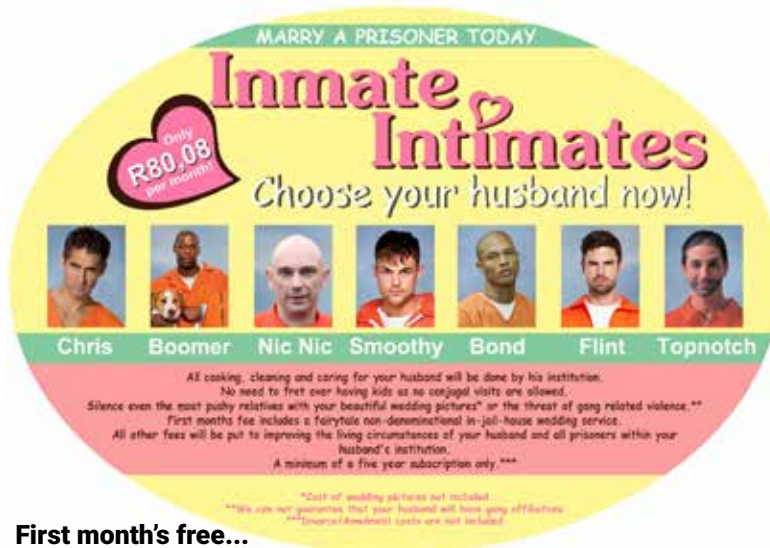


Andy Warhol,  
*Double Elvis*  
1963

2

### STEP 5 / Make the design

Draw on the inspiration you have gathered and use your source material within it. In our design we copied the format of the adopt-a-dolphin advert and even used the same nicknames of our dolphins for our prisoners.



First month's free...

### STEP 6 / Bring it all together

Transfer your design onto your chosen medium. The way you do this, which also technically falls under medium choosing, can greatly affect the meaning of your work. Will you get a giant industrial printer to do it? Will you paint it by hand in your own blood? Render it in macaroni and glitter? Carve it with your great grandmother's dentures into a historical building?

In our example we decided to print it by hand using a crazy technique involving wood glue, thick paper, an inkjet printer, g-clamps, a bath tub and faith. This way of working was highly inconsistent and resulted in perfect prints some of the time and damaged areas in the prints most of the time. It gave us a feeling of control (despite the little we had over the outcome) and making things by hand becomes cathartic because of the labour involved. This suited our meaning perfectly because the societal norms we have such distaste for are impossible to achieve and we often make a hash of it. Our hand-made print was trying to be perfect and precise like a machine printed advert but was definitely not fooling anyone. Just like the vinyl flooring pretending to be wood, but being obviously fake. The degraded areas also add areas of visual interest for the eye, which is just an added bonus.

## STEP 7 / Final touches

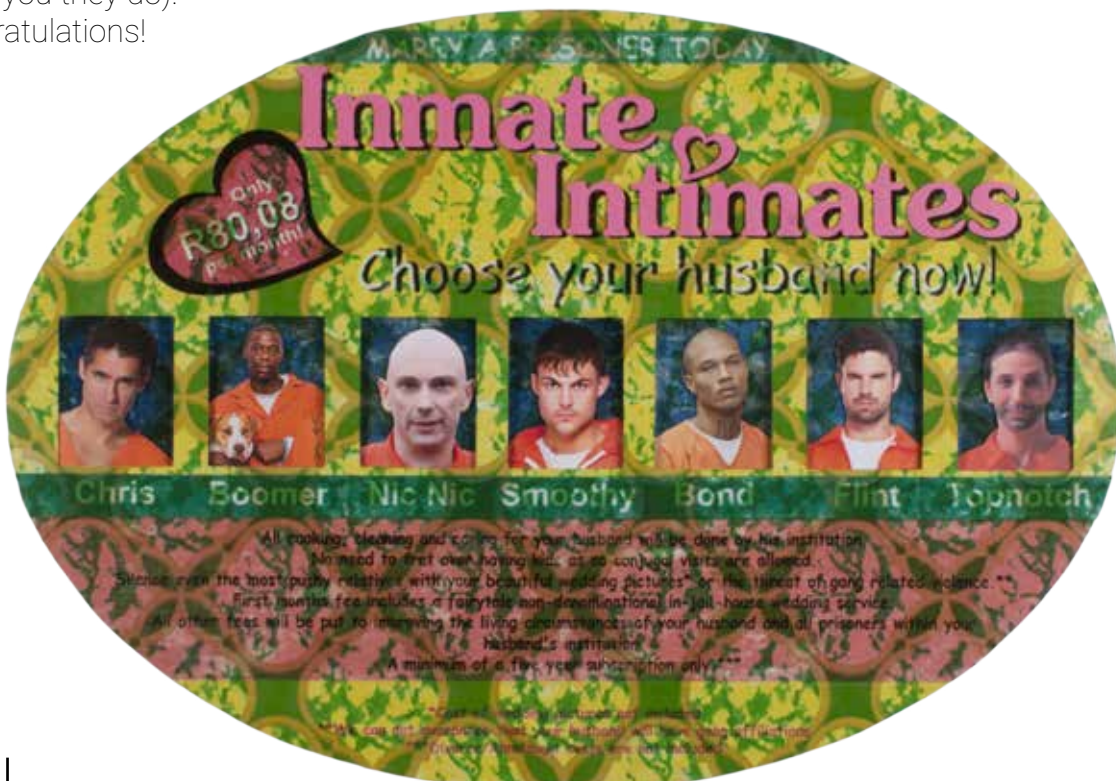
By now you will have completed most of your artwork and all that will be needed is the final touches. If your medium was simpler, like a vacuum cleaner in a glass box or a shark in formaldehyde, all that might be left to do is polish the glass and select an appropriate stand. In our case, our artwork is a highly layered and visually confusing advert. As our final step we need to go through our image and tease out the elements we want to bring forward or highlight. We do this to emphasise our meaning as well as to make the image less challenging to read. In our work we have done this by reprinting aspects of our image on linoleum, as well as on poster paper and carefully cutting out the bits we wish to emphasize. Then we paste them back in so these areas will be raised. By doing this we guide the viewer's eye through the piece.

