

# Sunday Combo Community



of Sunday (newspaper) readers are reading an **ads24** title (either paper or online).

Now that you've focused on the facts, contact your Ads24 Media Executive to benefit from our Sunday Reader Communities

[> Read More...](#) **ads24**

- NEWS MY BIZ CONTRIBUTORS COMMUNITY PEOPLE PRESS OFFICES COMPANIES JOBS EVENTS MULTIMEDIA LIFESTYLE

## PR & Communications news

- SOUTH AFRICA YOUR INDUSTRY

- NEWS COMPANY NEWS IN BRIEFS NEW APPOINTMENTS NEW BUSINESS NEWSLETTER ARCHIVE MOST LIKED MOST READ

### CATEGORIES

- Advertising
- Branding
- Cinema
- CRM
- CSI
- Design
- Digital
- Direct Marketing
- Education & Training
- Events & Conferencing
- Exhibitions
- Focus on Digital Marketing
- Magazines
- Marketing
- Media
- Mobile
- Newspapers
- Online Media
- Out of Home
- PR & Communications**
- Printing
- Production
- Promotions
- Publishing
- Radio
- Recruitment
- Research
- Retail
- Sales
- Social Media
- Sponsorship
- TV
- Youth Marketing

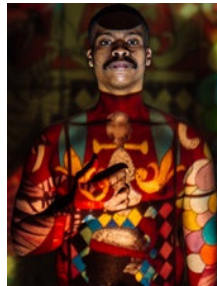
### PR & COMMUNICATIONS NEWS

SHOW NEXT [more options](#)

## [21 Icons Season 3] Athi-Patra Ruga

9 SEP 2015 13:04

*"Performance art is about looking for the mundane in everyday life, and augmenting it so that people can actually see the art in it."* - Athi-Patra Ruga.



Ruga was selected for 21 ICONS South Africa Season III to honour his art forms that represent a counter proposal to ideas of nationhood and belonging, the artistic process when creating both processions and tapestries as well as his means of communicating his views on integration and acceptance.

He uses his art form to access people of all colours and levels of social classes and breakdown their stereotypical views on race, sexuality and gender identity - what he describes as people on the side-line of visual content creation. Through his work, Ruga creates characters that challenge people's non-acceptance of differences.

The National Arts Festival's 2015 Standard Bank Young Artist for Performance Art, Ruga, explores and pushes boundaries between fashion, performance, and contemporary art by creating works that reveal the body in relation to structure, ideology and politics.

### About the portait

Taken by Season 3 photographer Gary van Wyk, the portrait titled '*Self Expression*' has Ruga standing upright, shirtless, with his hand pressed to his chest. An image from his 'Azania' series is projected directly onto his bare torso, illuminating a look of strength in his face and immersing him in his own art.

Highlighting Ruga's utilisation of his own body as one of his primary mediums of expression, the portrait constructs an increased intimacy between the artist and his art.

### View the video



### About 21 Icons Season 3

The short film-series documents the conversations between Gary Van Wyk 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.



### RELATED



**21 ICONS season 3 celebrates the future of a nation**

**21 Icons season three to feature Athi-Patra Ruga**

**21 ICONS documentary a contender at Zanzibar International Film Festival**

**Silent auction of 21 ICONS runs until end March**

**[21 Icons - Season 2] Sandra Prinsloo**

**[21 Icons - Season 2] Taddy Blecher**

[MORE ARTICLES](#) [SUBMIT NEWS](#)

### BIZ TAKEOUTS



Tune into Biz Takeouts Radio Show on [2oceansvibe Radio](#) today at 9am with show host Warren Harding (@bizWazza) as he's joined by Bradley Stern (@B5tern), Director: Brand Activations at Adidas (@adidasZA), to discuss Adidas Sport15 - which is the brand's new repositioning.



**Listen to the live stream now!**

### TOP STORIES

Please share your feedback  
Geographic dealings  
**BIZCOMMUNITY.com**  
Daily industry news

We are conducting a quick survey to better understand our audience  
**[21 Icons Season 3] Athi-Patra Ruga**

AFRICA AGRICULTURE AUTOMOTIVE BUILDING CSI & SUSTAINABILITY EDUCATION ENERGY & MINING FINANCE HR ICT LEGAL LIFESTYLE LOGISTICS & TRANSPORT MANUFACTURING MARKETING & MEDIA ME



Behind each portrait lies a carefully planned concept that captures not only the essence of each icon visually, but also in spirit and in terms of their unique legacy.

MORE TOP STORIES... SUBMIT NEWS  
SUBMIT NEWS CONTACT ADVERTISE & RATES SIGN IN

Season three of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa.

Social media:

21 Icons engages with the public through:  
Twitter: @21icons  
Website: http://www.21icons.com  
Mobsite: 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

BACK

NEXT  
more options

3

BizLike Bookmark Email

Print



Join the discussion...

Comment guidelines and disclaimer

Read more: Athi-Patra Ruga, 21 icons, 21 ICONS, Gary van Wyk

NEWS

SHOW MORE

BUSINESS

LinkedIn is the new business card

LEIGH ANDREWS

Choosing your business' fiscal year

SOPHIE BAKER

Tips for saving on your mobile bill

MORE... SUBMIT NEWS

Bizcommunity has over 400 industry contributors and we always welcome further contributions and contributors.

SUBMIT NEWS

Subscribe

Receive free email newsletter

Enter email

Make us your homepage

Add us to your favorites

RSS feed

Get biz on your phone

Follow us

Invite

Tell a friend about us

Enter email

News

- Articles
News by industry
Company news
Cartoons
Events
In briefs
Galleries
Newsletter archive
Ornico ad showcase
Reviews
Trends

Community

- Companies
Contributors
Portfolio showcases
Forums
Jobs
Jokes
Noticeboards
People
Polls
Social media

Submit

- News
Company
Job ad
Op-ed contribution
Portfolio showcase
New business
New appointment
Event listing
Gallery
Noticeboard

MyBiz Account

- Home
My company listing
My job ads
My newsfeed
MyBiz CV
MyBiz Favourites
MyBiz Profile
Subscribe to news
My newsletters
Customise newsletters

Advertise

- Product overview
Website
Newsletters
Press offices
Recruitment
Special products
Download ratecard
Contact us

Bizcommunity

- About us
Contact us
Send us news
Our Biz Press Office
Follow us
Feedback

Join us

ADSL & Web hosting proudly provided by Afrihost. All rights reserved. © 2015. Bizcommunity.com, its sponsors, contributors and advertisers disclaim all liability for any loss, damage, injury or expense that might arise from the use of, or reliance upon, the services contained herein. Privacy policy, Terms of Use, PAIA.

Please share your feedback



We are conducting a quick survey to better understand our audience

Continue

Cancel