



PHOTO FROM SHANE ANSARDI  
Shane Ansardi is the man who voices the tongue-in-cheek 'Chalmette HeyBrah (English-ish)' driving app.

## Meet the yatt behind 'Chalmette' driving app voice

BY DOUG MacCASH  
Staff writer

The voice of the "Chalmette HeyBrah (English-ish)" driving app is a tongue-in-cheek sensation among connoisseurs of a certain colloquial regional accent. You know, that old New Orleans sound. Call it yatt, call it Nin't Ward, Kennuh, Chalmatian, whatever.

To get the voice on your smartphone, you download the Waze Chalmette HeyBrah app. Pretty soon you'll be dodging potholes while listening to a vaguely annoyed navigator instructing you to "hook a right," or "hook a lef."

Heaven forbid you miss a turn, for you'll hear the exasperated voice cry out, "Oh Lawd, reroutin,' reroutin,' here we go."

It's hard not to laugh. What we wanted to know was who is the man behind the voice. The folks at Waze weren't much help because, as a representative explained, "the Chalmette HeyBrah English-ish voice was actually created by a local user and self-uploaded to Waze."

Happily, after our first story about the yatty navigation app appeared, a reader informed us that the do-it-yourselfer is her brother-in-law. And sooner than you can say "keep all your hands and your arms and your legs inside the vehicle at all times," we were speaking to the Chalmette HeyBrah himself, Shane Ansardi.

Ansardi is the real deal. He grew up in Meraux, Chalmette and Arabi. He proudly said his mom was from a family "of big yatts from the Ninth Ward," and his dad's people were from way down in Davant.

He said he's heard the indigent accent his whole life, and that he married "a Chalmette girl who has a worse accent than me."

Despite his absolutely pitch-perfect performance as a somewhat fatigued directional guide, Ansardi says he has no background in theater or comedy. Unless you count his compulsion to "crack jokes and act the fool."

Three years back, Ansardi said, his mother was hospitalized in Hattiesburg, Mississippi, which required lots of driving back and forth. It was during that period that he was inspired to create his own version of the Waze driving app.

Ansardi said his main motivation was to tease his wife, Jenny. When she heard it, he said, he was sure she "was going to want to jump out the window."

In fact, Jenny Ansardi said, she laughed her, uh, posterior off. Shane loaded the app onto Jenny's phone so she could find her way under his guidance.

"Now, I say, 'Shut up, Shane,' even when he's not in the car," she laughed.

### Learning from experience

Ansardi, a computer draftsman, said he probably acquired the impatient tone of his Chalmette HeyBrah persona simply by driving from place to place in the region. Living in

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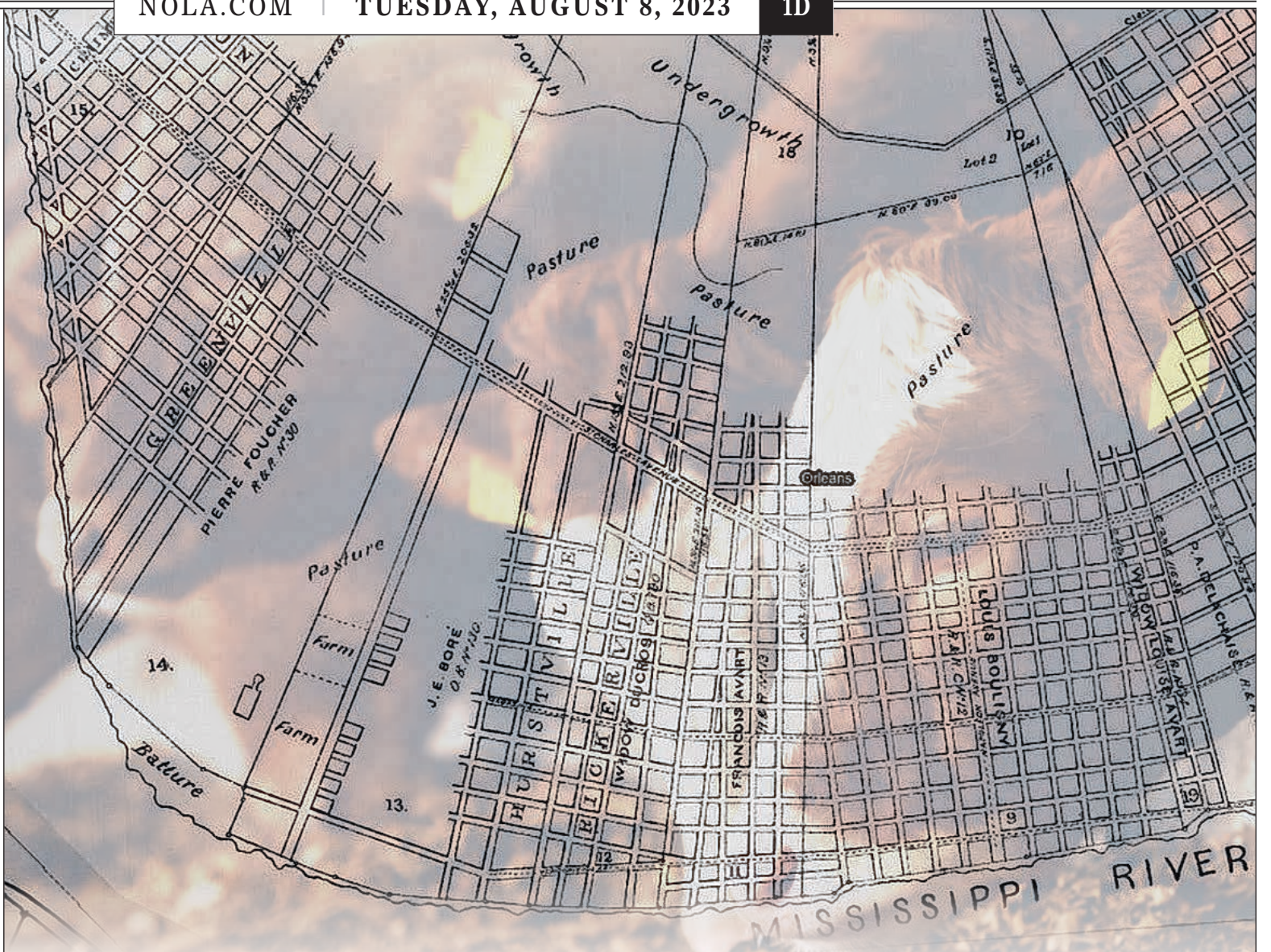


