Roanne Brainin and Yonit Blumenthal with some of their art to be exhibited.

Teachers swap blackboards for easels

Amanda Watson

Orange Grove: Mixed media and sculptures on canvas are not an everyday occurrence in the art world.

These unique creations have earned Roanne Brainin and Yonit Blumenthal an exhibition at the Artistic Innovation Gallery in Eastgate shopping centre.

Brainin and Blumenthal met when they started teaching together at King David primary school in Linksfield. Born and educated in Johannesburg, Brainin qualified as an art teacher at the Johannesburg College of Education, while Blumenthal came to South Africa from northern Israel after studying teaching there. A close friendship developed between the two women and when Brainin's sister-in-law bought some artworks last year, the two friends were inspired to create something unique for their own homes.

"When friends saw what we were doing, they asked us to create some for them and so RY YB Art was born," said Brainin. The exhibition runs from April 27 - May 8.

Contact details: Pam at Artistic Innovation at 011-616-6113 or 082-447-6727.

Welcome to unique 'sculpture on canvas'

STORY AND PHOTOGRAPH BY SARAH KARIV

ALTHOUGH there may a perception that painting is "a glamour industry", there are plenty of "wannabes", but very few who truly succeed at turning their hobby or passion into something commercially viable.

Roanne Brainin and Yonit Blumenthal have, in a relatively short space of time, done just that. Their artwork, which retails under the name 'RYB', is being displayed in shops and galleries throughout South Africa.

The art is abstract and is described by Brainin as "sculpture on canvas".

"We didn't want to be copycat artists," adds Blumenthal, knowing that the 3D aspect of the art gives it a distinctive 'new' look. As to how the effect is achieved, Brainin says: "That's our trade secret." But both admit that "it took months of experimentation".

Most of the RYB work is "décor art", designed for trendy, stylish homes and the two often work with interior decorators to create art that complements a room. In a room with modern furniture, "you just couldn't see an oil painting", says Blumenthal. And indeed, abstract art presents a fitting alternative.

Yonit Blumenthal (left) and Roanne Brainin with a piece of their artwork.

Their pieces range in size. Some of the larger ones are several square metres, and can be displayed in sets in a stairway. More commonly, clients want "designer squares" - a set of smaller works, which form an image when hung together.

"That 'broken look' is very in now," says Brainin.

Blumenthal and Brainin met at King David Linksfield Nursery School where they both teach. In teaching as well as in art, they feel they are "very in touch with each other", and work together on each piece.

Although both are "very passionate teachers", each has a long-standing interest in art. Brainin did art for matric and specialised in art teaching when she was at the Johannesburg College of Education (JCE).

"You never ever look at your watch when you're painting," says Brainin, for whom art is a tonic. Blumenthal has been doing ceramics and sculpture for many years.

Both artists are married with children. Blumenthal hails from a kibbutz in northern Israel, but her husband is South African.

The success of the RYB range has surprised its creators. "We decided to test the galleries and were overwhelmed by the response." In fact, "as soon as people started seeing it they started buying it". Their art pieces have found homes as far as Washington DC, Australia, Switzerland and Spain.

* View RYB art at the Art Now shop in Sandton Square, the Lisa King Gallery in Cape Town, the Bakos Brothers shops, Artistic Innovations in Eastgate, ALTernatives in the Rosebank Mall and other selected shops and galleries.

House of Isis Gallery

WHEN YOU go to the Village Walk in Sandton, be sure to visit the Isis Art Gallery in shop U10, the upper level. On show are a variety of contemporary and modern art and Shona stone sculptures from Zimbabwe.

Jewish artist Derek Bernstein paints powerful healing abstracts. His work represents the merging of the primal and spiritual aspects of human nature. Critics have compared his work to the paintings done by the ancient tribes of South America, the Aztecs and the Incas.

This influence is largely due to his five year stay in Sao Paulo, Brazil. His works at the Isis Art Gallery are being bought by European buyers from Switzerland and France.

Also on show is RYB art, a design concept made up of individual blocks that compliment each other and can be arranged in a number of ways to suit the space and individual tastes. They are made of wood and finished off with ceramic designs such as spirals and geometric shapes. RYB Art is the brainchild of Roanne Brainin and Yonit Blumenthal, two creative Jewish artists adding sophistication to homes around South Africa. They are hands-on artists and they will come into your homes and match the designer blocks to the interior space.

Prints of the old masters available on order. Seen above - Renoir.

