

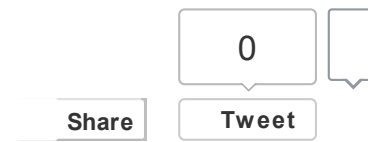
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# 21 ICONS SOUTH AFRICA LAUNCHES A SECOND SEASON



**2** **1 ICONS South Africa** is launching a second season, following the success of the debut season, which had a global following of 130 million.



Season two reveals more extraordinary stories about SA's global icons, and will continue to honour the legacy of Nelson Mandela 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's best photographers and filmmakers. It captures the essence of South Africans who, through their own ingenuity and exceptional contribution, have embraced the transformative power of cohesion and the fostering of dignity to make a sustainable and vibrant community.

This season's icons include Albie Sachs who was appointed by Nelson Mandela in 1994 to serve as a judge on the Constitutional Court of South Africa; Imtiaz Sooliman, founder of the Gift of the Givers Foundation; Frene Giniewala, a journalist and politician, first female, and longest-standing, Speaker of the National Assembly of South Africa; Francois Pienaar, the former Springbok captain who is best known for leading South Africa to victory in the 1995 Rugby World Cup, and Herman Mashaba, veteran 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 more about their spirit and share these individuals' personal accounts, their positive character traits and their propensity to influence societal 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 not confined to memory and history books. Albie Sachs aptly sums up the beauty of living in the present in a conversation with Steirn: "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 our nation's living icons in a short film that will be screened on **SABC 3 at 20h27** and it will run for 21 weeks. The first of 21 Portraits revealed in the City Press on Sunday 03 August and readers can collect the series starting with the portrait posters of 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 in the words of Imtiaz Sooliman, as told to Steirn: "We have a great generation of people coming up looking for their colour, looking beyond the race, and I think in time this is going to be a great country – it's already a great country; it's even better."

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

In the spirit of sharing and storytelling, a new interactive workshop is set to introduce children to the icons who shaped our turbulent and colourful past. The Museum of African Design (MOAD) in the Maboneng precinct, which is currently hosting the **21 ICONS** exhibition, has invited a number of schools to experience the exhibition free of charge. This has enabled the children to learn about the important character traits of these remarkable individuals and debating the difference between being a bystander and an "up stander".

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