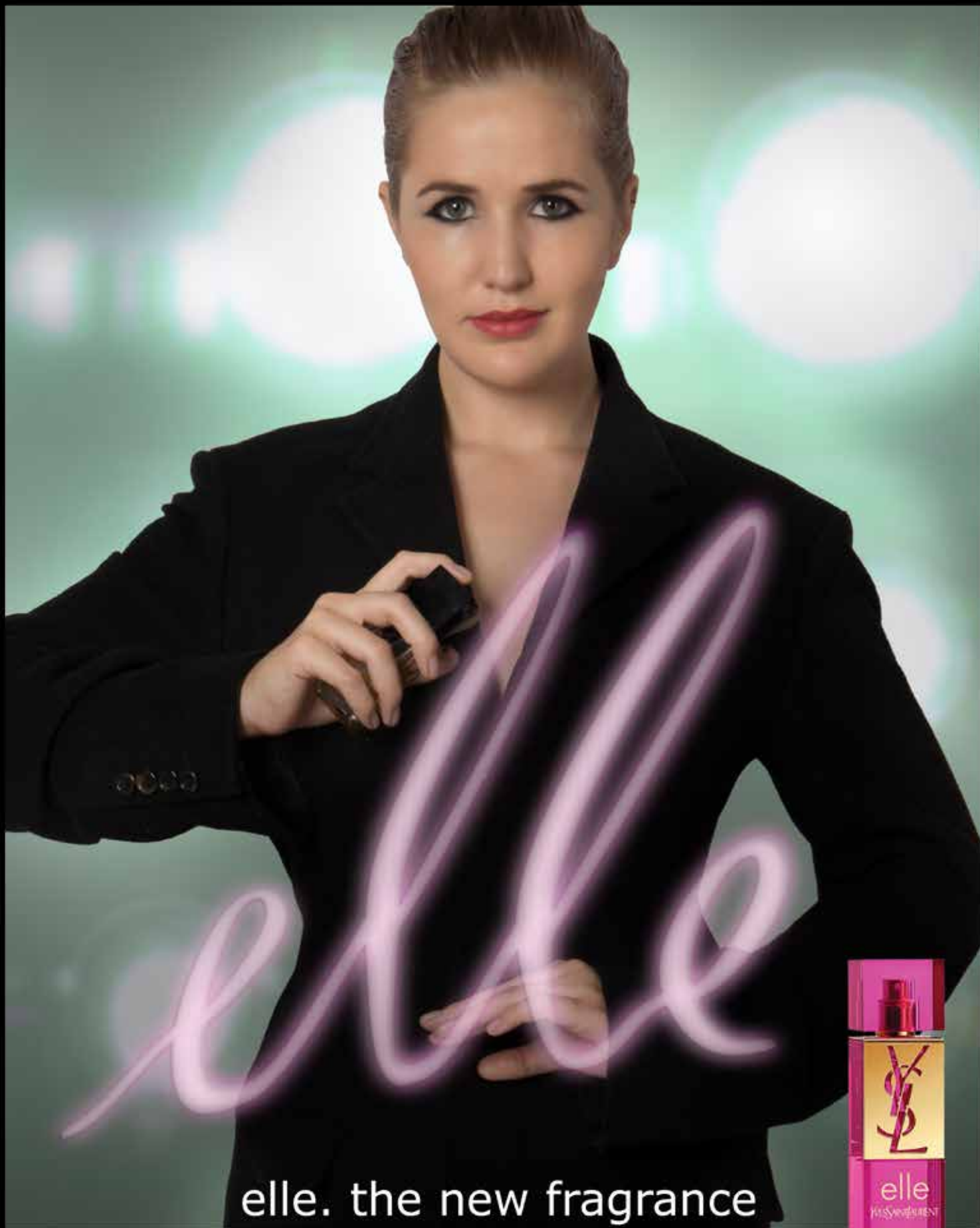
## STEP 8 / Put it up and enjoy the glares of view from your pals!

Now you have an amazing socially conscious art work for your home. It was made by you, not a machine at a Mr Price factory. You know every stage of its coming into being – from its conception to display. You know all of its imperfections and have chosen to exhibit it anyway. You probably could have got a professional to help you make it (or make the whole thing for you) but you didn't because the labour, learning, sweating and injuries associated with its making add to its meaning (at least for you they do).

