



Charity  
Auction  
SEASON I



# 21 ICONS

## PORTRAIT OF A NATION



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21 ICONS IS A VISUAL CELEBRATION OF THE LIVES OF MEN AND WOMEN WHO HAVE SHAPED THE WORLD AROUND THEM FOR THE BETTER. INSPIRED BY THE LIFE OF NELSON MANDELA, WE WANTED TO TELL THE STORIES OF THE MEN AND WOMEN WHO HAVE CONTINUED HIS LEGACY – PEOPLE WHOSE LIVES HAVE MADE THE WORLD A BETTER PLACE. 21 ICONS SEEKS TO CELEBRATE THOSE WHO HAVE ACHIEVED SUCCESS AND WIDESPREAD RECOGNITION, AS WELL AS INDIVIDUALS WHOSE WORK HAS BEEN CONDUCTED WITHOUT PRIOR ACCLAIM.

A unique concept, the project combines fine art portraits, short films, behind-the-scenes photography, written narrative and a feature-length documentary. Our hope was to capture, in a holistic and immersive manner, the lives of the people it features. This meant striving for intimacy during the portrait shoots and interviews to ensure that the charm, humility and sincerity of South Africa's most remarkable people came through.

By making accessible the personal stories of those whose work has improved the lives of many, the goal was to show the way forward for a new generation of socially conscious and active citizens. In sharing their stories, the project demonstrates the extraordinary change that can be brought about through the power of collective effort, and reveals a fundamental truth: together we are better.

*Harriet Pratten*

Harriet Pratten, Executive Creative Director

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## ARTIST'S PROFILE:

## ABOUT ADRIAN STEIRN

*The man behind the lens*

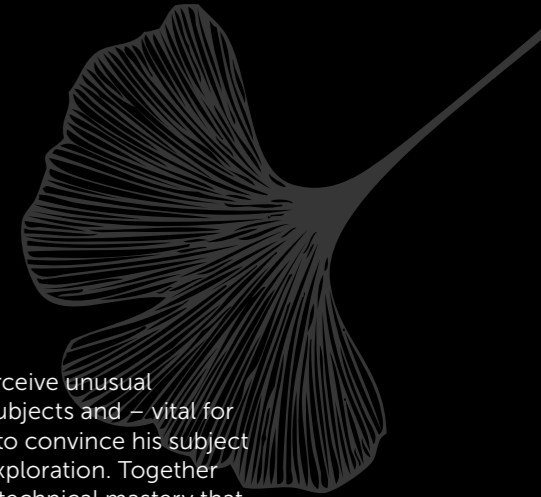
Adrian Steirn is a leading photographer and filmmaker based in Cape Town, South Africa. His work is driven by narrative – the stories of the people he encounters.

Inspired by the life of Nelson Mandela, Steirn created 21 Icons with the aim of celebrating individuals whose own achievements reflect Madiba's legacy.

Renowned South African artist William Kentridge says of the photographer's work, "Adrian Steirn's photographs have an inventiveness and wit."

He is able both to perceive unusual perspectives on his subjects and – vital for a portraitist – is able to convince his subject to participate in his exploration. Together with this, he brings a technical mastery that is tested to its limits by his perfectionism."

Steirn's work is on permanent display at the National Portrait Gallery in London. He is represented by the Everard Read Gallery.



# Tshwane House

## Our Capital's Icon



### SPONSORS



# MANDELA

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Marco Polo was a famous Italian merchant and explorer of the East during the thirteenth century. His legacy inspired the likes of Christopher Columbus to discover the new world.

When I was a little boy growing up in Australia we would swim in our pool to escape the summer heat. My brother and I would race the length of the pool to see how many times we could swim a length holding our breath. Naturally we would also conduct some very competitive games of Marco Polo. Marco Polo revolved around a very simple premise.

One person would close their eyes and try to catch the other. He or she had the right to say 'Marco' and the other had to reply 'Polo'. Follow the sound and catch the competitor. The game relied on complete honesty and to be frank only

lasted until one would scream out 'you have your eyes open'. Heated discussions or wrestles would follow.

I was sitting on a rock at Bakoven in Cape Town South Africa and to my surprise saw a parochial game of Marco Polo taking place in front of my very eyes. A young white girl was wading through the cold Atlantic water with her eyes tightly closed. In hindsight I think that the girl abused the honesty system far less than we did as children as she stumbled gamely over the uneven ground.

An even younger black boy was laughing and splashing through the small waves to avoid her. With arms outstretched and her face a carefree picture of innocence she earnestly screamed 'Nelson'. The young black boy laughed excitedly and responded with 'Mandela' before ducking under a wave.



I was completely caught off guard. Same game, same rules, different dialect. It seemed so natural. The African children playing a game of Nelson Mandela in the October sun were oblivious. 'Nelson' she would scream and 'Mandela' he would answer. I wondered whether South Africans playing a game of Marco Polo thirty years ago could have ever envisaged a mixed race game of Nelson Mandela with the joyful abandon of these two tiny protagonists.

As I sat there and the children played below me I wondered whether Mandela could truly envisage what he had created in his fight for freedom. Sure he had created a new democracy, a paradigm for hope and fairness in the twentieth century, but did he ever think that a generation of children would embrace him in the simplest of games without question or murmur? His bridging of the gap between freedom

fighter, father of a nation and most iconic person in our world had transcended into popular children's culture. Meanwhile the contestants, blissfully unaware, continued playing in the salty water.

It made me wonder how many other icons of our world had passed through unnoticed. A victim of timing or circumstance. Undocumented and unheralded. A moment in time lost, with no legacy of hope to pass on to the children of tomorrow. Surely we must celebrate these icons while they are still living. They are a part of our society's tapestry, part of a lesson learnt, a comforting reminder of our humanity. Perhaps this is part of the Madiba legacy. His life an inspiration to document and celebrate the men and women who have shaped the twenty-first century. And of course the children were right.

When anybody around our world says Nelson – we all reply ... Mandela.

Adrian Steirn

## IN PURSUIT OF UBUNTU

---

I come from a beautiful land, richly endowed by God with wonderful natural resources, wide expanses, rolling mountains, singing birds, bright shining stars out of blue skies, with radiant sunshine, golden sunshine. Today it is free, thanks in large part to the efforts of a single person.

Never before in history was one human being so universally acknowledged in his lifetime as the embodiment of magnanimity and reconciliation as Nelson Mandela was. He set aside the bitterness of enduring 27 years in apartheid prisons – and the weight of centuries of colonial division, subjugation and repression – to personify the spirit and practice of Ubuntu. He perfectly understood that people are dependent on other people in order for individuals and society to prosper – that we are people through other people.

We can't be fully human alone. We are made for interdependence, we are made for family. Indeed, my humanity is caught up in your humanity, and when your humanity is

enhanced mine is enhanced as well. Likewise, when you are dehumanized, inexorably, I am dehumanized as well. As an individual, when you have Ubuntu, you embrace others. You are generous, compassionate. If the world had more Ubuntu, we would not have war. We would not have this huge gap between the rich and the poor. You are rich so that you can make up what is lacking for others. You are powerful so that you can help the weak, just as a mother or father helps their children. This is what Mandela knew.

The 27 years Madiba spent in the belly of the apartheid beast deepened his compassion and capacity to empathize with others. Like a most precious diamond honed deep beneath the surface of the Earth, the Madiba who emerged from prison in February 1990 was virtually flawless. Instead of calling for his pound of flesh, he proclaimed the message of forgiveness and reconciliation, inspiring others by his example to extraordinary acts of nobility of spirit.

There were many occasions when South Africa's fate appeared touch and go. But catastrophe was avoided. Of course, part of the success of South Africa's transition was due to a miracle: the moral colossus that is Nelson Mandela, whose calm and sagacity, and his status as an icon of forgiveness, compassion, magnanimity and reconciliation, make us the envy of every nation on earth. We were blessed that it was he who guided our state through its rebirth. And we must also thank FW de Klerk, the last ruler of the dying apartheid regime, who exhibited moral courage by setting in motion our liberating revolution.

But ordinary South Africans also can be proud of themselves, for it was truly their self-discipline, simple decency, and ability to forgive that prevented a bloodbath. In their example is a model for other troubled parts of the world to follow.

This is what Adrian Steirn and Harriet Pratten have recognised with 21 Icons. Through his special lens, Adrian not only captures the wonderful faces of men and women who inspire others, but also the essence of 'Ubuntu' latent in the spirits, smiles and efforts of these people.

The 21 Icons project is indeed a gift to our nation. It reminds us that South Africa is a nation of ordinary people doing extraordinary things. One of my favourite portraits among all the beautiful work captured here is Madiba's photograph. Like him, we must each hold the mirror to our face. We must reflect without judgment but with compassion, forgiveness and love. We must look at ourselves, embracing all that we are in order to be more tolerant of others. We must believe with conviction, as Madiba and I have throughout our lives, in a brighter future for South Africa, in the capacity of its people to create positive change – and the extraordinary power of collective effort.



Archbishop Emeritus Desmond Tutu



## SOUTH AFRICA THE BELOVED COUNTRY

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Incomparable beaches washed by a nutrient laden sea teeming with life. Among the world's richest terrestrial biodiversity in both plant and animal life. Plentiful rain in the east supports a verdant growth that wraps the Drakensberg range and then slowly dries, green becoming golden as one moves west across thousands of square kilometres of high altitude grasslands to the arid beauty of the Kalahari and Namaqualand. This biological wonderland sits atop the planet's richest resources in minerals that have proven essential to the technological evolution of humankind. Within these ancient rocks fossils also bear testimony to the development of our species within the borders of contemporary South Africa.