Many more talented artists can be found on show at the Isis Art Gallery including Zambian painter Stanley Mawelela, who paints shebeen scenes and Jozi restaurants and Mozambican artist Arlindo Maunde. Arlindo's works depict the life of the African mother and child and are painted in lots of texture and oil colours.

For the Art lover there are also prints by the Old Masters such as Picasso & Van Gogh and newer works by Modigliani & Klee.

Forthcoming events at Isis Art Gallery

Two man show: works by Derek Bernstein and

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Sandton Chronicle
Voice of our community

Roanne Brainin and Yonit Blumenthal stand proudly in front of one of their unusual creations at the Intercontinental Sandton Sun and Towers.

Art goes intercontinental

Michelle Loewenstein

Sandton Central: A pastime has turned into a successful business for two creative women.

Roanne Brainin and Yonit Blumenthal of RYB Art now have their creations on show at one of the most prestigious venues in South Africa, The Intercontinental Sandton Sun and Towers.

"We exhibited our art here at last year's Women of the World function. We were then approached by the general manager of the hotel," Blumenthal explained. "We started this as a hobby and only started doing this full-time this year."

The two artists are delighted to be exhibiting at the Sandton Sun.

"It's an accomplishment to be hanging here. We will hopefully get nice leads from people attending functions," Brainin enthused.

While their studio is in Observatory, their art is making its way around the country, and even the world.

"Our art is being displayed in Rosebank, Eastgate, Cape Town and Durban. An agent is also looking at selling our art in Australia," Brainin said. "We've come up with a look that is quite different. We use various textures and colours. However, we tend to go for more earthy tones. We've grown a lot this year," Brainin said.

● RYB Art can be contacted by e-mailing: yonit@icon.co.za

Face to face

A glimpse into the professional lives of some of South Africa's decor and design personalities.

Text **SVENJA GERNOTH**

Roanne Brainin and Yonit Blumenthal

Ryb Art

Roanne Brainin and Yonit Blumenthal are self-taught artists who met ten years ago while teaching at a private school in Johannesburg. The duo started off by creating art as a hobby, but soon realised that in order to grow as artists they needed to commit themselves full-time to this exciting industry. "We found ourselves at a crossroad and took a leap of faith by making the decision to leave our jobs and fulfill our dreams," explains Roanne, who graduated with a higher diploma specialising in art from J.C.E.

Yonit on the other hand has been working in ceramics and clay sculpting for the last 20 years and has had the privilege of studying under some renowned South African ceramicists. "We believe that the key to success is discipline and hard work – if you want to achieve the goals in your life, you must focus your attention on them and use every day productively," encourages Yonit. In terms of the company's achievements, Roanne says that they are very proud of being commissioned to do the artworks for the Sandton Sun boardroom, Tracker's new offices, NUMSA, Nedbank's head office, Standard Bank and most recently all the artworks found at Kupferquella – an upscale resort in Namibia.

This power team hopes to grow its business by continuing to create innovative and exciting art, providing exceptional service and transforming each client's home or office into beautiful and exciting living or work spaces.

Tyrone Selmon

Finders Keepers

Tyrone Selmon, founder and creative director of Finders Keepers, has always had a love for transforming the unappealing into something beautiful and learned about basic home staging from his mother.

Initially opening a small shop in Bredasdorp, Tyrone was persuaded by current business partner and friend, Lizette Liebenberg, to move his operation to Paarl where the duo rapidly built up a reputation as purveyors of all things fabulous and decadent. With a keen eye for a good thing their now third business partner, Heidi Raymer, then persuaded this treasure hunting duo to open up in the Willowbridge Lifestyle Centre in Tygervalley.

Besides running the day-to-day activities of Finders Keepers, Tyrone is working on various other projects such as the compilation of a CD and a Finders Keepers coffee-table book.

"I believe it is integral for a designer to fully understand a client's personal style and lifestyle before undertaking the design of their interior," he notes and adds that Finders Keepers now specialises in projects ranging from the commercial to the residential sectors, including homes in Franschhoek, Paarl and Johannesburg.

Finders Keepers recently opened its latest lifestyle emporium situated over two floors within the Willowbridge Lifestyle Centre – a one-stop interior boutique where one can buy exotic orchids, choose from a beautiful selection of fabrics, select the finest bed linen and so much more.

In true designer global style Finders Keepers is also hoping to take its brand to the world with plans to open in London and New York and of course several more local stores.