Congratulations!

Jeff Koons  
New Shelton Wet/Dry Double Decker 1981





elle. the new fragrance

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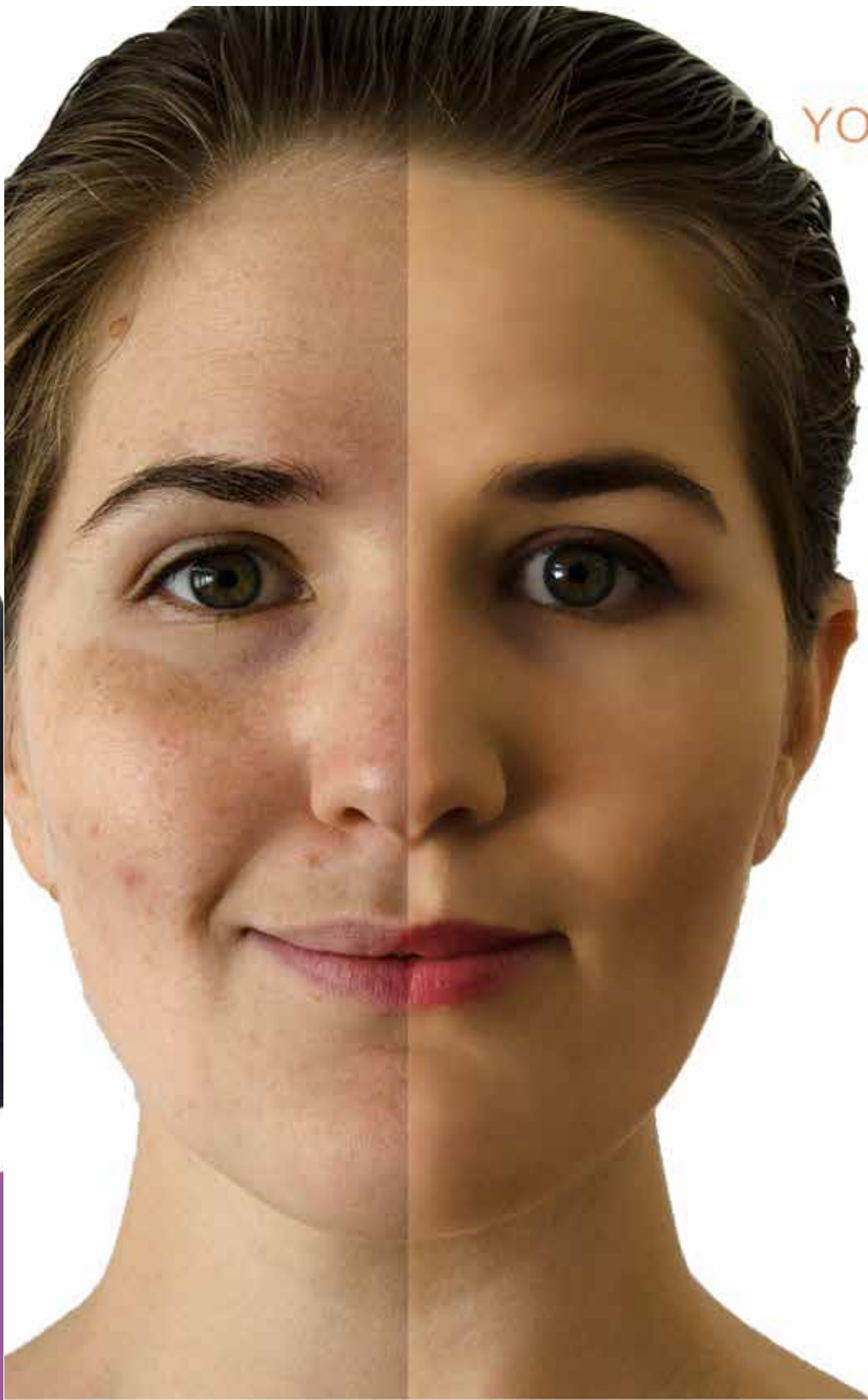
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# Heavenly Homes

*This month in Heavenly Homes we have the pleasure of chatting to Emily Robertson, designer and winner of the best show room at the International Divine Dwellings Convention (IDDC). Style editor, Harriet Bulbring, had the pleasure of interviewing her and picking her incredible brain.*

**Harriet: Congratulations Emily! Your show room was stunning. Tell me, how would you label your style?**

**Emily:** Thanks Harriet. I would say my décor style is dystopic convenience. I am dedicated to pattern, noise, colours (lots of them) and the imperfect object.