Rich in resources it may be yet South Africa in retrospect has never been a quiet patch of Planet Earth. The rise of a despicable social experiment that became known as apartheid ripped and tore at an already bruised social fabric. Yet somehow through both some extraordinary good luck and the determination of fine citizens, many of whom achieved global

eminence, a valid country and nation emerged. At the summit of this pulsing mountain of human endeavour sits the greatest human being of his generation. Nelson Mandela.

There is no better example of South Africa now being a land of opportunity to any individual with talent and an appetite for hard work than the career of the visionary behind the 21 Icons project. Adrian Steirn arrived to live in South Africa, swimming very much against the current of human migration, from his native Australia. Young and unknown in both business and political environments, Steirn rapidly established himself as one of the most eminent photographers working within Africa.

Nearly a decade ago sitting on the banks of the Zambezi River, Adrian Steirn described to me his ambition to celebrate the lives of the most important generation of South Africans in history through the lens of his camera. That ambition has now been realised. This is a unique collection that binds together extraordinary images of the 21 greatest South African icons of our time.

Mark Read

## THE BIRTHPLACE OF DEMOCRACY

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Indeed we deserve to celebrate those who led us and inspired our diverse contributions to the building of a united and democratic South Africa.

On the eve of our country reaching its adulthood – the age of of 21 – we as the Capital City are immensely honoured to host the 21 Icons Gala Dinner and Charity Auction.

Shielded and united by the glorious embrace of our number one icon Tata Nelson Mandela, our country's first president elected 21 years ago, we the people of Tshwane welcome the 21 Icons to the birthplace of our democracy.

To all of our icons alive and departed, I can without doubt guarantee that you have had chapters of your life experience in Tshwane, justifying your collective return as 21 Icons.

Equally to those who have made the project a great success through various contributions, material and intangible, Tshwane has been your home or you are yet to live and leave memories.

21 Icons is undoubtedly one of the most innovative initiatives on the palette of our nation-building and social cohesion storybooks.

The idea of 21 portraits translated and transformed through lens, paper and short film with a consciousness that gave birth to a charitable legacy vividly tells the tale of a South Africa we continue to zealously build and aspire for.

I urge you therefore, through your corporate conscience, to support and contribute to the 21 Icons project thus ensuring that those in need benefit from our benevolence, and importantly so that we can continue to tell the stories of our trials, tribulations and triumphs.

I wish all our partners prosperity, and to those that made it happen – may you find new strength. To the lensman Adrian Stein and our film crew – may you envision more.

To our bidders, the priceless pieces of South Africa history and history-making are worth it.

And long live our Icons.

Councillor Kgosientso Ramokgopa, Executive Mayor



## ABOUT THE AUCTION

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IN CELEBRATION OF 21 YEARS OF DEMOCRACY, 21 ICONS PRESENTS ITS INAUGURAL CHARITY AUCTION. IT IS A SILENT AUCTION. MEMBERS OF THE PUBLIC ARE INVITED TO SUBMIT THEIR BIDS ONLINE AT [21ICONS.COM/AUCTION](http://21ICONS.COM/AUCTION) UNTIL THE CLOSING DATE, MARCH 31 2015.

ALL REVENUE GENERATED THROUGH THE AUCTION OF THE PORTRAITS TOGETHER WITH COLLECTABLE MEMORABILIA FEATURED IN THE PORTRAITS WILL BE DONATED TO THE ICONS' CHOSEN CHARITIES. A VAST SPECTRUM OF CHARITABLE ORGANISATIONS WILL BENEFIT GREATLY FROM THESE ICONS AS THEY SELFLESSLY PLEDGE ALL THE PROCEEDS TO HELP OTHERS. BIDDING FOR THE LOTS CLOSES ON MARCH 31 2015.

The debut season of 21 ICONS profiled the extraordinary stories of South Africa's global icons, including Nelson Mandela, Desmond Tutu and FW de Klerk, as well as uncovering the lesser-known stories of individuals who have had a profound impact on our nation.

Adrian Steirn's portrait of Nelson Mandela, titled 'A Reflection of Dignity', was bought by a private collector last year for a record sale price of \$200 000 (about R2million). The money was donated to the Nelson Mandela Children's Hospital and WWF.

The auction is the tangible realisation of the project's charitable goals. It intends to provide financial aid to important causes for the betterment of our country and to make a sustainable difference in South African society.

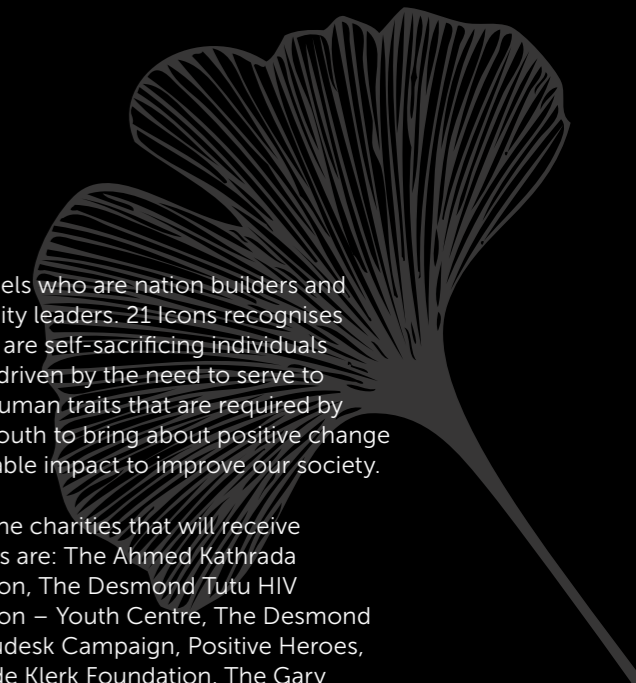
Adrian Steirn is responsible for conceptualising 21 Icons, a nation-building project that celebrates the lives of extraordinary South Africans who have captured the global imagination with their dignity, humanity, hard work and selfless struggle for a better world.

21 Icons launched a second season last year with a further 21 remarkable individuals, including Albie Sachs, Imtiaz Sooliman and Herman Mashaba, to continue its socially conscious movement of profiling

role models who are nation builders and community leaders. 21 Icons recognises that they are self-sacrificing individuals who are driven by the need to serve to others, human traits that are required by today's youth to bring about positive change and sealable impact to improve our society.

Among the charities that will receive donations are: The Ahmed Kathrada Foundation, The Desmond Tutu HIV Foundation – Youth Centre, The Desmond Tutu Tutudesk Campaign, Positive Heroes, The FW de Klerk Foundation, The Gary Player Foundation, The Gcinamasiko Arts and Heritage Trust, The South African Hellenic Educational and Technical Institute (SAHETI), The Market Theatre Foundation, The StarFish Foundation, Greenpeace Africa and Food & Trees for Africa, Phelophepa I and II Trains, Nelson Mandela Children's Hospital, The Sophia de Bruyn and Henry Benny Nato de Bruyn Legacy Foundation, Friends of the Johannesburg Art Gallery, The Princess of Africa Foundation, The Hugh Masekela Heritage Foundation, The Tracker Academy, The Sunflower Fund, The Mmapula Mmakgoba Helen Sebidi Arts Foundation, The Social Justice Coalition and the WWF.

It is an opportunity for 21 Icons, business, government and individuals to contribute to each icon's nominated charity and in so doing, the livelihood of South African society.



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## SUMMARY OF LOTS

Each lot shows the innovative style and fresh approach that Adrian Steirn brings to these portraits. Each individual has been photographed in a unique pose which steers away from the standard approach that is often used when people of importance are photographed.

