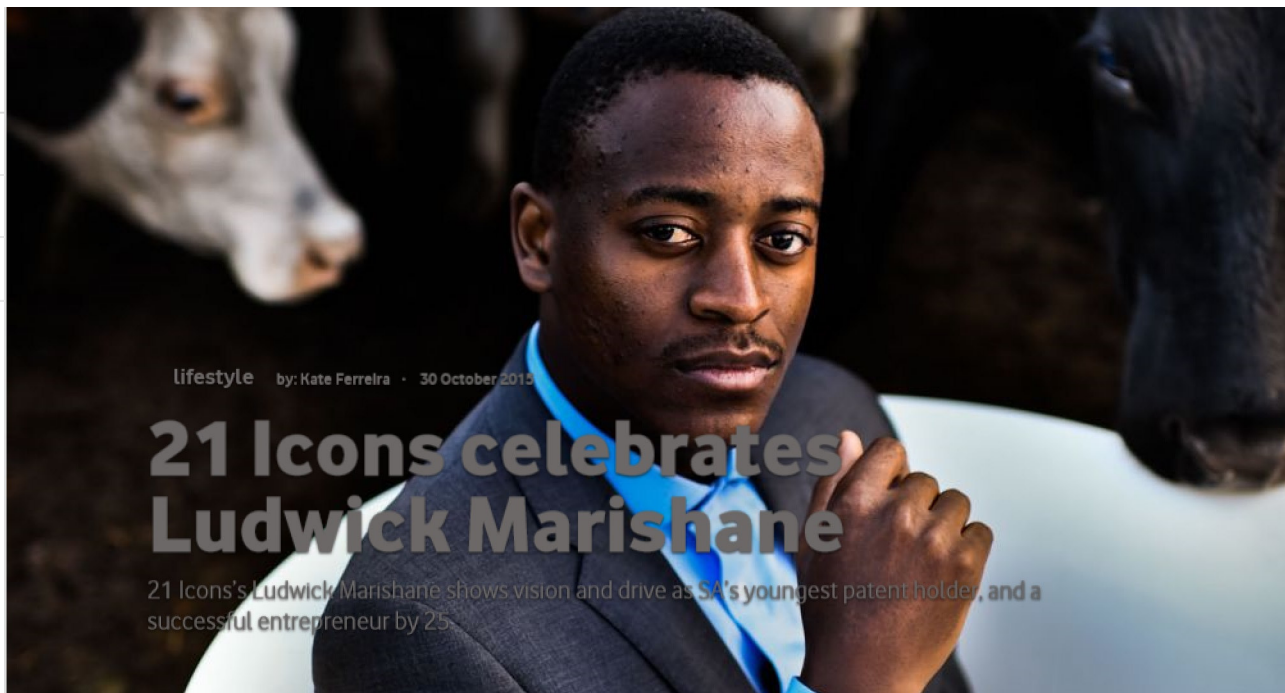


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lifestyle by: Kate Ferreira · 30 October 2015

## 21 Icons celebrates Ludwick Marishane

21 Icons's Ludwick Marishane shows vision and drive as SA's youngest patent holder, and a successful entrepreneur by 25.

There's nothing luxe about lounging in a cattle kraal, but then again 'luxe' isn't how you might describe the product that brought entrepreneur Ludwick Marishane here in the first place.

Ludwick is the inventor of DryBath – a waterless bathing replacement solution. Funnily though, this environmentally friendly option designed with the poor and water-insecure in mind, has also found a market with some of the most privileged people in the world – young, wealthy, first-world campers and festival-goers.

