



21 ICONS  
SEASON II  
SOUTH AFRICA

*Adrian Steirn*



## MEDIA RELEASE

### 21 Icons takes a virtual turn

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**Johannesburg – 7 August 2014** - Learners from schools across South Africa will have the opportunity to experience the inspiring multi-media exhibition, A Portrait of a Nation by 21 ICONS and Mercedes-Benz South Africa. This exhibit is currently housed at the Museum of African Design (MOAD) in Johannesburg, which learners will soon be able to interact with from the comfort of their classrooms on **Monday 11 August 2014**.

The virtual fieldtrip, which runs from **13h00 to 13h45**, is the product of a partnership between 21 ICONS South Africa and Google South Africa, as part of their Doodle 4 Google educational initiative. Google calls these virtual fieldtrips Connected Classrooms and host them across the globe, allowing schools to visit destinations they would otherwise never get to see.

The 21 ICONS exhibition, which runs until 17 August, comprises an educational workshop that introduces children to the icons like Nelson Mandela, Desmond Tutu and FW De Klerk who shaped South Africa's colourful past and debates the difference between being a bystander and being an "upstander".

Adrian Steirn, photographer and creator of 21 ICONS, will be joined by Lee Molefi, editor of Live Mag, a nationwide youth-run media channel, who will guide students on the virtual tour.

Schools and classrooms from around South Africa can watch the live broadcast, and ask questions via Google+.

The 21 ICONS Connected Classrooms fieldtrip will also be broadcast live on YouTube as well as recorded, so that it can be permanently housed on the video sharing website as a useful reference tool.

The Google Connected Classrooms field trip to 21 Icons forms part of classroom activities for South Africa's first Doodle 4 Google competition - [google.co.za/doodle4google](http://google.co.za/doodle4google). The theme of the competition is The South Africa of my Dreams, and aims to inspire young people from ages 6 - 17 to create artwork, or Google Doodles, inspired by their country. The winning Doodle will be displayed on the Google homepage, and the winning school will receive a R100,000 technology grant.

Also collaborating on this initiative to bring digital to the classroom is Pearson, who have worked with Google to create a series of lesson plans showing teachers how they can use technology to teach on the theme of 20 Years of Democracy.

You can watch the Connected Classrooms fieldtrip between 13h00 and 13h45 live on YouTube: [www.youtube.com/21Icons](http://www.youtube.com/21Icons) or follow the event on the 21 ICONS Google+ page.

To embed the live fieldtrip into your webpage you can use the following link: `<iframe width="560" height="315" src="//www.youtube.com/embed/yph-_Hm1aFU" frameborder="0" allowfullscreen></iframe>`

*21 Icons kicks off the season with a double bill this Sunday 10 August 2014 on SABC 3. Catch Albie Sachs and Dr Imtiaz Sooliman's short films on SABC 3 and collect their portrait posters inserted in the Trending section of City Press.*

**ENDS/...**



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#### **About 21 Icons South Africa**

21 ICONS South Africa is an annual collection of photographs and short films of South Africans who have reached the pinnacle of achievement in their fields of endeavour. These men and women have been an inspiration through their extraordinary social contribution. It is not a definitive list and does not denote any ranking.

The short film-series documents the conversations between Steirn as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer's creative approach to the portrait.

Season two of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa, Momentum Asset Management, Nikon, Deloitte and the Department of Arts and Culture.

Season two debuted on Sunday 03 August continuing for another 20 weeks, one of 21 short films will be screened every Sunday on SABC 3 at 20h27.

On each of these Sundays, a poster of the icon's portrait, taken by Adrian Steirn and his creative team, will be published in the City Press to form a memorable collection that everyone can own.

Media partners include SABC 3, City Press (Media 24), Provantage and Mxit.

#### **Social Media:**

21 Icons engages with the public through:

Twitter: @21Icons

Website: <http://www.21icons.com>

Mobisite: [www.21icons.com](http://www.21icons.com)

Facebook: <http://www.facebook.com/21Icons>

Pinterest: <http://www.pinterest.com/21ICONS/>

iTunes App Store: <http://tinyurl.com/lf3cfzm>

Google Play: <http://tinyurl.com/ovtcy45>

#### **On behalf of 21 ICONS South Africa**

Issued by: **Grapevine Communications**

Tel : 011 706 9600

Fax: 011 706 9365

#### **Heidi Pretorius**

Project Management

heidi@honeybell.co.za

SA Mobile: +27 82 940 3464