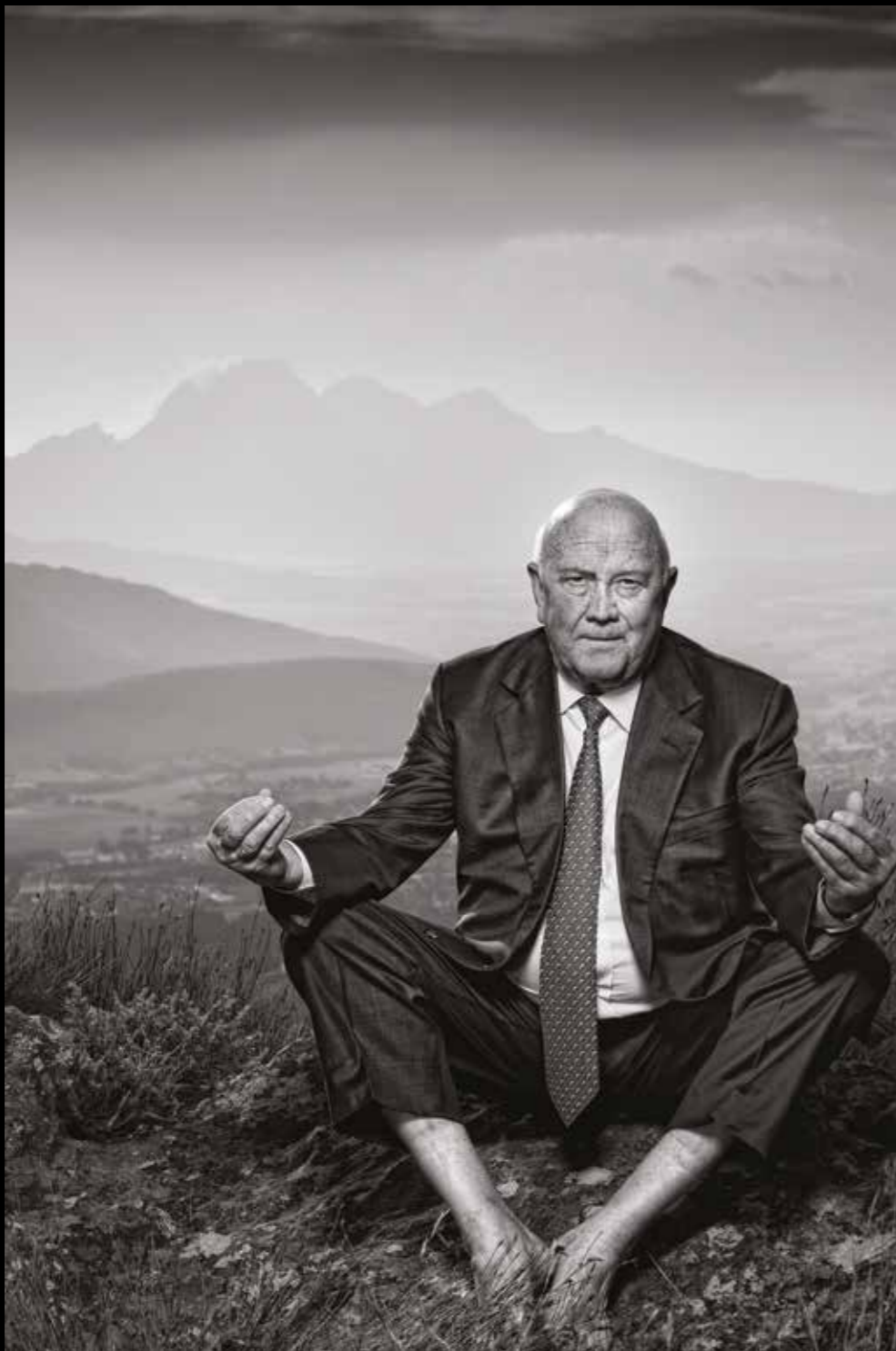
The use of props throughout the images further shows the thought and layering that has gone into each individual shot. Each prop is relevant to the respective icon, whether it is a play on words or of a more serious intent, capturing the spirit of each individual.



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**LOT 1**

**FW DE KLERK**

*A Man Alone*

**R 120 000 - R 150 000**

18 January 2010  
Silver gelatin print, signed in  
the margin by FW de Klerk  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the FW de Klerk  
Foundation.*

*"I'm part of a community, I'm part of a nation.  
I'm a citizen of a country, and I have to give  
something back to that community and to that  
nation and to that country."*

— FW de Klerk, A Statesman

Nobel Peace Prize Laureate FW de Klerk sits in the lotus pose, a cross-legged sitting position practised in yoga. The image is a reflection of peace on a number of different levels – of a man who with the help of others facilitated a peaceful transition from apartheid to democracy. Finding inner peace despite being perceived by members of his own community as betraying his people, De Klerk sits on the earth with his shoes removed. Connected to his country.

*Adrian Steirn*

Australian, Born 1979



## LOT 2

# DESMOND TUTU

*The World Needs Another Tutu*

**R 120 000 - R 150 000**

12 December 2009  
Silver gelatin print, signed in  
the margin by Desmond Tutu  
and Adrian Steirn  
Limited edition 1 of 1  
And the tutu used in  
the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

#### PROVENANCE

Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is the Desmond Tutu  
HIV Foundation – Youth  
Centre (50%)  
& The Desmond Tutu  
Tutudesk Campaign (50%)*

*“There is a lot of evil in the world, but there  
is also a lot of good. In fact we are made  
for goodness, which is fantastic.”*

— Desmond Tutu, A Peace Advocate

Tutu dances next to a ballerina's tutu, seemingly suspended in  
mid-air, like a magician performing a trick. Two tutus side by side,  
the image conveys the message 'what the world needs is another  
Tutu' to encourage each and every one to, in some way, adopt the  
teachings of the Arch.

*Adrian Steirn*

Australian, Born 1979



### LOT 3

## SOPHIA WILLIAMS DE BRUYN

*In Prayer And Protest*

**R 120 000 - R 150 000**

4 March 2012  
Silver gelatin print, signed in  
the margin by Sophia Williams  
De Bruyn and Adrian Steirn  
Limited edition 1 of 1  
And the bible used in  
the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Sophia de Bruyn  
and Henry Benny Nato de  
Bruyn Legacy Foundation.*

*"I felt a lump in my throat when I looked at  
this large army of women: dignified women,  
courageous women. I felt so humbled to be part  
of such bravery."*

— Sophia Williams De Bruyn, A Heroine

Sophia Williams De Bruyn led the Women's March to the Union Building in Pretoria in 1956 in protest against women's inclusion in the apartheid pass laws. The bible and prayer position bear reference to the contingency plan to break into prayer should there have been police intervention. Fortunately, the march was a success and a great step towards gender equality. Shown with dignity and strength, it is fitting that the site of her bravery was revisited 60 years later.

*Adrian Steirn*

Australian, Born 1979



**LOT 4**

**KUMI NAIDOO**

*To The End Of The Earth*

**R 120 000 - R 150 000**

19 April 2012  
Silver gelatin print, signed in  
the margin by Kumi Naidoo  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is Greenpeace Africa  
(50%) and Food & Trees for  
Africa (50%).*

*"Struggles only move forward when decent  
men and women step forward and say,  
'Enough is enough and no more.'"*

— Kumi Naidoo, A Crusader

Naidoo stands defiantly upright in a zodiac surrounded by nature, for which he fights each day to preserve on a global scale. The image speaks of a man who would go to any extreme to stand up for what he believes in. The zodiac, often associated with Greenpeace activists, is a reference to his current role within the organisation as international executive director.

*Adrian Steirn*

Australian, Born 1979



## LOT 5

# LILLIAN CINGO

*It Will Be Better*

**R 120 000 - R 150 000**

20 June 2012  
Silver gelatin print, signed in  
the margin by Lillian Cingo  
and Adrian Steirn  
Limited edition 1 of 1  
And the nurse's cap used  
in the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Phelophepa I  
and II Trains.*

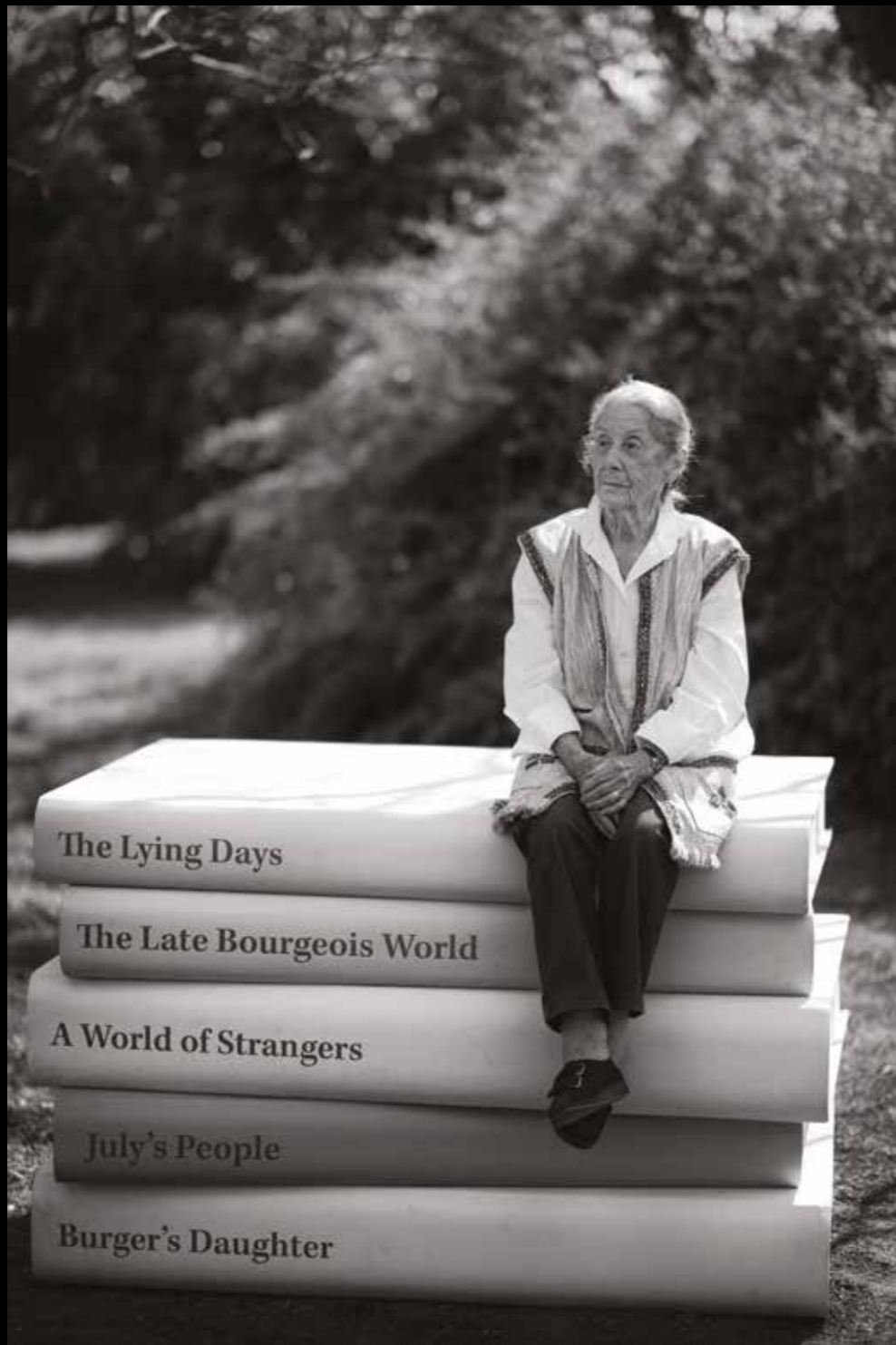
*"Hope is a fantastic thing because it's not about  
giving up. It's about thinking, 'It can be better.  
It can be better. It will be better.' I love that."*

