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## 21 ICONS SOUTH AFRICA LAUNCHES A SECOND SEASON



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**1 ICONS South Africa** is launching a second season, following the success of the debut season, which had a global following of 130 million.

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Season two reveals more extraordinary stories about SA's global icons, and will continue to honour the legacy of N who taught us to keep looking forward and work to improve the world we live in.

**21 ICONS** is an annual collection of unique narrative portraits and short films by Adrian Steirn, who is one of Africa photographers and filmmakers. It captures the essence of South Africans who, through their own ingenuity and ex contribution, have embraced the transformative power of cohesion and the fostering of dignity to make a sustainal community.

This season's icons include Albie Sachs who was appointed by Nelson Mandela in 1994 to serve as a judge on the Co of South Africa; Imtiaz Sooliman, founder of the Gift of the Givers Foundation; Frene Ginwala, a journalist and poli first female, and longest-standing, Speaker of the National Assembly of South Africa; Francois Pienaar, the former 5 who is best known for leading South Africa to victory in the 1995 Rugby World Cup, and Herman Mashaba, veteral entrepreneur and founder of hair-care brand, Black Like Me.

The intention is to inspire ordinary citizens to learn from, and emulate, the lives of these remarkable South Africans

Steirn comments, "I've met many people whose stories are incredibly powerful – it's a true privilege to discover mo spirit and share these individuals personal accounts, their positive character traits and their propensity to influence perceptions and transform societal norms for the better, impacting the communities around them."

The idea of celebrating our nation's living icons is important to Steirn, and he believes it ensures that their legacy is a confined to memory and history books. Albert Sachs aptly sums up the beauty of living in the present in a conversal "It's that intermediate moment, so it's filled with the energy of the past and the possibilities of the future. It's a great present."

Launching on Sunday 03 August, **21 ICONS South Africa** series two will debut with Albie Sachs, celebrating one of individuals in a short film that will be screened on **SABC 3 at 20h27** and it will run for 21 weeks. The first of 21 Porti revealed in the City Press on Sunday 03 August and readers can collect the series starting with the portrait posters c Imtiaz Sooliman on Sunday 10 August 2014

Steirn believes that the determined and positive attitude reflected in the icons, is the future of South Africa. Evident displayed in the words of Imtiaz Sooliman, as told to Steirn: "We have a great generation of people coming up looking colour, looking beyond the race, and I think in time this is going to be a great country – it's already a great country; i even better."

One of the goals for this season is to stimulate public participation and dialogue in the project, and in so doing, crea Through competitions, panel discussions and other activities, **21 ICONS** will relay the message that South Africa ha icons, and that everyone, regardless of race, creed or socio-economic standing, can act with integrity and make a pinfluence changes to our world today.

In the spirit of sharing and storytelling, a new interactive workshop is set to introduce children to the icons who shaturbulent and colourful past. The Museum of African Design (MOAD) in the Maboneng precinct, which is currently ICONS exhibition, has invited a number of schools to experience the exhibition free of charge. This has enabled the the important character traits of these remarkable individuals and debating the difference between being a bystance "up stander".

The portraits from season one will be auctioned off later this year, and all revenue generated will be donated to cha choice. For Steirn, this tangible aspect of helping to provide financial aid to important causes is an important part o **Africa's** quest to give back to the country.

The **21 ICONS** project has gained traction worldwide, with international icons looking to become a part of the project development will see **21 ICONS** going global at the end of the year to celebrate some of the social masters around the social masters are social masters are social masters around the social masters are social maste

Season two of **21 ICONS South Africa** is proudly sponsored by Mercedes-Benz South Africa, Momentum Asset Ma Deloitte and the department of Arts and Culture.

Says Mercedes-Benz South Africa (MBSA) divisional manager for Group Corporate Affairs, Mayur Bhana: "What the needs most is a generation of young people who are empowered to make sound moral choices, and above all who a stand up for a set of beliefs that will sustain cohesion in our developing society. South Africa has an abundance of st people who have achieved the extraordinary, and have made a positive contribution to the social fabric of our cour Benz South Africa continues to support the **21 ICONS** initiative because we believe that this project exposes our narole models whose example can continue to guide us on our path to greatness. We are very excited about the dialog has already stimulated and will continue to create in season two."

Aisha Mohamed, Head of Bouquet – SABC 3, says the series is a coup for the channel to premiere: "It is a great honc bring the second season of this wonderful series of **21 ICONS** short films to South Africa. This world-class locally pronce again be a weekly highlight on our schedule. We are proud to be the official television partner of the project in

"In a country obsessed with building itself and where we pick at our national sores and all appoint ourselves co-gov 21 Icons and 100 World Class projects are an effort to showcase fine South Africans doing interesting and path-broare our breather. The opportunity to sit back, look, aspire and declare 'What a fine country' and what fine South Af Haffajee, Editor-in-Chief at City Press.

The **21 ICONS** App features additional information about the icons, the project and its creators to provide a fully in experience. Download it from iTunes App Store: http://tinyurl.com/lf3cfzm or Google Play: http://tinyurl.com/ovta

Viewers and followers of **21 ICONS South Africa** will be able to follow it on Twitter: @21icons; view on the website www.21icons.com; or comment at www.facebook.com/21icons.

The identities of the remaining 16 icons will be revealed on a weekly basis and their press material supplied and upd ICONS South Africa website accordingly. As soon as the short film has premiered on SABC 3, it will also be also dist internationally through online networks.

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