**H: Wow, interesting! I did notice the noise, and I saw you had seven televisions that were on at the same time, all showing different content. How did you make these choices?**

**E:** Ja, fun hey? Some people say that your home is your sanctuary, where you can relax and lock the world and its problems outside. But no, I began to discover that this wasn't true. The show room I entered into Divine Dwellings is actually a replica of my lounge. You see, when I was at home, that is, before I gave my house a make-over, I felt relaxed, I dressed in casual attire and I felt completely safe. Then, when I left my home and went out into the world, I would have to wear flawless make-up, carry pepper spray and wear a skirt long enough so that no judge could say I was asking for it. I would have my cue cards ready with reasons why I couldn't give out my number and go for drinks with strange men. And of course, I had prepared a litany of excuses about why I was not already married to present to my relatives. It was like putting on a bloody suit of armour every morning. One day my family popped in at my place, uninvited of course, and began criticising my lifestyle, outfit, home and job. I realised then that the outside world wouldn't stay locked out and I needed to make my home safer for me. I needed a similar suit of armour in my home to the one I wore outside every day. I needed to be able to distract, confuse, overwhelm and aggravate any guests – or shall we call them intruders, so that I could be safe in my space. I think the technique of camouflage is called dazzling.

**H: Preach sister! But don't you find that all these effects can become overwhelming for you living in the space?**

**E:** Ha! No ways! I mean, I don't know about you, but I deal with this kind of confusion and harassment of the senses every day. We have billboards, television, movies, magazines and newspapers all yelling at us that we are not good enough. They constantly lecture us on what we should do to be a good woman and thus be happier, safer, better. Do I even need to mention the unwarranted attention from strange men who feel we owe them a smile or our attention? How about the well-meaning friends and strangers who comment on our lack of baby and husband? I figured my home and submission to IDDC should reflect this discomfort. In this way, as I already mentioned, guests would get a glimpse of what we have to experience. They too would be so overwhelmed that they would lay off of me in my safe space. Strangely enough, it also acts as a kind of training for me. You know those baskets ball guys who walk around with weights around their ankles all day to build muscle? And then when they play a game they take off the weights and they can jump super high and stuff?



My home is like that for me. I have become an expert at blocking out the unwanted noise, the brain washing commercials, the creeps peering in through the window, the overwhelming patterns. Now when I go out into the world I'm ready for it. I don't have to put on my suit of armour every morning because I am always wearing it.

**H: Amazing! I am definitely going to try this in my house. Can you talk more on the label: dystopic convenience and the imperfect object?**

E: Well, everything in my lounge is plastic so it is super convenient to clean with a hose pipe and some Windowlene. The noise, clashing patterns, smell of the plastic, uncomfortable seating that sticks to your skin, bright lights from the television, plastic cats all over the floor, plastic plants, the exit sign that doesn't lead to an exit and the non-functioning windows all contribute to the dystopic feel. All of the items and products I have made use of are handmade, stitched and so on. I know it's strange because all of these products are now made by machines and can be bought in pristine condition but I prefer the handmade object. You see, there is something funny and interesting to me

about a human trying to make a product that looks like it is machine made and perfect, but then failing because they are just human and can't achieve the same precision. My handmade products take far longer to make, are more expensive and, in the case of my products, are of inferior quality. This process and these products remind me of the efforts I used to go through every day to put on my armour and be the "good women" society tells me to be. As hard as I try I can still never be good enough. I cannot be as good as the ideal or machine made woman.

**H: Who can be? Brilliant stuff. What can we expect from you in the future?**

E: I will be submitting a replica of my bedroom to the Kinky Décor Festival this spring which should be fun. Also look out for my new book on design strategies as survival and training techniques which will be released in November this year.

**H: Fantastic, I can't wait. Thank you for your time**

E: You are most welcome.