— Lillian Cingo, A Healer

Lillian Cingo received her training at Moroka Mission Hospital in the Free State, before progressing to becoming a mid-wife and working in South Africa. Wanting to achieve more, but unable to do so under apartheid, she left for London. Qualifying as a neurosurgical nurse she was nominated twice for Nurse of the Year during the 1970s and was presented to the queen in 1975 as the best neurosurgical nurse in London. On her return to South Africa, she became actively involved in health education. The striking tone of the image pays homage to the noble profession of nursing.

*Adrian Steirn*

Australian, Born 1979



## LOT 6

# NADINE GORDIMER

*On Her Word*

**R 120 000 - R 150 000**

28 November 2011

Silver gelatin print, signed in the margin by Nadine Gordimer and Adrian Steirn

Limited edition 1 of 1

And one of the books used in the photograph signed by Gordimer  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the negative and the short film.

#### PROVENANCE

Accompanied by a certificate of authenticity from the photographer.

*The icon's fund recipient of choice is the Nelson Mandela Children's Hospital.*

*"You are questioning and you are moving to discover what the real meaning of life is. I have been tremendously lucky in my life and I have had an extraordinary life."*

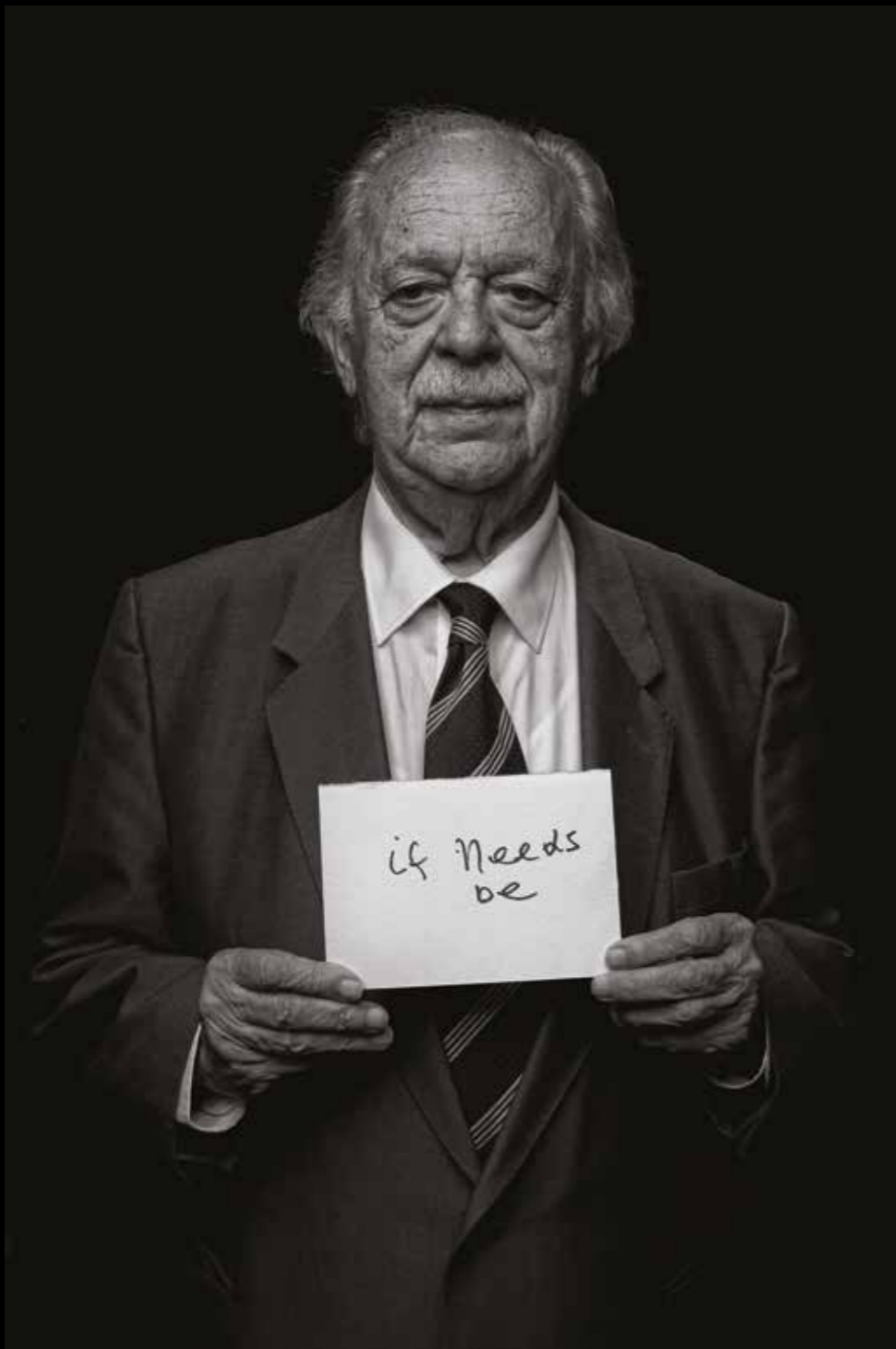
— Nadine Gordimer, A Novelist

Gordimer sits on top of her own works looking demure but strong. Always believing the Word to be bigger than herself, here she is dwarfed by her work. The gigantic-sized books are symbolic of her immense contribution to literature and South Africa. In recognition of this Gordimer was awarded the 1991 Nobel Prize for Literature. The titles chosen include her first novel and those that were banned in South Africa during apartheid.

*Adrian Steirn*

Australian, Born 1979





## LOT 7

# GEORGE BIZOS

*If Needs Be*

**R 120 000 - R 150 000**

21 February 2011  
Silver gelatin print, signed in  
the margin by George Bizos  
and Adrian Steirn  
Limited edition 1 of 1  
And the note used in the  
photograph signed by Bizos  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

#### PROVENANCE

Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the South African  
Hellenic Educational  
and Technical Institute  
(SAHETI).*

