

#BehindtheSelfie with... Alfred Adriaan

 By Leigh Andrews

27 Jun 2018

This #YouthMonth, we go behind the selfie with mid-30's comedian and corporate MC Alfred Adriaan, ahead of the opening night of his solo debut show 'Dating Life' at Montecasino's Pieter Toerien Theatre on 27 June 2018.



Adriaan captions this: "I'm just a sleepless, beautiful-wife-and-son-having, wannabe-rockstar comedian, who made the mistake of walking past a sale sign!"

1. Where do you live, work and play?

I live in Johannesburg and I work and play on stages around South Africa and, as of late, the world. I'm originally from Hankey in the Eastern Cape.

2. What's your claim to fame?

I'm a relatable comedian. I talk about day-to-day life and say the things you are thinking and wouldn't dare say in company. It's what my audience knows me for.

3. Describe your career so far.

It's been a dream come true. I never thought this would be a career, and now it is. I have grown in this industry and I have toured the country and now I tour the world. I have been very fortunate to find my true calling.

4. Tell us a few of your favourite things.

I love doing stand-up. It started as a hobby and it's now my career.

“ I was a marketing manager at a multinational, with a BCom degree hanging on the office wall, doing this for fun, and I got really lucky that I can make a living from it now. ”

That's because I would and still sometimes do this for free. I love comedy and ice-cream, lots of ice cream.

5. What do you love about your industry?

I love the challenging nature of our business. It's tough, even if you're a great act.

“ The fact is, funny is funny and no one can deny that. ”

It's an industry that for the most part, to a certain degree, rewards your ability.

6. Describe your average workday, if such a thing exists.

There is no average day. I have weeks where all I do is corporate gigs and briefings, and I have weeks where I get up at 9am, have coffee and write new material.

One thing is consistent: I'm constantly looking to improve my craft, so you'll find me on stage at a gig at least three times a week, trying material or performing around Johannesburg.

7. What are the tools of your trade?

A sharp mind. You need to be funny and have some business savvy to make it work in this business.

8. Who is getting it right in your industry?

There are a few:

I think my friends at Goliath and Goliath do a great job, especially on the business-end of comedy.



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I think John Vlismas has and continues to be exceptional, from his performances to his sharp business acumen.



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I love what Mashabela is doing with comedy in his native tongue, selling out major venues nationwide, and I love Skhumba Hlophe. He's a fantastic comedian and the numbers at the box office show that.



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11 Apr 2018



I think Schalk Bezuidenhout is a really hard-working, exceptional comedian. Then, of course, the work Ryan Harduth and Trevor Noah are doing for local comedy is great, and shows we are able to perform on the world stage and knock the ball out of the park!



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9. List a few pain points the industry can improve on.

Well, we could be more professional.

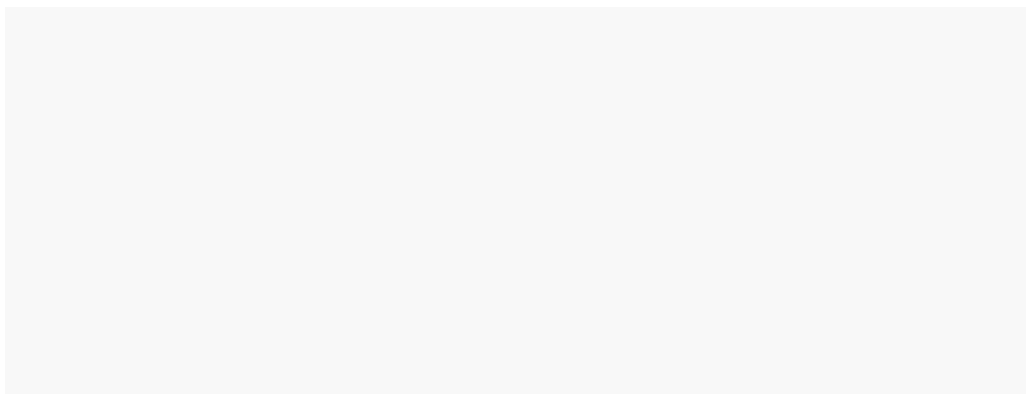
“ I think many acts rely only on being funny, and don't realise that this is a business like any other. Just because we make jokes doesn't mean we should take our craft less seriously than an accountant or a doctor. ”

Arrive on time, perform to the best of your ability and be easy to work with. The greats get that right.

10. What are you working on right now?

I'm preparing my one-man show 'Dating Life' for the stage. It's my debut one-man show and it's been a long-term goal, so I'm putting all my energy into it. It's very exciting and I'm shooting it for TV!

“





10 Days until opening night. Tickets at Computicket.

<https://www.computicket.mobi/mobile/event/1202351943?nocache=15292503635b26823b5f764>

A post shared by [Alfred Adriaan \(@alfredadriaan\)](#) on Jun 17, 2018 at 8:46am PDT

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11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

- ‘He/she killed!’ Meaning: They did well on stage.
- ‘Can I jump on?’ Meaning: ‘Can I get on stage, even though I’m not supposed to perform tonight so that I can try new material on a live audience?’
- ‘Oh man, that guy died’. Meaning: No-one laughed, he didn’t get a good response from the audience.

12. Where and when do you have your best ideas?

When I’m driving I have time to think, and it stirs my creative juices.

13. What’s your secret talent/party trick?

I can juggle.

14. Are you a technophobe or a technophile?

Technophile! I love new tech. I have to stay out of tech stores when I’m traveling. I’ve spent way too much time and money on fancy new electronic things.

15. What would we find if we scrolled through your phone?

Tons of baby pictures of my new-born son.

16. What advice would you give to newbies hoping to crack into the industry?

Make sure you’re in it for the love and the rest will follow. Be self-aware and listen to your audience. They’re the best indicator of how well you’re doing.

Simple as that. Follow Adriaan on the following social media platforms:

[Twitter](#) | [Instagram](#) | [Facebook](#). You can also view his [Whacked Entertainment portfolio](#) and note that 'Dating Life' runs from Wednesday to Saturday at 8pm, with the Saturday matinee at 4pm and the Sunday matinee at 3pm at Montecasino's Pieter Toerien Studio Theatre.

Tickets are available from the theatre box office or through [Computicket](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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