*Photographs Edward Lloyd*

*Production Jack, Michael & Emily Robertson with Etai Even-Zahav*





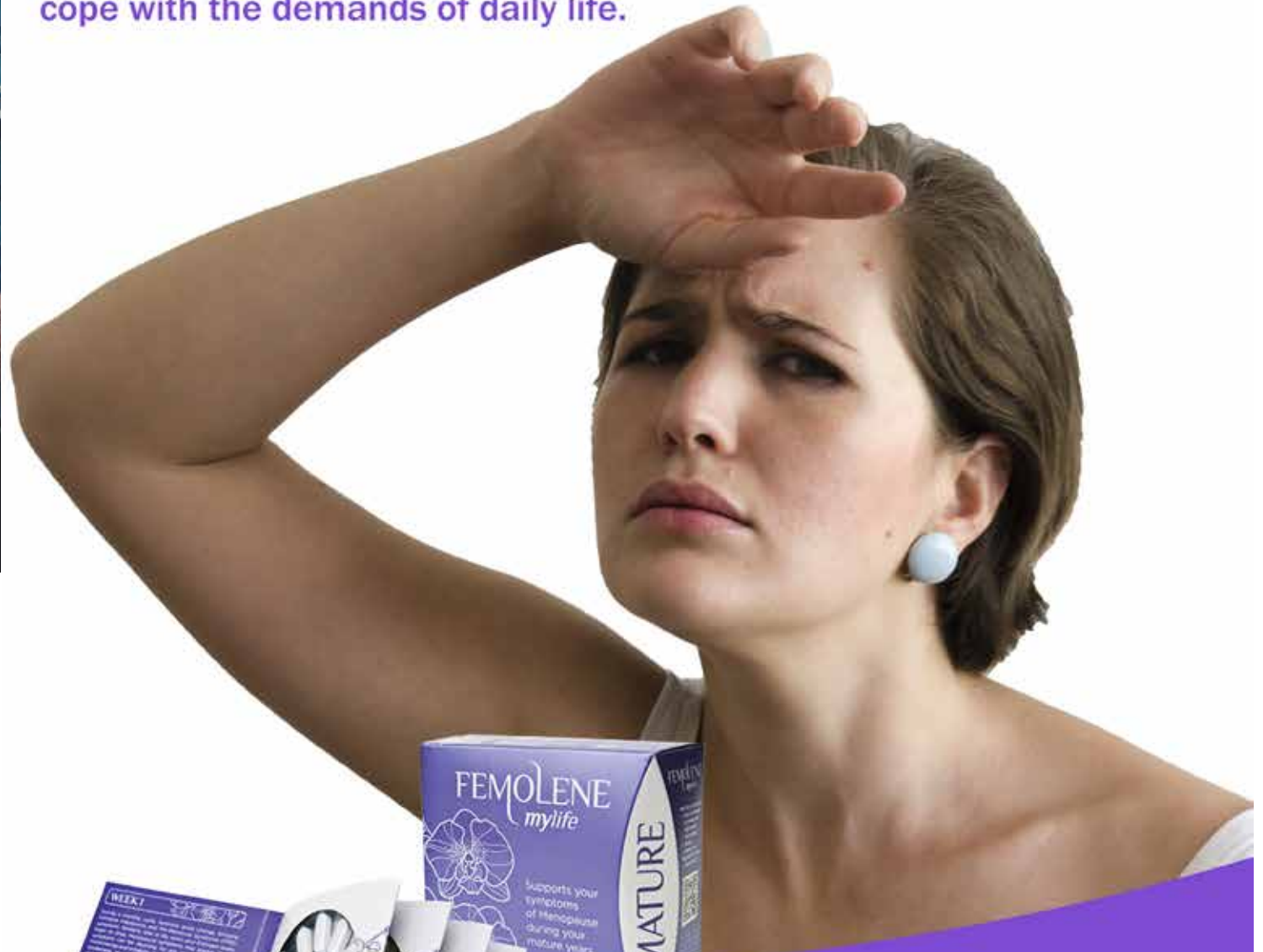






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## Real Stories: Are You F\*#@king Serious

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#### Haba Haba Huber

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#### Artwork Information

- Page 26 - *Duplikate*. 2016. Linoleum print collage on board. 800 x 670 mm.
- Page 27 - *HalluciJenny*. 2016. Linoleum print collage on board. 1006 x 379 mm.
- Page 29 - *To Have and To Hire*. 2016. Linoleum print collage on board. 615 x 580 mm.
- Page 29 - *Find your Asian Soul Mate*. 2015. Linoleum print collage on board. 406 x 540 mm.
- Page 34 - *Incredibly* 2016. Linoleum print collage on board. 800 x 540 mm.
- Page 44 - *Inflatable Husband*. 2015. Linoleum print collage on board. 797 x 770 mm.
- Page 45 - *Inmate Intimates*. 2016. Linoleum print collage on board. 554 x 787 mm.
- Page 50 - *Start your life with a Russian Man*. 2015. Linoleum print collage on board. 680 x 505 mm.
- Page 76 - *In Case of Surprise Visit from Parents*. 2015. Linoleum print collage on board. 842 x 400 mm.
- Page 77 - *Emergency Procedure for Dinner with Family*. 2015. Linoleum print collage on board. 1010 x 450 mm.
- Page 79 - *Huber*. 2016. Linoleum print collage on board. 576 x 599 mm.
- Pages 35-42, 46, 52-54 & 63-68 - *Components of I Just Don't Know How She Does It Showroom*. 2017. Mixed media installation.

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## What we're reading

### **Womanliness as a Masquerade (1929) - Joan Riviere<sup>1</sup>**

Riviere, a student of Sigmund Freud, delves into the case of one of her patients who behaves strangely at her job. After being acknowledged for her good work, the patient acts 'hyper feminine' and flirtatious towards her male co-workers. Riviere links the behaviour to a psychological fear of revenge after 'castrating one's father' because achieving any success in a male dominated field as a woman, according to Freud and Riviere, is a psychological attack on one's father. A perfect read to huddle up with in front of a cosy fire.



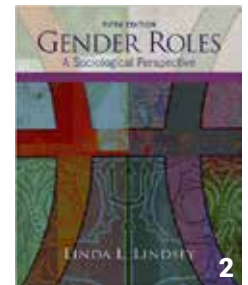
1

### **Can't Buy My Love (1999) - Jean Kilbourne<sup>2</sup>**

This book gives insight into the shocking relationships and motivations between advertisers and broadcasters and how they view and manipulate people. A must for any book club list.

### **Gender Roles: a Sociological Perspective (2005) Linda L. Lindsey<sup>3</sup>**

A succinct but comprehensive overview of contemporary theories of socialisation. Lindsey discusses the impact of media on gender and writes that television and its content is most influential because of its omnipresence and daily integration into our lives. She explores the statistics of those who create our (Western) popular media as well as how women and marginalised groups are represented within it. Perfect reading for a long train journey.