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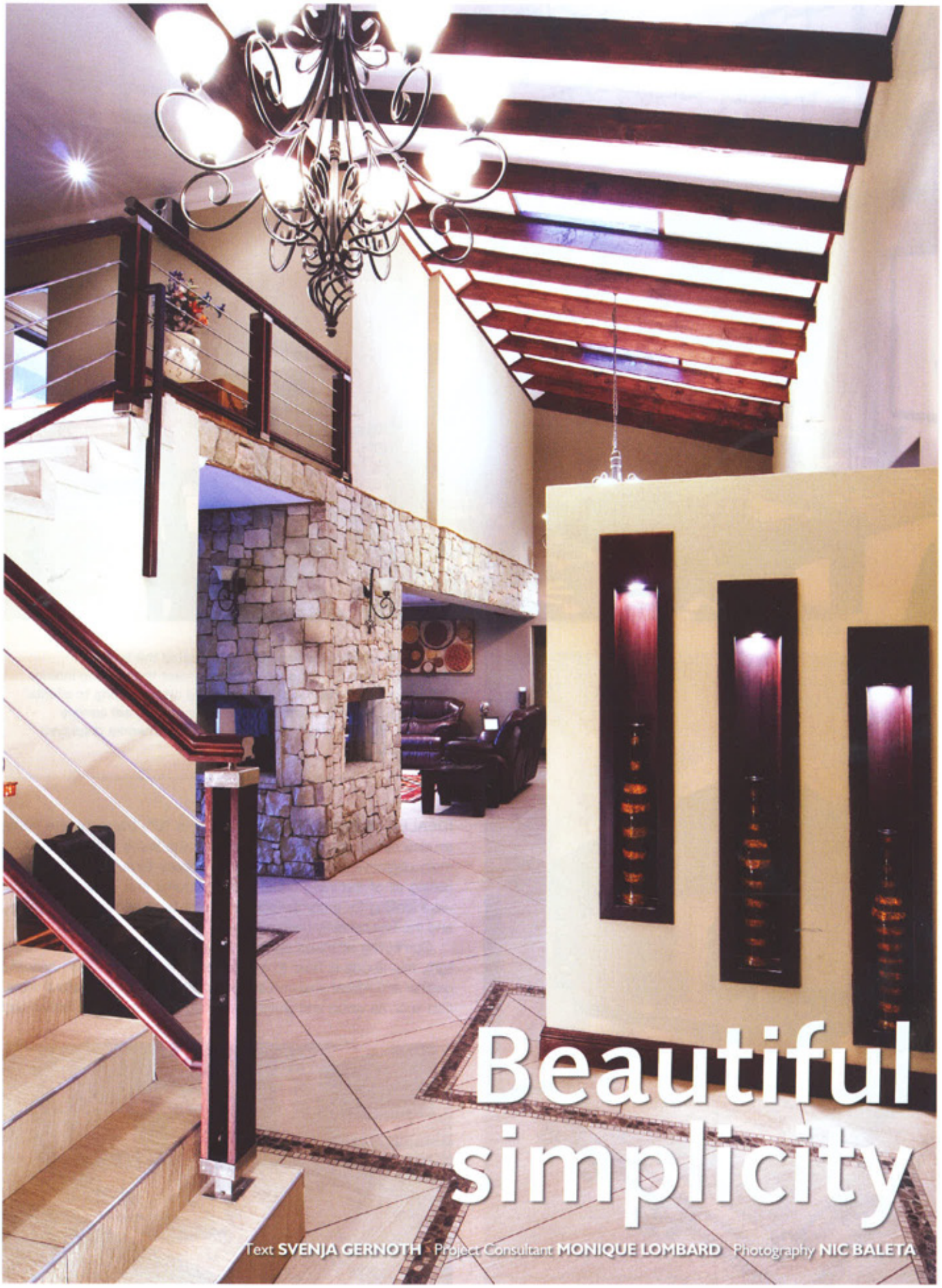

Beautiful simplicity

Text **SVENJA GERNOTH** · Project Consultant **MONIQUE LOMBARD** · Photography **NIC BALETA**

RYB ART 082 447 6727

ABOVE: Ryb Art commissioned and created the beautiful artworks found in this house to complement the existing interior. Offering a free consultation and creating art according to clients' specifications are just some of the company's great service offerings. Ryb Art also has a large range of artworks displayed in its studio.

