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SETH ROTHERHAM

Blogging a holiday life

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DOES THIS MAN HAVE THE BEST JOB IN SA?

Meet Seth Rotherham. Urban phenomenon and blogger.
A legend in his own lunchtime. By Simon Hartley.



PHOTOGRAPHY: MORNE VAN DER MERWE

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eth Rotherham (not his real name, but a brand built over eight years) is a fast-rising name in SA. His 2oceansvibe.com scooped blogging awards, from SA's Best Overall, Most Humorous, Most Controversial and Best Entertainment Blog, Best Post and Best Original Writing in 2009's SA Blog Awards.

Seth makes a healthy living from blogging, something that's almost unheard of. But that he lives a life reminiscent of an almost-permanent holiday is what is worth writing about.

His life is one of leisure (sigh, someone got it right). His tag line for 2oceansvibe.com reads "Work is a sideline, live the holiday", and he practises what he preaches. "To be honest, I don't really know the difference between a weekday and a weekend. I get confused, actually," he says languidly. Sponsorship deals with everything from clothing brands to car manufacturers, restaurants and hotels allow Seth to live like he's on vacation.

have something unique." His 2oceansvibe was born eight years ago as a multimedia means of staying in touch with friends, and has since snowballed into a trendy and fiercely loyal online community.

Today Seth is poolside, reclining in the shade of umbrellas marked "Cape Royale Hotel", an establishment that he refers to fondly as his "primary residence". Seth lives in the penthouse of this elegant five-star Green Point hotel (and is unwilling to disclose how he brokered that deal), and one other residence in Camps Bay known to him and his followers as "The Safe House". It's a Tuesday afternoon, which he may or may not know, and so far the day has been typically taxing. "I woke up at seven, naturally, had some breakfast, did the morning headlines [for 2oceansvibe.com], then went for a 4km run along the Camps Bay promenade, and now I'm here.

"In a sense I always have my office with me. Most of my work involves generating content like photos and Twitter updates with my iPhone. I work spontaneously, and that keeps 2oceansvibe spontaneous."

It's hardly surprising then that the allure of Seth's blog is his rare lifestyle. He has no boss, doesn't report to an office, meets glamorous people on a whim, and wiles away his hours at the best locations Cape Town has to offer.

"When I feel like it I can sit down and churn out

"Obviously every now and then I get the odd email telling me I'm an idiot or whatever noun they prefer, but that's going to happen if you have the balls to put your opinion on a public platform. Those kinds of things I just let go past me, and I take on the positive stuff, which I'm happy to say blows the negative feedback out of the water."

Seth says he works tirelessly to remove the shackles of a nine-to-five work day from the wrists of his readers and build his brand at the same time. He's just launched jobs.2oceansvibe.com and 2oceansvibevillas.com.

"2oceansvibe Jobs is really a way of helping people to find a source of income that doesn't make them feel like walking around with their wrists open. I mean, there are seven billion people on this planet, and how many of them are actually living a life that makes them happy?"

So what does the future hold for Seth Rotherham and 2oceansvibe.com? He's excited about the Fifa World Cup landing on our shores – the recently completed Cape Town Stadium dominates the view from his penthouse suite.

Still absorbing the generous Cape Town sunshine, Seth grins as he offers his final words of advice: "Get out of your rut, out of your nine-to-five job, stop phoning, start texting, and live the holiday."

“To be honest, I don't really know the difference between a weekday and a weekend. I get confused, actually”

Take a typical day for SA's most laid-back blogger: probably involving coffee somewhere, a meal at a favourite restaurant, a visit to the beach and possibly a few friends over to his hotel suite for drinks. And of course, don't forget a spin in a Ferrari to complete the picture.

So how does he do it? A slick combination of marketing know-how and technical savvy with a good dose of self-promotional confidence thrown in.

Immediately after graduating from Cape Technikon with a degree in marketing, Seth moved to London to work in the IT industry for two years, returning to his home town only after "that bubble burst". Skills racked up in this chapter in his life, along with a sense of humour, charisma, rakish cheek and strong opinion set him up for success on the web.

"I've always done what's come naturally to me. I think a person might not be aware that the way they're thinking is different from the way everyone else is, and suddenly you

10 articles, and publish them intermittently. The rest of the time I do whatever I care for, really." His lifestyle is one part fantastical, two parts marvellous and topped with the collective envy of repressed socialites, bound to desks across South Africa and the world.

But with a public profile comes opinions, and even overfamiliarity. "Because of the tone of the blog, a lot of people tend to be over-friendly. I don't know how many times a guy has called me up out of the blue – never met him in my life – and he says, 'Hey, I'm in Cape Town next week, let's do dinner or have a beer.' It's flattering, but I think people can get the wrong impression that they know you personally. But thankfully I haven't had to deal with any creepy stalkers yet.