2

### **Pop Art: a reactionary Realism (1976) – Donald Kuspit<sup>4</sup>**

In this text Kuspit critiques of the movement of Pop Art as one that mimics rather than subverts, that glorifies consumerist ideals, and fails to create a deeper dialogue with the viewer about the systems it claims to critique.

### **Unbearable Weight: Feminism, Western Culture and the body (1993) – Susan Bordo<sup>5</sup>**

In this text she explores the relationship between eating disorders, advertising and popular culture. The perfect gift for someone special.

### **Gendered Lives (1994) – Julia Wood<sup>6</sup>**

An in-depth look at how masculinity and femininity is shaped by media. We particularly enjoyed the chapter on gendered media which highlighted how certain aspects of our society are pathologised and misrepresented or ignored completely from western popular culture e.g.: menopausal women.

### **Gender and Pop Culture (2014) – Adrienne Trier-Bieniek and Patricia Leavy<sup>7</sup>**

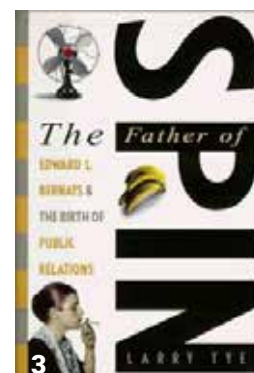
A brilliant and sassy reader, compiling texts from a range of authors to give an in depth introduction to the relationship between gender and popular culture.

### **Dialectic of Enlightenment (1972) – T. Adorno and M. Horkheimer<sup>8</sup>**

A heavy read for when you are in the mood for some serious mind expansion. We enjoyed the last chapter The Culture Industry: Enlightenment as Mass Deception where the authors theorised that our (Western) culture can be summarised as having been created to ensure we are good consumers which can then be sold to back to the culture industry. Classic stuff!

### **The Father of Spin (1998) – Larry Tye<sup>9</sup>**

A biography of Edward Bernays, Sigmund Freud's nephew, who changed the face of advertising and arguably the modern world, by drawing heavily on his uncle's theories of the human psyche. Going somewhere warm for the winter? Take this book along. It's the perfect beach read.



3

## What we're watching:

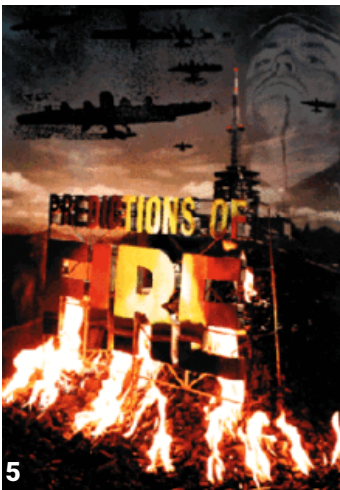
### On the big screen



#### **Miss Representation (2011)<sup>10</sup>**

A documentary exploring the under representation of women in positions of power within America.

In particular within Hollywood. Perfect for your girls night. Scratch that, any night.



#### **Predictions of Fire (1996)<sup>11</sup>**

A documentary studying the NSK art collective founded by band, Laibach. Featuring some illuminating commentary on how to be subversive by Slavoj Žižek.

### On the electronic babysitter



#### **Mad Men (2007-2015)<sup>12</sup>**

A hit TV drama that gives viewers a glimpse of what ad agencies from the 1960s might have been like. Filled with tons of smoking, drinking, misogyny, racism and raunchy sex scenes. Our favourite quote: "Freud, you say. What agency is he with?" – Don Draper: Season 1, Episode 1

#### **Suzelle DIY (2014-Present)<sup>13</sup>**

Our favourite YouTube star is finally bringing her web series to our TV screens. Suzelle's hopeful, ditsy DIY antics will have you feeling less of a screw up for not having an exciting love/social life as well as teach you some great home improvement skills.

#### **The Catherine Tate Show (2004-2015)<sup>14</sup>**

A comedy sketch series written by Catherine Tate and Aschlin Ditta. The show, starring Tate, sees her adopting a range of hilarious characters and get-ups. Our favourite is Elaine Figgis, a middle-aged woman who is unaccomplished in the field of being a "good woman", although she desperately wishes to fulfil her duties. In the skits she marries a man on death row, whom she has never met and with whom she has only communicated through letters.

## What we're listening to:



#### **Spectre (2014)-Laibach<sup>15</sup>**

The band's latest studio album keeps true to their autocratic, militaristic style while making us think, is this all transgressive? Our top song – The Whistleblowers

#### **Our Grandmother's Skin Care Advice**

"Back in my day there wasn't as much pollution in the air. I never had a pimple in my life. The only product I have ever used on my skin is water."

#### **Our Grandmother's Superstitious Warnings**

"If you wear a ring on that finger you will never get married!"



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# TIPS FOR THE TRAVELLING TARGET

Our resident travel blogger **Emily Bulbring** has scoured the planet, her brain and the internet for the best advice for women travelling alone. This is what she came up with.

## 1. Leave your itinerary with someone back home<sup>1</sup>

Make sure at least one person knows your travel plans. This way, if you get kidnapped or murdered they'll be able to narrow things down as to when and where. It also makes it easier to get in touch with you should your phone die.

