



TOFFIE

FOR US POP CULTURE IS EVERYTHING THAT IS DA SHIT!

Toffie is bringing you the best of popular culture. From international speakers about fashion, sneakers, music and magazines to workshops about circuit bending, screen printing and vinyl toy design. Also an exhibition of the best in local and international graphic design, world champion BMX and skateboard riders and a mad dress up party with Van Coke Kartel, Dorlog Frankenstein, Argentinian electro rockers Manta Raya and a surprise international act.

DAY 1

FRIDAY 26 MARCH -
A HANGOVER, WITH LAUNCHES, BMX SHOWS,
SKATEBOARD RIDERS, DJ'S, FOOD AND DRINKS!

Registration starts at 13:00

- 13:00 – Exhibition open
- 14:00 – Afro magazine launch
- 15:00 – Them and Us launch
- 16:00 – MK Bruce Lee issue 6 launch
- 16:30 – Screening of best SA music videos
- 17:00 – Channel O Loco Joe issue 3 launch
- 17:30 – Goodwill Lopez magazine launch
- 18:00 – Screening of Fokofpolisieker movie
- 18:00 – Fokofpolisieker lyrics book launch
- 19:00 – Fokofpolisieker acoustic performance



DAY 2

SATURDAY 27 MARCH -
MAINLY TALKS, LUNCH, SHOPPING, TALKS,
WORKSHOPS, BRAB, PARTY DAY

- 10:00 – Peet Penarr
- 11:00 – Wynand Myburgh
- 11:30 – Shawn Carboy
- 12:30 – Break (DJ Hero Championship semi-finals)
- 14:00 – Sean Saylor
- 15:30 – Kim Jones
- 17:30 – Workshops
- Southern Comfort/Jack Daniel Dress-up Party (see dress-up)
- 21:00 – DJ George Manta
- 22:00 – Manta Raya
- 23:00 – Dorlog Frankenstein
- 23:30 – Van Coke Kartel
- 00:30 – Surprise international act

DAYS

SUNDAY 28 MARCH -
HANGOVER, WIN, TALKS AND SAYING GOODBYE DAY

- 10:00 – Announcement: Winner of the best party outfit
- 10:30 – Fly on the Wall
- 11:00 – Jorge Alferete
- 12:30 – Break (DJ Hero Championship Finals)
- 14:00 – Them and Us
- 14:30 – Siggi Egertsson
- 16:00 – The End



DRESS UP

THEME: DISEASES

The idea is that we want everyone to show off their design skills. Come as "yellow fever", "chicken pox", "bi-polar", "hepatitis", "elephantitis" any disease you can think of.
Tips: Start working on your outfit before the festival. Work in a group. "Go over the top in extreme" – Richard de Jager

The best dressed person/group will win a prize and a free ticket to next year's festival.

Check www.thepresident.co.za/virus for more dress-up ideas
NB: NO DRESS-UP – NO ENTRY TO THE PARTY



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 STABITO

EXHIBITIONS

FRIDAY – SUNDAY

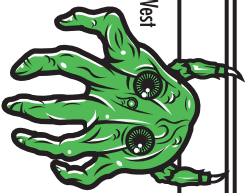
Nacho Gil
The President
Disturbance Studio
The Curators
Jorge Alderete
Brant Botes
Kronk
Them and Us



SHOPS

FRIDAY – SUNDAY

Weekend Special selling David West
280P
Richard de Jager – PWHOA
Familia skateboards
Tofroy
Tofife pop-up store



Bring some extra cash as there will be amazing shops selling limited edition stuff that you will not find anywhere else.

WORKSHOPS

SATURDAY 27 MARCH 17:30

Vinyl toy workshop by Kronk (R300 incl. a Munny)
Circuit bending workshop by Maria Raya (R300 incl. an electronic instrument)
Magazine workshop by Peet Pienaar (R50 incl. a magazine)
T-shirt silkscreen workshop (R200 incl. a t-shirt)

Please book for the workshops before the event as space is limited to 30 per workshop.
toffe@thepeet.co.za



SPEAKERS

IN ORDER OF COOLNESS, NOT :)

SEAN SAYLOR
Sean is Vice President of Creative for MTV International.
SHAWN CARBOY
Shawn is a sneaker designer at Nike SB in Portland, USA.

FLY ON THE WALL

Young director Bryan Little and producer Filipa Domingues have made numerous short films, music videos and recently the Fokofpolisiekar movie. Their documentary Fokofpolisiekar "Forgive them for they know not what they do" won the Audience Award for Best Documentary at the Encounters Documentary Festival 2009. www.flyonthewall.co.za

KIM JONES

Kim is a British menswear designer who has developed a cult following for his refined, casual clothing. In 2008 he was hired as Creative Director of British men's luxury goods brand Alfred Dunhill. His injection of modernity into a heritage brand is proving an exciting formula at Dunhill. Alongside his own collection Jones has designed and worked for a variety of companies, including Uniqlo, Topman, Umbro producing Umbro by Kim Jones, Mulberry, Louis Vuitton, Hugo Boss and Lebergh. Kim has contributed both as Stylist and Art Director for magazines including Dazed and Confused, Arena Homme Plus, Another Magazine, the New York Times T Style magazine, 10 Men, V Men, i-D magazine, Numero Homme and Fantastic Man. He has also contributed womenswear styling for V and POP magazines. The Face magazine had him as one of the top 100 influential people in fashion, at number 20.

PEET PIENAAR

Peet is Creative Director at The President, a South African design and publishing agency with offices in Cape Town and Buenos Aires, Argentina. www.thepeet.co.za

JORGE ALDERETE

Jorge has worked as an independent animator for MTV Latin America and Japan and Nickelodeon Latin America and Brazil. He is also the co-owner of the independent record label Isatomic Records, that specialises in instrumental rock. In 2006 he opened Kong, the first design store and gallery in Mexico. From 2006 he is the curator of the Terraza space in the Cultural Center of Spain in Mexico. Currently he mostly works as an illustrator for different publishing and media ventures all over the world. He works in his lab at Mexico City. www.jorgealderete.com

RICHARD HART

Richard will be presenting his collaboration project "Them and Us". He is the founder of Disturbance Studio in Durham. Disturbance is a graphic design studio comprised of 5 designers, 1 finished artist, an MD and 3 support staff. The studio boasts a small photographic studio, a kai pond, a water cooler and parking for 7 cars. www.disturbance.co.za

WYNAND MYBURGH

Wynand has been involved in the South African music industry since 1999. His two main music projects Fokofpolisiekar and Van Coke Kartel have won multiple awards and are seen as pioneers in the South African music scene – not just musically but also in their marketing and visual approach. He has been involved with strategic launch campaigns, organising major tours, events and toured through-out South Africa, England, Belgium, The Netherlands and Argentina with his bands. www.vancokekartel.co.za

SIGGI EGGERTSSON

Siggi is an illustrator. He likes to draw portraits, animals and landscapes, but he also makes other things. He likes to create typefaces and do a bit of graphic design as well. He was born in Akureyri, a small town on the north coast of Iceland in 1984. He did an internship at Karlssonwalker in New York after studying graphic design at the Academy of Arts in Reykjavik. In 2006 Print magazine selected him as one of the 20 brightest design stars in the world under 30 years old. He now lives and works in Berlin. www.vanillusoft.com

BOOKINGS

Bookings
Tickets are R680
toffe@thepeet.co.za

Sign up for our newsletter at:
www.toffe.co.za