*"Add the words 'If needs be' before  
the words I am prepared to die."*

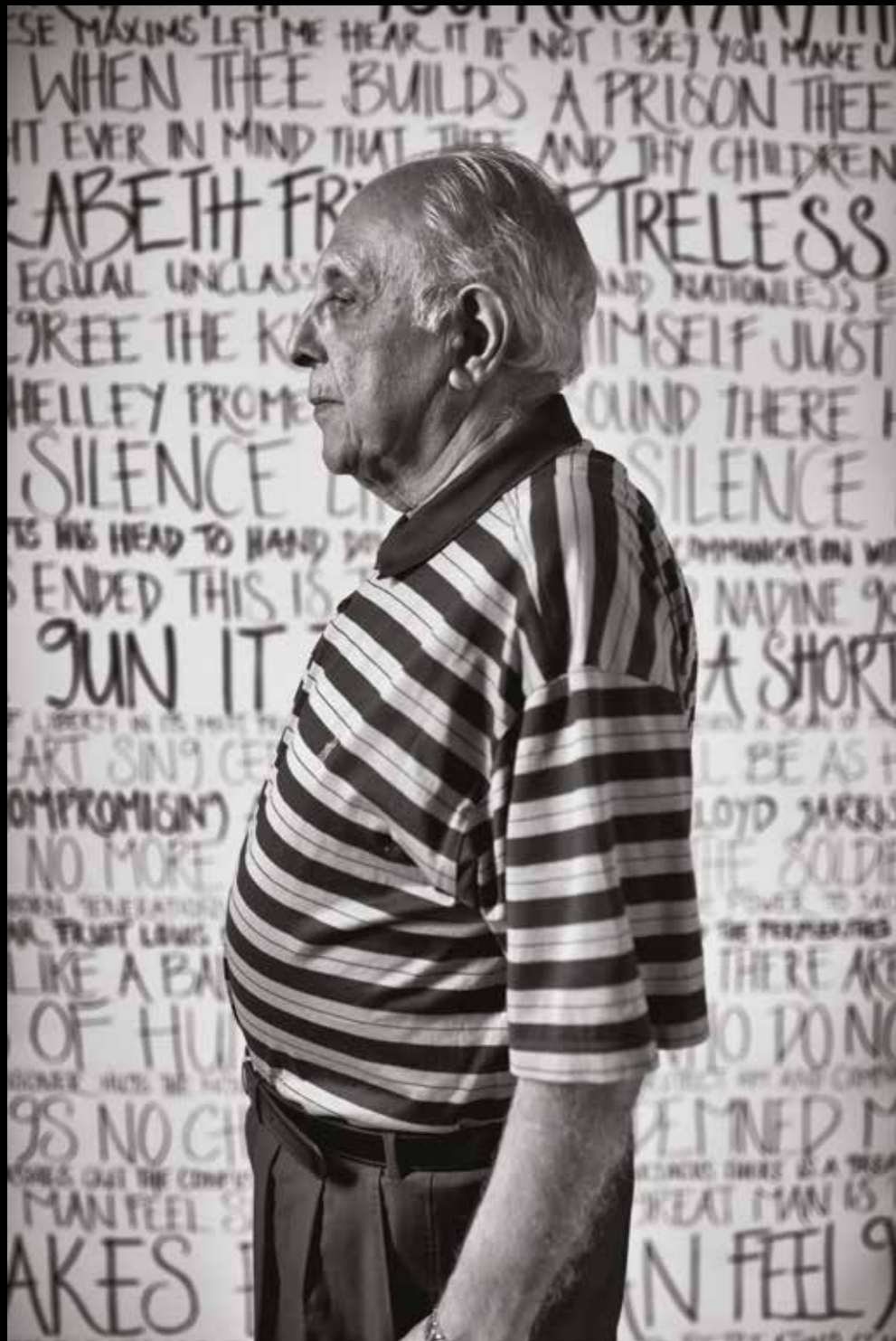
— George Bizos, An Advocate

Bizos stands facing the camera with hands  
outstretched holding a handwritten note that reads  
'if needs be'. At the request of Bizos, Mandela inserted  
these three simple words into his Rivonia Trial speech  
from the dock in 1964. That moment is said to be the  
difference between life and death for the defendants  
of the Rivonia Trial.

Mandela's statement from the dock concluded as  
follows: "I have cherished the ideal of a democratic  
and free society in which all persons live together in  
harmony and with equal opportunities. It is an ideal,  
which I hope to live for and to achieve. But if needs be,  
it is an ideal for which I am prepared to die."

*Adrian Steirn*

Australian, Born 1979



**LOT 8**

**AHMED KATHRADA**

*Life Sentence*

**R 120 000 - R 150 000**

21 November 2011  
 Silver gelatin print, signed in  
 the margin by Ahmed Kathrada  
 and Adrian Steirn  
 Limited edition 1 of 1  
 And the backdrop used  
 in the photograph  
 The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
 negative and the short film.

**PROVENANCE**  
 Accompanied by a certificate of  
 authenticity from the photographer.

*The icon's fund recipient of  
 choice is the Ahmed Kathrada  
 Foundation.*

*“When Mandela says that Robben Island was a  
 university, it wasn't just an academic university;  
 it was also a university of human behaviour,  
 human relations.”*

— Ahmed Kathrada, *A Gentle Force*

Kathrada stands in front of a canvas wall of quotes. Ahmed Kathrada spent eighteen years on Robben Island and a further seven in Pollsmoor Prison with, among others, Nelson Mandela and Walter Sisulu. During his incarceration he secretly collected quotations which he came across and liked: proverbs, aphorisms, poetry and drama extracts, and passages from books, magazines and newspapers. They reveal how this remarkable and modest man was able to maintain his dignity and freedom of mind while all other liberty was denied him.

*Adrian Steirn*

Australian, Born 1979



**LOT 9**

**HUGH MASEKELA**

*African Jazz*

**R 120 000 - R 150 000**

28 March 2013  
Silver gelatin print, signed in  
the margin by Hugh Masekela  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Hugh Masekela  
Heritage Foundation.*

*"I knew I was going to be a musician. I was  
obsessed with music from the time I emerged."*

— Hugh Masekela, A Jazzman

*Grazing in the Grass* was Masekela's first smash hit. Recorded  
in 1968 and released in the US, it reached number one on the  
Billboard Hot 100 chart, selling over four million copies. This image  
captures Masekela playing his beloved trumpet in a pine tree forest  
— a place he takes refuge in while at home in the sprawling city of  
Johannesburg. This is African Jazz.

*Adrian Steirn*

Australian, Born 1979



**LOT 10**

**JOHNNY CLEGG**

*A Musical Journey*

**R 120 000 - R 150 000**

29 April 2010  
Silver gelatin print, signed in  
the margin by Johnny Clegg  
and Adrian Steirn  
Limited edition 1 of 1  
And the spear used in  
the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is the StarFish  
Foundation.*

*"What I love about South Africa is its diversity.  
We're in a massive transition. It's a very exciting  
time and what does transition do?  
It releases energy."*

— Johnny Clegg, A Warrior

Best known as South Africa's white Zulu, Johnny Clegg and his  
bands Juluka and Savuka represent a harmonious South Africa.  
Shot in the cradle of humankind and depicted here with a spear  
adorned with the words 'music' and 'anthropology', his two  
interests of the heart, are brought together.

*Adrian Steirn*

Australian, Born 1979



## LOT 11

# MMAPULA MMAKGOBA HELEN SEBIDI

### *Life's Work*

**R 120 000 - R 150 000**

28 November 2011  
Silver gelatin print, signed in the  
margin by Mmapula Mmakgoba  
Helen Sebidi and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is the Mmapula  
Mmakgoba Helen Sebidi  
Arts Foundation*

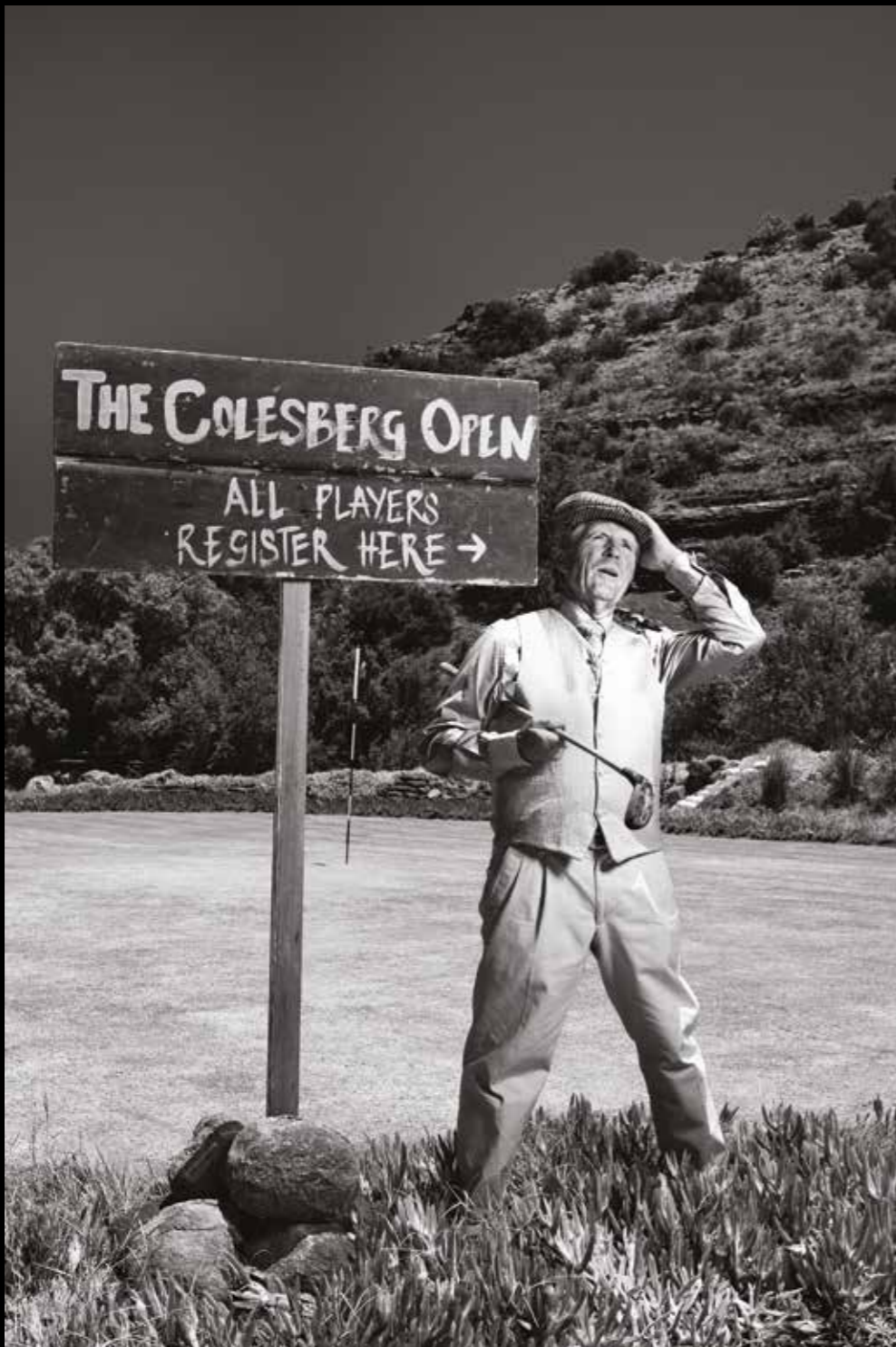
*"I think I've given myself to the world. I don't  
have to be conscious about who I am working for.  
I have to be happy with what I am doing."*

— Mmapula Mmakgoba Helen Sebidi, An Artist

Sebidi is enveloped by her work, demonstrating the inextricable link between herself and her work and the deeply spiritual relationship she has with her vocation. The life history of the struggle of this consummate artist stands as a metaphor for our collective struggle to define ourselves as a nation. Mmapula Mmakgoba Helen Sebidi's work was driven by her innate need to express herself through art, her adversity and challenges, and therefore reminds us of where we come from, and prompts us towards the future.