## 2. Regularly check in with someone at home<sup>1</sup>

Schedule to chat (send a text) to a friend or family member at the same time daily. If you forget, they will know to start searching for your body. It's probably best if this person is different to the person who has your itinerary because you don't want to put all your eggs in one basket (in case they are murdered or kidnapped back home – crime doesn't only happen abroad).

## 3. Travel light, pack only essentials<sup>1</sup>

Running away from kidnappers, murderers and bad guys is much easier when you have less to carry.

## 4. Store your valuables in a tampon box<sup>1</sup>

Better yet wrap them in a used pad. No one will ever look in there.

## 5. Disguise yourself as a local<sup>2</sup>

Yes, cultural misappropriation is bad but the internet says it will stop you getting a lot of unwanted attention.

## 6. Wear a fake wedding ring<sup>1</sup>

Nothing stops unwanted advances from pushy men like having them know that you are already another man's property.

## 7. Wear a one-piece bathing suit (maybe a wetsuit if you have one) under all your clothes<sup>1</sup>

This makes your body all slippery and un-gropeable/ungrabable. I'm actually just going to use this tip all time.

## 8. Carry a weapon!<sup>1</sup>

Pepper spray, a whistle (seriously internet?), pointy objects – all effective light-weight safety measures.

## 9. Bring emergency contraception<sup>1</sup>

Because even if you are not planning on having sex...you never know.





### 10. Always pretend you are travelling with someone<sup>1</sup>

Ordering room service for two people (even though it is expensive), talking to an imaginary husband on the phone and assuring intruders and kidnappers that your friends will be right back and you will be sorely missed from the travelling party are all great ways to keep safe.

### 11. Leave a DO NOT DISTURB sign on your door and the TV on in the room<sup>1</sup>

Nothing scares away bad guys like a door sign and wasted electricity.

### 12. Pretend to be besties with all the female employees where you are staying<sup>1</sup>

They will tell you where not to go, unless of course they can sense how fake you are being in which case bring your pointy objects and write strongly worded messages to management from the dungeon your kidnappers/murders are keeping you in.

### 13. Wear headphones but don't listen to any music<sup>1</sup>

This way you can eavesdrop on everyone's conversations and avoid chatting to anyone. Also, it alerts thieves that you might be carrying an expensive music players or cell phone so you'll have an opportunity to practice using your "safety measures".

### 14. If you get lost, don't let anyone know you are lost...<sup>2</sup>

It will blow your cover as a local and thus draw unwanted attention. If you need to check your map, dive under a café table, into a bush or under an old women's long flowing skirt.

### 15. Don't run out of petrol when driving in a dodgy area.<sup>1</sup>

This rule applies when travelling abroad as well as to everyday life.

### 16. Always squeeze into train cars with other people in it<sup>1</sup>

And try and sit next to other women because they can't possibly be criminals and in that way you will be safe, even if you do squash their groceries with you bum.

### 17. Don't drink too much<sup>2</sup>

Your imaginary husband and travelling companions can't order you a cab home, hold your hair back or buy you snacks. Also, you will be less likely to maintain your cover as a local if you are outrageously drunk and screaming your national anthem.



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***Haba Haba  
Huber!***

A woman with her hair pulled back, wearing a white towel, is sitting in a wooden sauna. She is looking towards the camera with a slight smile. The background is the interior of the sauna, showing wooden walls and benches.

To stand a chance of winning, spot the differences in the images and submit your answers to [hothuberwinter@huber.co.za](mailto:hothuberwinter@huber.co.za).

# Challenge 1



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# Challenge 2





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## Stars in our eyes

### **CANCER** (23 June-23 July)

The stars say your success this month depends on your ability to balance your emotional interests with your professional life. Balance, smalance. Do you! Work or family? Who cares? Follow the plans you have made with confidence, without being hindered and distracted by the concerns of others.

### **LEO** (24 July-23 August)

Personal growth and development are at your fingertips this month. It is an excellent time for you to review the happenings of the last few months to improve and advance yourself ... or not. Improving yourself seems like hard work. You can just relax on the couch if you want.

### **VIRGO** (24 August-23 September)

This is the time for you to shine in your professional life. Stay true to the goals you have set yourself and know that you are capable of travelling the career path alone. The haters will say that you are not leading a balanced life because you have chosen your career over your home life...They are idiots.

### **LIBRA** (24 September-23 October)

This month, hard work and persistence will yield favourable results. Success is inevitable. Yup that's about it. You go girl!

### **SCORPIO** (24 October-22 November)

Movements of Saturn and Mars will affect your professional life and will impact your health. That sounds hectic. The stars also say that your career will be at the centre of your focus this month but it seems like they forgot your health and wellbeing is in peril. Maybe you should take a holiday.

### **SAGITTARIUS** (23 November-21 December)

Planetary movements do not favour family and emotional stability this month and domestic issues that arise will linger for coming months. Seems like a good time to ditch all human companions and buy inflatable ones. You really don't need all that drama in your life.

### **CAPRICORN** (22 December-20 January)

The planet Saturn will improve your vitality and personal allure this month. This will probably attract a lot of unwanted attention from the opposite sex. Carry pepper spray and wear your Hallucijenny.