IDEALLY CREATED IN the shape of a "U", this exquisite home exudes natural comfort and style from the inside out. The owners' main objective was to create easy access throughout the home, uniting all of the living areas and bedrooms in a natural flow. "We were looking for a comfortable and easy-living home," they confirm, and this has certainly been achieved.

Combining effortless spaciousness and an abundance of natural light, this abode is host to simple yet timeless decor with beautiful original and African-inspired art pieces as focal points. Natural materials such as wood and glass, combined with an array of fabrics and

MULTIBRAAI-NOVENT 012 666 9379

ABOVE: Multibraai-Novent manufactured this custom-made non-vented gas fireplace. It is available in mild steel or stainless steel, built-in or drop-in and also as a freestanding model. With a choice of logs, pebbles or glowing coals, this fireplace is the perfect accessory for any modern home and also serves as an eye-catching feature.

an earthy colour palette that incorporates rich browns, burnt oranges, creams and dark reds among others, are found throughout.

The carefully selected furniture is perfectly placed in each space respectively and accented with delightful scatters and throws. The bedrooms are airy and modern with wooden flooring and luxurious bedding and window dressings. Each bedroom reflects the personality of its inhabitant and personalised accessories ensure the ultimate in comfort and privacy.

Large glass sliding doors can open up completely to reveal the picturesque surrounding garden and greenbelt of the estate. The outdoor entertainment area overlooks the refreshing blue swimming pool and water feature, and is often used by the home owners to host lingering lunches and fun-filled barbeques with family and friends.

With an inviting indoor Jacuzzi and luxurious fireplaces in the lounge and bar area – ideal for those cold winter nights – this home encompasses everything a young family could desire and more. It is definitive of classic style, yet simple enough to be nothing but comfortable, no matter which area one finds oneself in.

BEAUTIFUL SIMPLICITY

CONTACTS:

Multibraai-Novent – braais and fireplaces
012 666 9379, info@noventgas.com,
www.noventgas.com

Ryb Art – unique art
082 447 6727, yonit@icon.co.za,
www.rybart.co.za

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RYB ART

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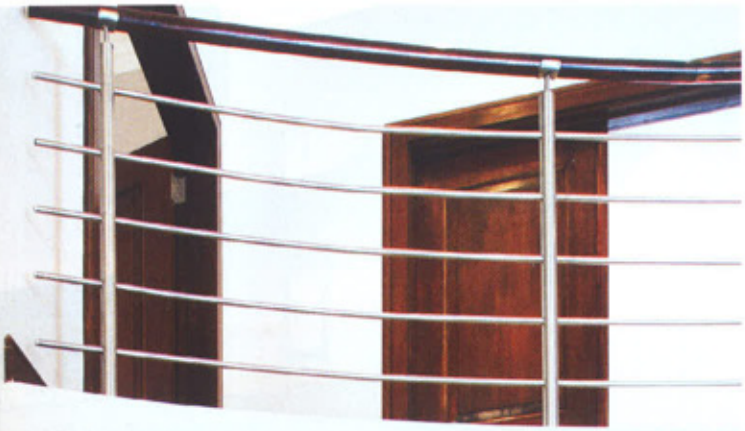
Ryb Art commissioned and created the beautiful artworks found in this house to complement the existing interior. Offering a free consultation and creating art according to clients' specifications are just some of the company's great service offerings. Ryb Art also has a large range of artworks displayed in its studio.



Contemporary lifestyle

Text SVENJA GERNOTH
Project Consultant MONIQUE LOMBARD
Photography NIC BALETA

FLORDECOR 011 463 8770

WITH AN ABUNDANCE of space from the outside in and its convenient location, this busy family was immediately drawn to this beautiful house, and were more than successful at transforming its empty shell into a stylish, personalised and above all comfortable home.

Surrounded by a picturesque garden, the house is an entertainer's dream and its interior perfectly fuses the diverse personalities

RIGHT: Flordecor is renowned for its wide variety of beautiful hand-woven rugs which are manufactured using the finest materials. In this house, contemporary rugs with a silky texture were selected as they exude warmth and give focus to the floor and surrounding furniture. Flordecor is setting trends with new and innovative textures. Visit Flordecor's extraordinary showrooms in Bryanston and Fourways to view its beautiful product range.

of its inhabitants – all the while creating a relaxed flow throughout each space.

Working hand-in-hand with the interior designers of 360 Designs, the home owners embarked on a mission at piecing the home together, selecting the perfect item for each space and not compromising on style and quality.