*Adrian Steirn*

Australian, Born 1979



## LOT 12

# GARY PLAYER

*In Play*

**R 120 000 - R 150 000**

19 December 2009  
Silver gelatin print, signed in  
the margin by Gary Player  
and Adrian Steirn  
Limited edition 1 of 1  
And the golf club used in  
the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

#### PROVENANCE

Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is the Gary Player  
Foundation.*

*"I was never influenced by what other people  
thought; I just believed I could do it."*

— Gary Player, A Champion

Player stands in front of a sign promoting 'The Colesburg Open' – a humorous play on the words 'all players register here'. Proudly South African, the sign references his beloved hometown Colesburg, located in the Northern Cape province. One of the most successful golfers of all time, Player is also a dedicated philanthropist who continues to raise money for disadvantaged children all over the world.

*Adrian Steirn*

Australian, Born 1979



**LOT 13**

**YVONNE CHAKA CHAKA**

*Her Voice And A Broomstick*

**R 120 000 - R 150 000**

20 April 2010  
Silver gelatin print, signed in the margin by Yvonne Chaka Chaka and Adrian Steirn  
Limited edition 1 of 1  
And the tiara and broom used in the photograph  
The plate 101,11cm by 67cm (6)

This lot is accompanied by the negative and the short film.

**PROVENANCE**

Accompanied by a certificate of authenticity from the photographer.

*The icon's fund recipient of choice is the Princess of Africa Foundation.*

*"My background could never deter me from wanting to be what I wanted to be."*

— Yvonne Chaka Chaka, A Princess

Born in Soweto, Yvonne Chaka Chaka is best known for songs such as *Umqombothi*. Seemingly daydreaming, Chaka Chaka sings into a wooden broomstick pretending it is a microphone, as she did as a child. In the background, a tiara rests atop the piano in reference to the nickname *Princess of Africa* bestowed upon her by Nelson Mandela.

*Adrian Steirn*

Australian, Born 1979



**LOT 14**

**WILLIAM KENTRIDGE**

*In Spite Of Myself*

**R 120 000 - R 150 000**

1 December 2009  
Silver gelatin print, signed in  
the margin by William Kentridge  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**

Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Friends of the  
Johannesburg Art Gallery.*

*“What I have learnt from my work is that the best  
work, or the most interesting things, has always  
happened in spite of myself. Things that I thought  
of as faults, as weaknesses, in the end, other people  
pointed out as being the most interesting part of  
the work.”*

— William Kentridge, A Creator

A single ten-second exposure captures Kentridge at work in  
his studio three times, paying tribute to the multimedia nature  
of his work for which he is famed.

*Adrian Steirn*

Australian, Born 1979





**LOT 15**

**PHILLIP TOBIAS**

*The Thrill Of Discovery*

**R 120 000 - R 150 000**

13 May 2010  
Silver gelatin print, signed in  
the margin by Phillip Tobias  
and Adrian Steirn  
Limited edition 1 of 1  
And the hurricane lamp  
used in the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is The Sunflower  
Fund and Wits University*

*"The beginning of the story of education is  
observation. Keep your eyes open, look at things  
under your feet, not only up at the starry heavens."*

— Phillip Tobias, A Groundbreaker

Tobias, a Professor Emeritus of anatomy, human biology and paleoanthropology, was one of South Africa's finest scientists and worked at the University of the Witwatersrand. Amongst numerous others, he received three nominations for the Nobel Prize and was the recipient of numerous honorary doctorates and fellowships. Known for his field work, he studied the southern African people and left us with a rich collection of research.

*Adrian Steirn*

Australian, Born 1979



**LOT 16**

**EVELINA TSHABALALA**

*Moving Forward*

**R 120 000 - R 150 000**

12 October 2013  
Silver gelatin print, signed in  
the margin by Evelina Tshabalala  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is Positive Heroes.*

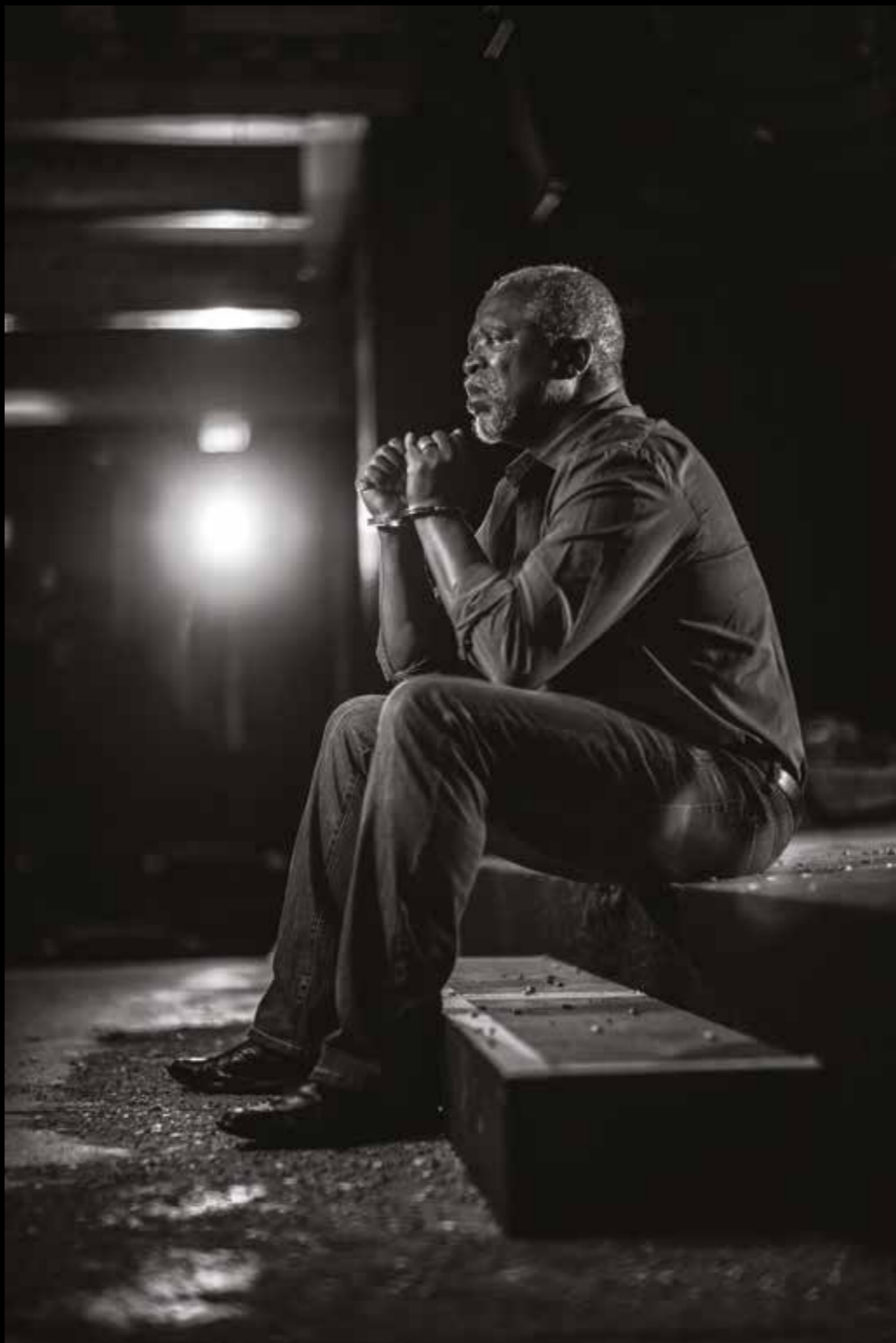
*"My life was very difficult, but I said to myself,  
'I'm not going to fall down; I'm going to stand  
up until the end.' And I'm still standing."*

— Evelina Tshabalala, An Athlete

Evelina Tshabalala is an ultra marathon runner, has climbed summits and is actively involved in uplifting her community, all whilst living with HIV. She gets back up and carries on in the face of adversity and this is what this portrait sought to capture.