### Youth innovation

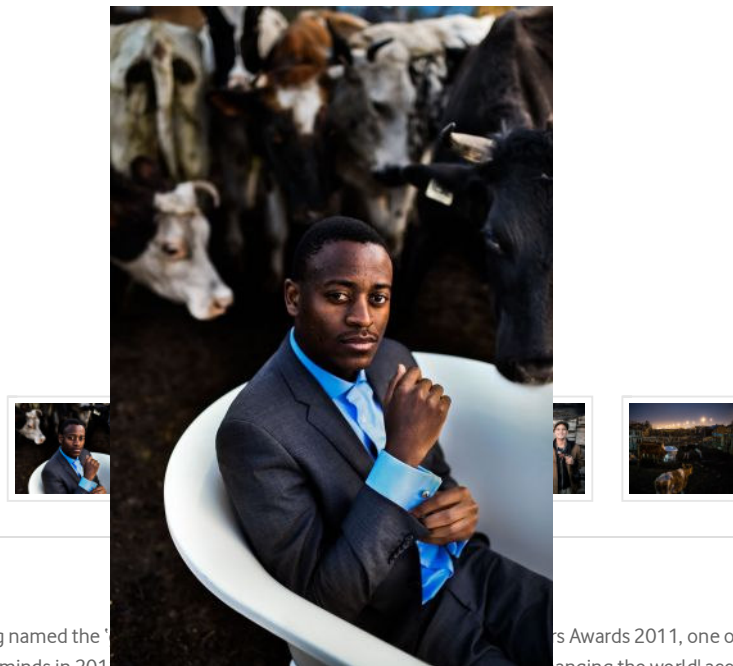
DryBath, it turns out, is as multi-faceted and surprising as its inventor.

The eighth portrait and short film of the 21 Icons third season, entitled The Solution, captured these contradictions beautifully, as Ludwick, dressed in the sharpest of suits, reclines in an empty bath, with a backdrop of curious bovines.

'Taking inspiration from the name of his invention, DryBath [...] the portrait references not only his inspired innovation but his humble beginnings in rural Limpopo,' explains photographer Gary van Wyk.

### International acclaim

Ludwick became the country's youngest patent holder when he lodged his claim on the components of DryBath at just 17. Today, at 25, he is the founder of a business, HeadBoy Industries, a Bachelor of Business Science graduate, and has a slew of awards and titles to his name.



These include being named the '21 Icons' in 2011, one of Google's 12 brightest young minds in 2011, and one of the 'Top 50 under 30 people that are changing the world' according to *TIME* Magazine in 2013.

Now he can claim '21 Icons alumnus' on his laudable CV too, having been selected for 'his pursuit of a sustainable society' and 'his role in creating a mindful contribution to youth development', the organisation said in a statement.

Even the United Nations is on board, acquiring DryBath for humanitarian aid and relief workers to use in the field.

And all of this came from a business plan that began life on a mobile phone because teenage Ludwick had no access to a computer!

#### About 21 Icons

21 Icons is a film and photographic initiative that captures and commemorates South African champions, with a view to 'showcas[ing] the pivotal moments of South Africa's nation-building journey'. The project was established by photographer Adrian Steirn in 2013, and has already had two critically acclaimed and popular seasons.

The third season focuses on our icons in the making, the country's visionary youth leaders under 35. You can connect with 21 Icons on Twitter, @21Icons, or with the hashtag #OurFuturesNow

**For more coverage, check out our stories on the third season so far:**

- [Thato Kgatlhanye](#)
- [Laduma Ngxokolo](#)
- [Catherine Constantinides](#)
- [Lucas Sithole](#)
- [Thulani Madondo](#)
- [Jes Foord](#)
- [Athi-Patra Ruga](#)
- Photographer [Gary van Wyk](#)

See [21icons.com](http://21icons.com) for more.

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**21 Icons celebrates Jes Foord**

Rape survivor and activist Jes Foord has turned her experience of sexual violence into a beacon of hope for others.



**advice**

**21 Icons celebrates Thulani Madondo**

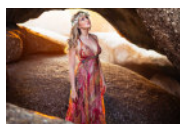
Rising up and bringing his community with him, education activist Thulani Madondo is featured in the latest season of 21Icons.



**lifestyle**

**21 Icons celebrates Lucas Sithole**

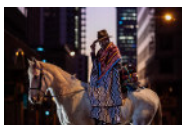
Top of his game: 21 Icons features our top wheelchair tennis champ, grand slam winner Lucas Sithole



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**21 Icons: Catherine Constantinides**

21 Icons celebrates the passion and work of environmentalist Catherine Constantinides in its latest portrait.



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**21 Icons celebrates Laduma Ngxokolo**

Xhosa-inspired design has landed textile designer Laduma Ngxokolo some major global wins, and a #21Icons portrait too.



**lifestyle**

**21 Icons celebrates Thato Kgathanye**

21 Icons features social entrepreneur Thato Kgathanye, who turned waste into wonder with her project Repurpose Schoolbags.