PHOTO COURTESY OF STATE LANDS OFFICE

Map from mid-1800s showing livestock pastures in what is now Uptown New Orleans

# HOME RANGE

ON THE

Richard Campanella's  
GEOGRAPHIES OF  
NEW ORLEANS

New Orleans as cattle country? Historic city had cowboys and livestock drives, too

BY RICHARD CAMPANELLA  
Contributing writer

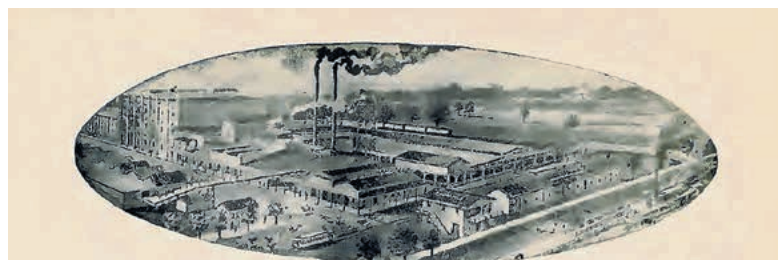
Cowboys, cattle drives and Texas longhorns do not typically come to mind in the New Orleans of the imagination.

But for decades, all three were part of our regional economy, because as the largest metropolis in the South — a city of gourmands and epicures — New Orleans was a major consumer of beef.

Where that beef was produced shifted over time.

The earliest came from bison, which were hunted by indigenous tribes as well as early French colonials, who called them boeuf sauvage, wild oxen.

Soon depleted, bison were replaced by domesticated cattle.



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PHOTO FROM RICHARD CAMPANELLA

Crescent City Slaughterhouse, from 'St. Bernard Parish: Its Natural Resources and Advantages, 1905'

Like horses and sheep, most cattle arrived to Louisiana via Mexico, where colonial residents had introduced ranching techniques honed in Spain since medieval times. Cattle ranching did well among the Spanish missions of present-day Texas, within reach of the Louisiana market. Other livestock came

into southeastern Louisiana from points north or east.

By the mid- to late 1700s, beeves (the old-fashioned collective name for cows, steers and bulls) destined for local consumers were raised on plantations or grazed in cut-over

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## Ashley Longshore closes Magazine gallery

The Ashley Longshore Studio Gallery on Magazine Street in New Orleans has closed.



STAFF PHOTO BY DOUG MacCASH

BY DOUG MacCASH  
Staff writer

A star is gone. Ashley Longshore, one of New Orleans' most renowned artists, has closed her Magazine Street gallery and is reopening in New York City. Plain brown paper covers the display windows in her former location at Cadiz Street, where her colorful pop paintings and sculptures used to beam. A note on the door reads: "The art and spirit of this city is

forever in my heart. Thank you for everything."

In a telephone conversation, Longshore explained that the possibility of opening a gallery in New York had been on her radar for some time. After all, many of the highlights of her career had taken place there.

Longshore's loud, lush paintings were like memes on canvas. They playfully promoted celebrity, luxury, self-indulgence and,

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