*Adrian Steirn*

Australian, Born 1979



**LOT 17**

**JOHN KANI**

*A Shackled Performance*

**R 120 000 - R 150 000**

14 October 2013  
Silver gelatin print, signed in  
the margin by John Kani and  
Adrian Steirn  
Limited edition 1 of 1  
And the handcuffs used  
in the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Market Theatre  
Foundation.*

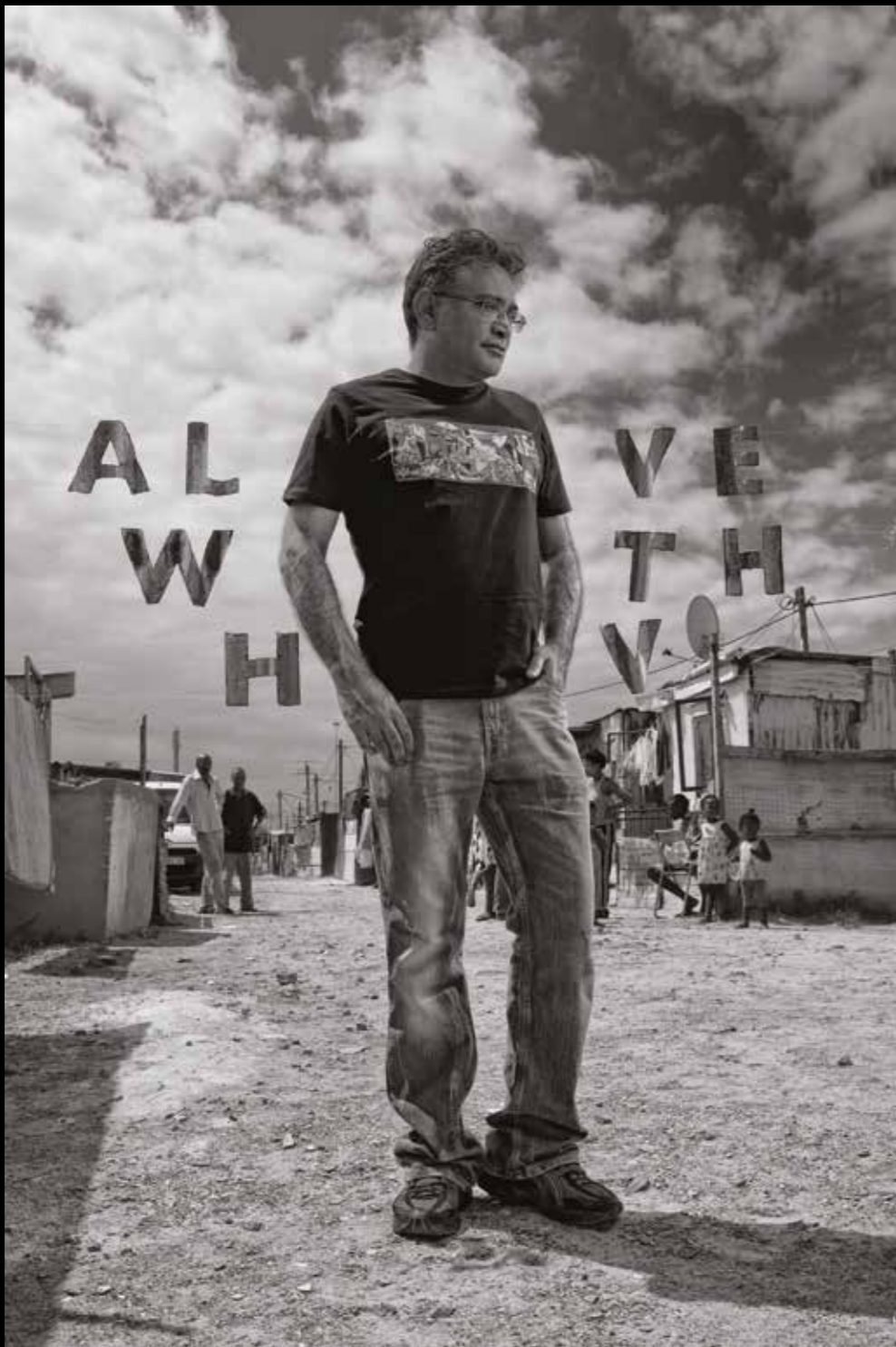
*"I realised that I could use the stage, I could use  
art and I could use theatre as power to continue  
my struggle for liberation."*

— John Kani, A Thespian

In 1976, John Kani was arrested on stage and detained for 23 days after a performance of *Sizwe Banzi is Dead*. This portrait, taken at the Market Theatre in Johannesburg, is a tribute to that moment. The Market Theatre was chosen for the shoot for a number of reasons. *Nothing but the Truth* (2002), Kani's debut as sole playwright, was first performed there. Today Kani is executive trustee of the Market Theatre Foundation, and founder and director of the Market Theatre Laboratory.

*Adrian Steirn*

Australian, Born 1979



**LOT 18**

**ZACKIE ACHMAT**

*Alive With HIV*

**R 120 000 - R 150 000**

20 February 2012  
Silver gelatin print, signed in  
the margin by Zackie Achmat  
and Adrian Steirn  
Limited edition 1 of 1  
And the lettering used in  
the photograph  
The plate 101,11cm by 67cm (5)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Social Justice  
Coalition.*

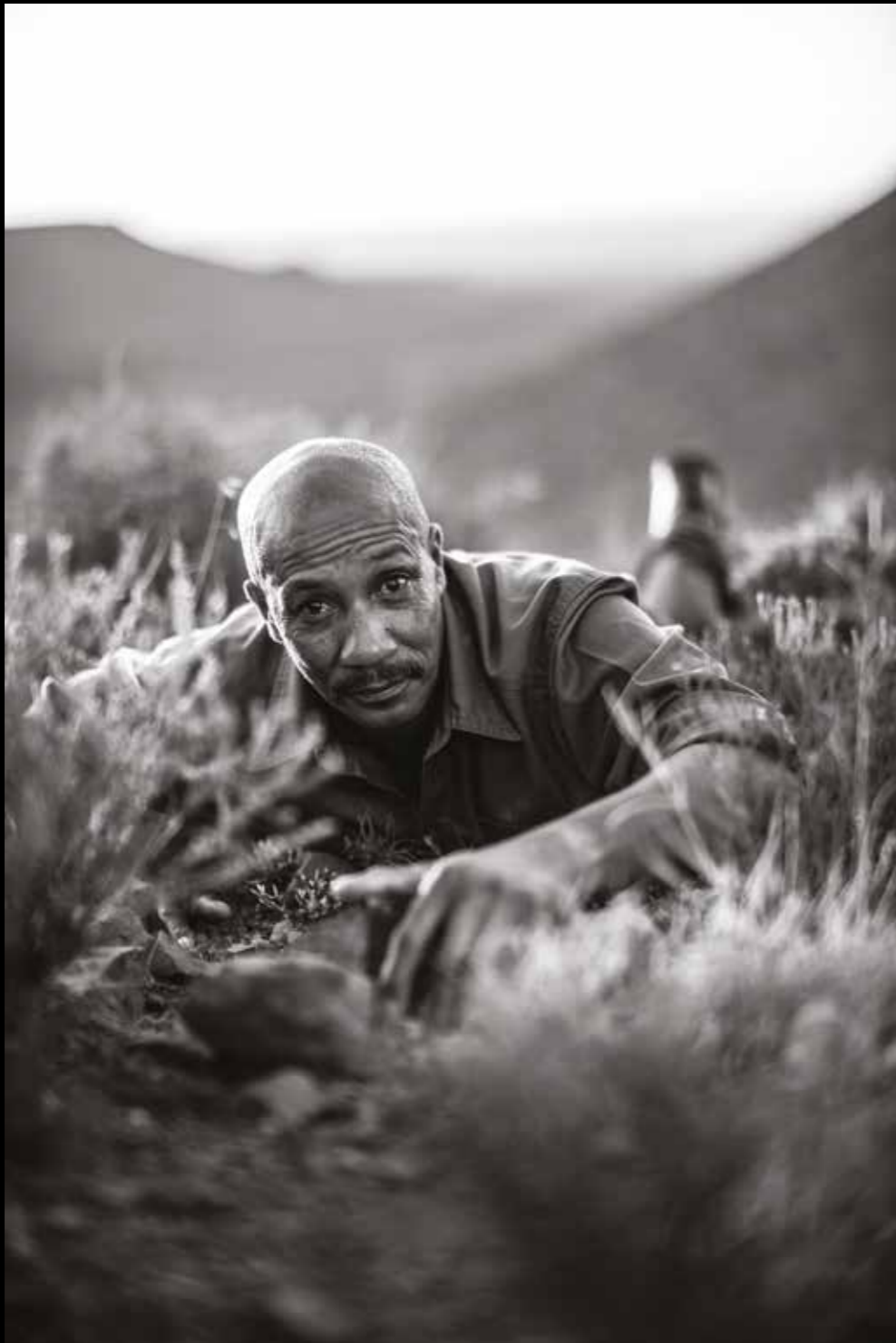
*"I am optimistic about what we can achieve if  
we become active citizens... If we work together  
we can make South Africa a better place."*

— Zackie Achmat, A Campaigner

This portrait frames Aids activist Zackie Achmat with the words 'Alive with HIV' in the background – a reference not only to his having lived with disease since 1990, but also to the positive achievements of this tireless campaigner for social justice.

*Adrian Steirn*

Australian, Born 1979



**LOT 19**

**KAREL BENADIE**

*In Pursuit*

**R 120 000 - R 150 000**

13 November 2013  
Silver gelatin print, signed in  
the margin by Karel Benadie  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient  
of choice is the The Tracker  
Academy.*

*"Plants, animals, human beings, they're all one.  
All of us are part of nature... If we can protect  
all of that, it will be so good for our country."*

— Karel Benadie, A Master Tracker

This portrait shows master tracker Karel Benadie in a leopard crawl position in the Karoo veld, as he would be when he tracks wildlife, on the terrain that he has walked his whole life and on which he reads stories hidden from the untrained eye. Caught in the soft dawn light, his weathered face, in a close-up frame, is testament to years of hard work in an extremely inhospitable environment.

