# adidas Originals welcomes Johan Venter as new AREA3 Manager

Johan Venter is the new manager of AREA3 and an all round friendly and multi-talented guy with his fingers deep in the Johannesburg social pot.

[adidas Originals](http://www.adidas.co.za/originals) asked him some questions on what he thought he would be growing up and where the best places are to hang out in The Maboneng Precinct.

Make sure to pop into [AREA3](http://www.area3.co.za/) when you’re in the area and say hi to [Johan](https://twitter.com/womenwhokill), and how about you use some of the intel below as conversation starters …

**AREA3: You’re not originally from Joburg. Tell us a bit about how you arrived in the bustling city.**

Johan Venter: I grew up in surf city of Durban, then after graduating from UKZN moved to Cape Town to earn my stripes for four years and made the move up to Johannesburg beginning 2013. It was a way smoother transition than I ever thought possible. I guess one could say it’s the natural progression of crawling to walking and then running.

**A3: Kids dream of being a lot of crazy things when they grow up. What did you want to be when you were ‘big’?**

JV: Haha! This is amazing! My mom actually has a little black book of sayings/dreams/wishes/things I wanted to be when I grow up. I never knew she kept it until a few years ago. Seems images speak louder than words and there is photographic evidence of me as the fifth Ninja Turtle, Superman (red underpants over jeans and cape intact) and even Michael Jackson (Dangerous era); I practiced the Moonwalk and wore my white glove everyday. My parents weren’t too impressed when I went through my Mowgli (Jungle Book) phase when I wanted to be naked all the time though.

**A3: And now you’re the AREA3 Manager. Congratulations! What is your favourite thing about being a part of this initiative and of a brand such as adidas Originals?**

JV: Whoop whoop! Being part of the adidas family is definitely still sinking in. My favourite element is definitely getting the lowdown on new product and collaborations. AREA3 being an ever-evolving space gives me the capacity to enlighten people about this. Curious people are my absolute best, it might be because I absolutely need to know everything about everything, so it makes me smile when people – local and international – take a stroll and look at the exhibition, sit down and watch the [adidas Originals Unite Joburg featuring Danny Brown](http://www.area3.co.za/videos/unite-joburg-video-danny-brown-in-south-africa/) video documentary …  then come up to me with the biggest smile saying how much they love AREA3 and wanting to know what to expect next. AREA3 really does unite people, even if it’s just for a few minutes.

**A3: In this day and age, parents often don’t understand the industries their kids work in … What does your mother think about what you do?**

JV: Parents just don’t understand. With music it took years and years of convincing … For Mom and Dad knowing I eat regular meals definitely helps put their minds at ease. I actually think they gave up on understanding all the new job titles that exist today but they’re extremely stoked about AREA3 and everything it entails. I have to add that my gran is absolutely delighted.

**A3: You’ve always been involved in the music scene starting from your roots in Durban. What’s your involvement like these days now that you’re in Joburg?**

JV: I’m definitely still deeply involved. I think it’s one of those things that become part of who you are and can never shake. I play shows regularly, collaborate with friends, and search for new talent and sounds. I’ve actually teamed up with friends (Andile and Fuzzy Slippers) and had our first of many monthly events LOW at And (Alex Theatre) the other night, which was amazing! And judging by attendees, friends, owners (and police) – it was a huge success.

**A3: Are you a musician as well or do you just enjoy being part of the support system for the scene?**

JV: I am a musician // producer // remixer // DJ // collaborator // fan // friend. Wait … I guess you can now add event coordinator // thrower of parties … ?

**A3: Being part of the adidas Originals family means you’re meeting a lot of exciting people. Who are some of the most inspiring you’ve met so far?**

JV: In a scene or industry where inflated ego’s run wild it’s so refreshing to find and know people who choose to rather put their work before their mouths. Castro ([Makhosonke Nkosi](https://www.facebook.com/makhosonke.castro)) is probably one of the nicest, humble and most down to earth people I’ve met in ages. He oozes style. [Anthony Bila](https://twitter.com/AnthonyBila) is also on some other level with his photography. He just knows how to capture that perfect frame of emotion. [Christian Tiger School](https://twitter.com/CHRSTN_TGR_SCHL) … These guys are just amazing. They have achieved so much in such a short amount of time they have been around, but they are so down to earth and have to strike up a convo with anyone. Did I mention they’re playing SXSW this year?

**A3: The [Maboneng Precinct](https://twitter.com/mabonengevents) is a really close knit community. Having spent lots of time in and around the precinct as well as AREA3, what are some of your favourite places to hang out in?**

JV: Thanda at Uncle Merv’s is my new best friend. Whenever he sees me, he knows it’s time to fire up all engines of his coffee machine. Not a day goes by that I don’t get my Flat White fix. The Chalkboard Caféhas pizza! Eat Your Heart Out has amazing vegan/vegetarian food and the perfect smoothie to soul your after the above mentioned pizza. I really love Little Addis. The friendliest people you will ever meet whose life goal is you rolling out of their shop. The Living Room is a must if you need to disconnect from the rat race … just make sure you have a spare hour or four. Any one of Blackanese’s JamJar to end off a crazy day is a must … And all you can eat sushi on a Tuesday! If you’re looking for a good laugh on a Sunday, PopBox is the place. Hosted by Goliath&Goliath you are guaranteed to leave with a 6 pack. StudioStudio is another rad little creative spot just up the road where you’ll always find familiar faces shooting a commercial or music video, portfolios, brainstorming or just hanging out.

**A3: What’s your favourite item of adidas Originals clothing?**

JV: I love Originals’ collaborations with Barbour, NIGO (bape), Rita Ora, The Farm Company, Jeremy Scott and the much-anticipated collab with Kanye West. The 84-Lab Spring/Summer range is just incredible. The above collabs are amazing and prove that adidas are constantly pushing the envelope! Definitely feeling the ZX 8000, ZX5000 RSPN, Tech Super right now – all three are extremely easy on the eyes and crazy comfortable.

**A3: What does ‘style’ mean to you?**

JV: Style is everything. It says everything about you without having to say a word. It isn’t just the way you dress but how you carry yourself. Your walk, the way you talk, gestures … Style and confidence go hand in hand. Style should come easy and naturally, it isn’t something that can be forced. Clothes should be an extension of you and your mood. In a nutshell: Style = Individuality

**A3: You’re a networker of note. Do you have a trick when it comes to remembering people’s names or is it easy for you?**

JV: I’m more a visual person, faces I can recognise from a mile away, but I used to be horrible with names. Until a very good friend of mine (not mentioning any names for professional reasons) taught me this little trick … When you meet someone for the first time, shake their hand, make small talk/get them to tell a joke or talk about the weather. This will give you about 7-10 seconds to repeat their name in your head over and over … Paul, Paul, Paul, Paul, Paul, Paul, Paul, Paul … So if I we’re deep in conversation and I go all blank faced, it’s okay I’m just remembering your name …

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