"We love detail – the smallest things can make the greatest difference," note the owners, and their personal touches can be seen throughout the decor. "We wanted to showcase our gallery passage of family photos and selection of art – and most of the pieces were specially commissioned."

A colour palette of orange, red and green hues is found throughout the decor, and is complemented by the use of rich fabrics,

RIGHT: Using a variety of mediums, Ryb Art created the exquisite art pieces throughout this home. Emphasising form, shape, colour and texture, the art is unique and complements the decor and design of the home. The company's expansive range of art can also be viewed at its studio, by appointment.

RYB ART 082 447 6727

BELOW: 360 Designs was in charge of piecing together the exquisite interior of this home. Using colours such as burnt orange, reds and greens in the dining and TV rooms, the experts also pulled those through into the kitchen and patio areas, creating balance within the home. Wherever possible, custom-designed furniture and appliances were used to suit the owner's specific style and requirements. This includes the services of companies such as Pick a Kitchen, Family Affair and HFX.

360 DESIGNS 082 881 9867

textures and natural materials such as glass and wood. The formal lounge exudes comfort and sophistication with the white leather couch acting as a focal point. The soft rugs placed throughout the home are supplied by Flordecor and add the perfect finishing touch.

The en suite master bedroom is one of four bedrooms in the home and is nothing short of spectacular. Dark tones of brown are enhanced by the use of lighter colours such as the beige found in the bedding and make this room an ideal place for total relaxation and rejuvenation. To thoroughly enjoy our lovely South African weather, this abode boasts an expansive covered patio that carries the same elegant and modern theme as the rest of the home.

The dark wicker chairs, accented by red pillows and a beautiful glass table, are host to many family lunches, and the wood-framed glass stack doors can be opened up completely onto the garden, or closed to create a cosy setting in winter.

The owners' superb taste and style is reflected in all aspects of this stunning home and its relaxed, easy-flowing feel makes family and friends feel welcome from the second they step foot through its contemporary door.

CONTEMPORARY LIFESTYLE

PROFESSIONALS:

360 Designs – interior decorator

CONTACTS:

360 Designs – interior decorator
082 881 9867, devmick@acenet.co.za

Flordecor – hand-woven rugs
011 463 8770, amanda@flordecor.co.za,
www.flordecor.co.za

Ryb Art – artworks
082 447 6727, 082 572 8695,
yonit@rybart.co.za

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swimming pool and the jetted spa bath, and take advantage of the picturesque views of the bush and water. According to the owner, the top level of the home has been designed for the family, providing them with the privacy that they need for day-to-day living.

Each room has its own theme, and this ensures that there is a level of warmth and individuality throughout the residence. Using their own discretion when it came to decorating, the owners produced spaces that suit the style of the house, and maintain and encourage a comfortable and relaxing atmosphere. The family's personal tastes have also enhanced the choice of furniture in the home.

The abundance of natural materials has been accentuated with modern

ABOVE: This artwork, entitled "Designer Blocks", was supplied by Ryb Art. The company commissions artwork using different media, and for this project used a variety of media, emphasising form, shape, colour and texture, to create a striking and visually contrasting piece that complements the decor and design of this modern and stylish home.

LEFT: The design, manufacture and installation of the kitchen, scullery and bar were tasks well executed by Mediterranean Bars. The company manufactured the kitchen cabinetry using stained and natural crown mahogany, with the work surfaces made from 30mm African ivory granite to create a timeless but trendy appeal.

LEFT: Mediterranean Bars was responsible for designing, manufacturing and installing this contemporary and fully functional bar. A combination of stained and natural crown mahogany was used for the cabinetry, with 30mm African ivory granite installed for the work surfaces. With 20 years of experience in the industry, Mediterranean Bars ensures customer satisfaction by providing an outstanding service.

pieces to create spaces that are timeless in appeal. A striking element spanning the height of the home is a feature column that highlights the wonderful use of art within the house. Blocked paintings fill this column from top to bottom, and create a focal point that is eye-catching and contemporary in style.

According to the owner, the bushveld atmosphere and the easily accessible water sports were the main attractions for the family when selecting prime property on which to build their dream home. "The bushveld surroundings, roaming game and tight security create a lifestyle that few can experience, and we feel blessed and fortunate that we have a home here," he says.

CONTACT:
Mediterranean Bars – cabinetry, bars, kitchens
011 917 3380, hester@mediterraneanbars.co.za,
www.mediterraneanbars.co.za
Ryb Art – artwork
082 572 8695, yonit@rybart.co.za, www.rybart.co.za