

Pretoria, South Africa, 30 July 2014 – 21 ICONS is launching a second season, following the success of the debut season in 2013, which had a global following of 130 million people.

21 ICONS is a visual celebration of human triumphs by men and women who have profoundly influenced our nation and on many occasions the world. Nikon in South Africa is proud to again be associated with this project which captures the true essence of South Africans. These icons, through their extraordinary social contributions, have facilitated the change and growth of our country and its people through their beliefs, ideals and perspectives.

“Nikon in South Africa proudly supports the 21 ICONS project and Adrian Steirn on this journey of discovering authentic South African champions,” says Stefan van der Walt, Chairman of The Premium Group. “At Nikon we believe in capturing not only memories and moments but the enduring stories which shape the future. By supporting a project like this, we aspire to motivate the youth of South Africa to take charge of their own narratives that make up tomorrow.”

Adrian Steirn will capture this project through still photography and video, using only Nikon professional photographic equipment.

Nikon is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognised for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment, www.nikon.co.za.

Adrian Steirn has made a concerted effort to protect wildlife and help disadvantage communities across the world. Steirn is celebrated for his unique ability to present the true narrative of his subjects with contrasting texture and definitive compositions. His images are stories that weave into the mind of the viewer and remain as vivid as the composition itself, www.adriansteirn.com.

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