### **AQUARIUS** (21 January-19 February)

Your confidence levels will be low this month. You should go with the flow and be accepting of the advice from others unless they say really dumb stuff in which case go with your gut.

### **PISCES** (20 February-20 March)

Career should be the last thing on your mind this month (What is this the 1920s?) Domestic concerns will be your priority and compromises will be necessary to enable you to move forward with your life ... Maybe don't listen to the stars this month... They seem to have regressed a few decades.

### **ARIES** (21 March-20 April)

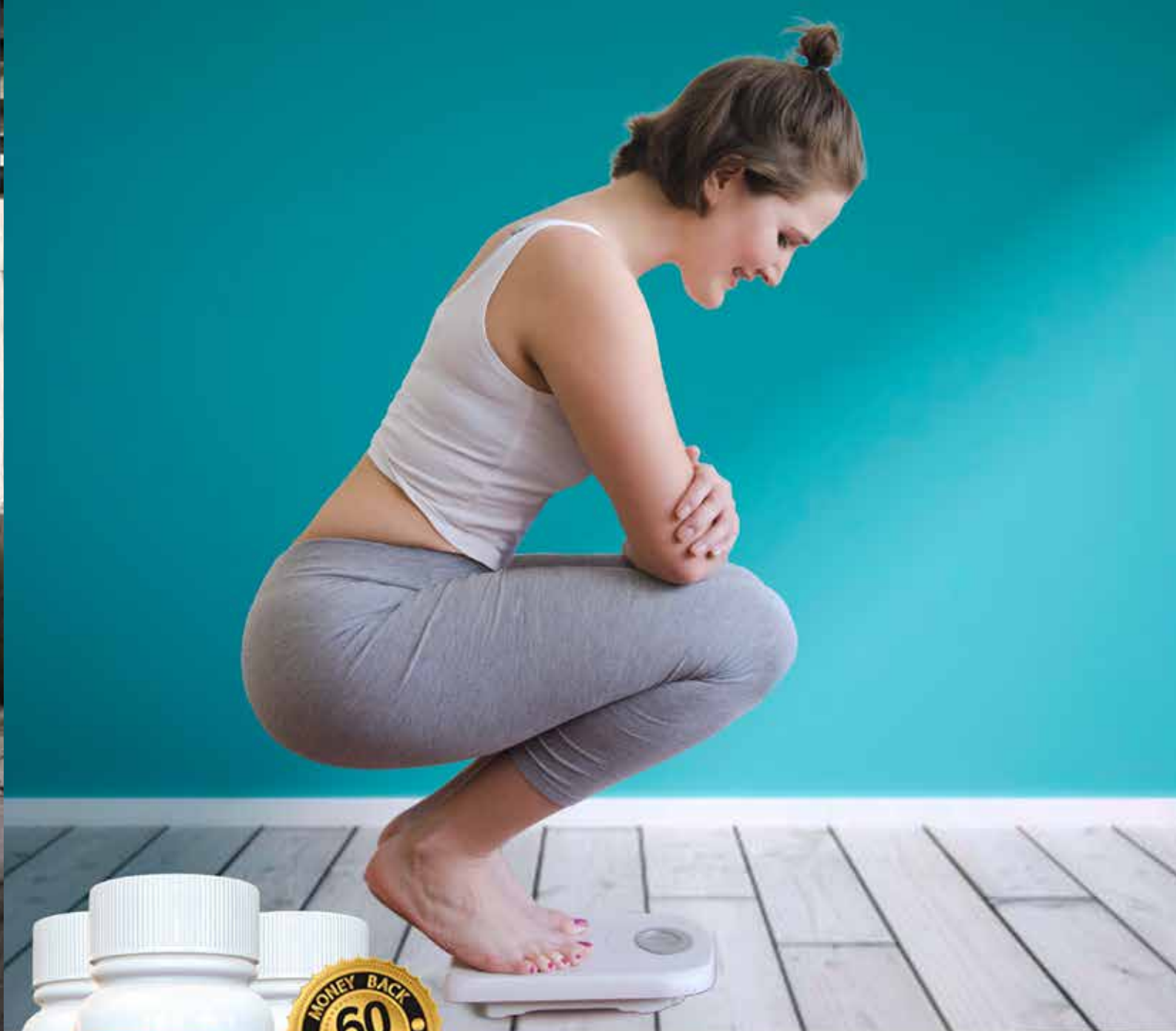
Issues of the heart will rule your life this month. But try to aim for some balance in your home and professional life ... The stars seem to be all about trying to do this and trying to do that. You can do and have it all Aries!

### **TAURUS** (21 April-21 May)

This month your family will dominate ... Unless you don't want them to in which case you should run far away! The heavens indicate you will do very well in any athletic endeavours you choose to take up this month so ...

### **GEMINI** (22 May-22 June)

Expect tough challenges in your professional life. Opportunity for intellectual and academic growth is on offer due to Saturn's influence ... Doesn't sound too bad. Blah, blah, blah ... balance.



## Become a Slimmer, More Sexy You!

Imagine yourself becoming slimmer and getting in shape. Any doctor or dietitian will tell you that in order to lose weight, you have to reduce caloric intake, eat nutritious foods and exercise regularly. Losing the extra pounds will not only make you feel better, but you will also look better.

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