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New **FILLMORE**

SAN FRANCISCO ■ APRIL 2008



Photograph by MIKA PAUL EVAN / 12studios.com

The Magic That Is 1300 Fillmore

David Lawrence and Monetta White are living a dream.

Their restaurant, 1300 on Fillmore, has been packed to capacity since it opened just five months ago. The food has won rave reviews. And the stylish setting attracts an enthusiastic clientele of regulars, many bringing friends.

But the spot has done something even more magical in this neighborhood:

Almost overnight, it has bridged the divide between upper and lower Fillmore. Their sudden success on so many levels seems to have left even the owners a bit shellshocked.

White, who grew up in and around the Fillmore, and Lawrence, who was born in Jamaica and raised in England, got together nearly 14 years ago. They recall their first San Francisco apartment on Sanchez as a place filled with food, drink and friends — and the first stirrings of the desire and confidence that led them to open their own restaurant.

"My wife gives the greatest parties. And I like to do a little bit of cooking," Lawrence understates. "Folks came to our house because they loved what we did to entertain them. We wanted to



David Lawrence and Monetta White: "filled with pride."

Feels Like Home

BY BARBARA KATE REPA

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In Boomerize Classes, the Beat Goes On

WOMEN OF A certain age seek out a number of things in an exercise class: a good but safe workout, an atmosphere devoid of fit young things in tight outfits — and music that doesn't annoy.

"During the past few years, I've been searching for some kind of workout program that featured dance steps and the kind of music that inspired me, but I just couldn't find that kind of class," says Marcie Judelson, an advertising creative director in San Francisco. "Then it occurred to me that I could develop and teach a class myself featuring the music and popular dances of my generation."

So began Boomerize, a one-hour class now held on Monday evenings in the Presidio featuring dances including the twist, the pony, the mashed potato and the cha-cha.

Judelson grew up in the '60s in New Jersey, where she immersed herself in the popular music of the day. She collected records of the hit songs and learned every novelty dance of the era — and once even attended a live taping of the Hullaboo television program as a smitten preteen.

"I loved to dance, and in my fantasies I aspired to be one of the go-go dancers on that show," said Judelson, who has since studied various forms of dance including ballroom, ballet and tap.

Roberta Rosen, who works as a career coach in the Fillmore neighborhood, helped provide Judelson with the impetus for starting the Boomerize business.

"I just gave her a little push to help realize her dream,"



Marcie Judelson's albums fire up her classes.

■ THIS MONTH

'Do it. Do it. Just do it.'

Boomerize classes are held on Mondays from 7 to 8 p.m. at the Presidio Dance Theater, 1158 Gorgas Road at Marshall in the Presidio. The first class is free. Individual classes are \$15 each, or \$40 for a series of four. For more information, call 608-4503 or visit www.boomerize.com.

she says. Judelson remembers the push a little less gently. "She kept saying, 'Do it. Do it. Just do it,'" she says.

Rosen is also a Boomerize regular in an intimate class that ranges from five to 10 students and rotates among several different routines. "It's a lot of fun — particularly if you're from the era of the twist and the monkey," Rosen says. "We dance, and I hope we lose a little weight and firm up. I get so bored walking on the treadmill. I love to dance and don't really get a chance to dance much in my life anymore."

Also, unlike the treadmill crowd, Rosen says that in Boomerize, "all the exercisers have smiles on their faces."

Rosen says she's also come to appreciate the camaraderie the class provides. "Mostly it's a good group of women — always a few of the same people, and always a few new ones. Once in a while, there's a brave man or two who ventures into class. But most men think they can't dance."

By all accounts, another key to the class is the emphasis on fun and acceptance over competition.

"This is not an intimidating class full of 20-year-old hardbodies," says Judelson, who guesses that most of her students are in their 50s and 60s. "A lot of us are feeling a little insecure about our bodies right about now. And we all have our injuries and ailments at this stage."

To fill this order, she structures the class so that it's not too rigorous and hard on the joints, but still challenging. But Judelson does recall one 83-year-old student who recently danced through the whole Boomerize hour without breaking a sweat and later emailed her to say she felt great — and slept like a baby.

"It's a rap-free environment," says Judelson. "Playing recognizable songs is the key. It's mostly 1960s hits including Motown, The Four Seasons, Beach Boys, Beatles, Supremes — and some disco and Latin-inspired favorites."

Arta Zygzielbaum, who lives near Fillmore Street and identifies herself as being "from the very first year of the Baby Boom generation," has attended classes regularly since they started last July.

"The first draw is the music," she says. "If you're old this age, the music is in your blood. I love to dance. And while it may sound trite, dancing to the old music instead of going to a regimented exercise class is really fun."

"I really don't like aerobics and huffing and puffing and then being sore for a week afterward," says Zygzielbaum. "The hour of class goes by quickly. You get a good workout — but you don't feel like dropping down dead when you're done."

Buchanan YMCA

Upcoming events

1530 Buchanan St @ Geary St

415-931-9622

www.ymcasf.org/buchanan

2nd Annual Jazz on the Mo'

Thursday April 10, 7-10 PM

Sheba Piano Lounge

1419 Fillmore

Come out and show your support for Buchanan YMCA and our quality programs for local children, youth & families.

Local Jazz artists Swoop Unit & Machina Sol perform at the event.

Silent Auction items from Benefit, Kabuki/Sundance Theatres, PaperSource, Marcus Books & Browser Books.

Tickets are \$35 in advance, \$40 at the Door - Cash Bar

To order tickets, send email to rdavis@ymcasf.org, call 415-931-9622, or order online at:

Bring this ad in and receive a complimentary one week pass

Restrictions apply. To the extent possible, financial assistance is made available.



YMCA
We build strong kids,
strong families, strong communities

Looking for something for your kids to do this summer?

BUCHANAN YMCA SUMMER DAY CAMP 2008

Beginning June 16 through August 15, Buchanan YMCA is offering nine weekly sessions of summer day camp for youth entering K-5 grades, and Junior Leaders entering 6-8 grades. Our camp features fieldtrips, enrichment, recreation and fun filled activities. Campers build lasting friendships while exploring their creative side emphasizing our core values of honesty, caring, respect and responsibility to each other and the community.

For more information about our family friendly summer programs contact us at (415) 931-9622.

Buchanan YMCA Summer Day Camp operates Monday through Friday between the hours of 7:30am and 6pm.

Campers that attend 6 or more weekly sessions receive the August 2008 Kids' Night Out Free. Ask us for details.

Restrictions apply. To the extent possible, financial assistance is made available.