*Adrian Steirn*

Australian, Born 1979



LOT 20

## GCINA MHLOPHE

*Between The Lines*

**R 120 000 - R 150 000**

16 November 2013  
Silver gelatin print, signed in  
the margin by Gcina Mhlophe  
and Adrian Steirn  
Limited edition 1 of 1  
The plate 101,11cm by 67cm (4)

This lot is accompanied by the  
negative and the short film.

**PROVENANCE**  
Accompanied by a certificate of  
authenticity from the photographer.

*The icon's fund recipient of  
choice is the Gcinamasiko  
Arts and Heritage Trust.*

*"I tell stories in order to wake up stories in other  
people, because I truly believe that every living  
being has got a story to tell."*

— Gcina Mhlophe, A Storyteller

The portrait of Gcina Mhlophe shows the famed storyteller in a close-up frame, smiling broadly at the camera. It conveys her love of the traditional oral narrative, as well as writing and reading and reflects her philanthropic work as an ambassador for literacy and preserving an important, ancient art. The portrait of Mhlophe is an interpretation of a woman who carries her stories with her. Mhlophe is positioned carrying books on her head, her smile and wide-open eyes telling stories of their own.

*Adrian Steirn*

Australian, Born 1979

# CHARITIES

## AHMED KATHRADA

### *The Ahmed Kathrada Foundation*

The Ahmed Kathrada Foundation is a non-profit organisation based in Johannesburg. Named after struggle stalwart Ahmed Kathrada, its core objective is deepening non-racialism. The Foundation runs a year-long youth leadership programme and conducts campaigns, research and dialogues, promoting activism for a non-racial society. It is also involved in the preservation and promotion of liberation history.

The Foundation has also lent its support to global campaigns, such as the Free Marwan Barghout and All Palestinian Political Prisoners Campaign.



## DESMOND TUTU

### *The Desmond Tutu HIV Foundation*

The Desmond Tutu HIV Foundation is committed to the pursuit of excellence in research, treatment, training and prevention of HIV and related infections in Southern Africa. Fully self-funded by grants and other investigator raised funds, our shared vision for the future includes the continuation of current TB/HIV related work

of treatment, care, prevention and education particularly in the most vulnerable populations, whilst staying abreast of new developments and continuing to contribute to cutting edge information in HIV and TB public health, social and clinical research.

### *The Desmond Tutu Tutudesk Campaign*

The Archbishop's Tutudesk Campaign is addressing classroom desk shortages by providing children with access to portable desks (known as Tutudesks) and in so doing is improving access, supporting literacy development and enhancing academic performance amongst the beneficiaries of the programme. The Tutudesk Campaign has recently joined forces with the UN's Special Envoy for Education, Mr Gordon Brown, in support of his Emergency Response Coalition for Education programme initiative, which aims to make rapid improvements in emerging market education development, relative to the findings of the recently released MDG report. Within this partnership, the Tutudesk Campaign will also form part of the wider Special Envoy's Global Education First Initiative.



## EVELINA TSHABALALA

### *Positive Heroes*

Positive Heroes is an educational, awareness and self-help action campaign that draws on the huge power that positive role models living with HIV have to change people's responses, to a deadly epidemic of silence and shame.



## FW DE KLERK

### *The FW de Klerk Foundation*

The FW de Klerk Foundation supports and promotes the Constitution, the Bill of Rights and the rule of law through the activities of the Centre for Constitutional Rights and promotes unity in diversity by working for cordial inter-community relations and national unity.

It also supports charities that care for disabled and disadvantaged children, and provides information on FW de Klerk's presidency and the factors that led to South Africa's transition to a non-racial constitutional democracy.



## GARY PLAYER

### *The Gary Player Foundation*

The Foundation provides quality education for underprivileged children and strengthens impoverished communities plagued by disease and crime.



## GCINA MHLOPHE

### *The Gcinamasiko Arts and Heritage Trust*

The Gcinamasiko Arts and Heritage Trust is committed to enhancing the culture of reading, providing writing and story-creation opportunities and promoting African writers and the heritage of story-telling within the education institutions (especially those who have poor access to resources) and in the public arena of South Africa through its edutainment programme.



GEORGE BIZOS

*The South African Hellenic Educational and Technical Institute (SAHETI)*

In 2003, the Board of SAHETI, on the initiative of Advocate George Bizos and his initial financial contribution, established a Scholarship and Bursary Fund to assist and attract learners of outstanding ability who are in financial need. The ability to benefit from a tertiary education is highly dependent on a quality and holistic secondary education. Supporting the fund provides learners, who would otherwise have not had the opportunity, access to such a secondary education.



HELEN SEBIDI

*The Mmapula Mmakgoba Helen Sebidi Arts Foundation*

The foundation aims to promote indigenous art into the main stream.

HUGH MASEKELA

*The Hugh Masekela Heritage Foundation*

Information unavailable at time of going to print.

JOHN KANI

*The Market Theatre Foundation*

The Market Theatre is a not-for-profit organisation and as such is reliant on donations in order to carry out its core business of producing excellent theatre, and particularly promoting new indigenous work, as well as running its numerous outreach programmes.



JOHNNY CLEGG

*The StarFish Foundation*

The StarFish Foundation is all about encouraging and enabling individuals to make a difference in their life and the lives of others. As demonstrated by the young man in The Starfish Story, the desire, and indeed, ability to act with conviction begins at a very young age.



KAREL BENADIE

*The Tracker Academy*

The Tracker Academy aims to empower tracker graduates with the skills and knowledge necessary to become ambassadors for and custodians of Africa's wildlife by bringing authenticity and accuracy to environmental education, wildlife protection, eco-tourism, monitoring and research.

They aim to create a culture of curiosity among students by constantly encouraging them to question and learn new aspects of tracking, and therefore to advance tracking as a profession. The Tracker Academy aims to contribute significantly to the current knowledge of tracking by unearthing new discoveries in the subject of tracking.

KUMI NAIDOO

*Greenpeace Africa (50%) and Food & Trees for Africa (50%)*

Greenpeace Africa work with local organisations in the various countries, as their partners, to help them to let African voices be heard and African ideas understood. By finding and assisting African expertise and leadership, it hopes to find real, sustainable solutions for the entire planet and a greener future.

Food & Trees for Africa is a social and environmental enterprise improving lives and landscapes towards healthy people on a healthier planet. Over 4.2 million trees of permaculture food gardens, bamboo projects and organic farms have been planted for poor communities.



LILLIAN CINGO

*Phelophepa I and II Trains*

Two unique trains that operate as mobile healthcare hospitals, bring much needed medical and educational services to impoverished rural areas of South Africa.

With over 40 permanent staff and numerous volunteers, the train is more than a mobile hospital, it provides out-reach and educational programmes and has thus far reached 23.5 million people since it rolled out in 1994, which makes it the world's biggest mobile clinic.



NADINE GORDIMER

*Nelson Mandela Children's Hospital*

The Nelson Mandela Children's Fund, founder of the Nelson Mandela Children's Hospital sees the creation of a dedicated academic tertiary and quaternary paediatric referral facility serving the children of Southern Africa, irrespective of socio-economic standing.

It is intended as a place where the legacy of Mr Nelson Mandela and his love of children will live on in the day to day lives of children. Every interaction will be an expression of his love and care for children.



PHILLIP TOBIAS

*The Sunflower Fund and Wits University*

The Sunflower Fund is a non-profit organisation based in Cape Town, South Africa, with a vision to give all South Africans diagnosed with leukaemia and other life-threatening blood disorders the chance of life, irrespective of their race and financial circumstances.



The Sunflower Fund's core purpose is to educate, recruit and raise funds to build and sustain an effective South African Bone Marrow Registry as a viable source of well informed ethnically-diverse potential bone marrow donors so as to meet the national and international requirements and improve the chances of life-saving transplants for serious blood disorder sufferers.



**SOPHIA WILLIAMS DE BRUYN**

*The Sophia de Bruyn and Henry Benny Nato de Bruyn Legacy Foundation*

The Sophia De Bruyn and (Henry) Benny Nato De Bruyn Legacy Foundation promotes and advances the legacy of Sophia and Benny and their lifelong commitment to the principles and values for which they stood.

Their Legacy Foundation seeks to uphold the values of community upliftment, self-advancement and emancipation, as well as the commitment to hard work, integrity, ubuntu and internationalism that Sophia and Benny have embodied.

**WILLIAM KENTRIDGE**

*Friends of the Johannesburg Art Gallery*

The Friends of the Johannesburg Art Gallery is dedicated to supporting the activities of the gallery which include: Finding innovative ways to raise funds for the gallery to enable it to mount special temporary exhibition programmes, as well as educational activities for children, teenagers and adults; organising a wide range of events allowing members to broaden their knowledge and appreciation of the arts as well as striving to involve everyone in the community in the life of the gallery so that all may benefit.



**YVONNE CHAKA CHAKA**

*The Princess of Africa Foundation*

The Princess of African Foundation was established in 2006 to complement the work of Yvonne Chaka Chaka as UNICEF and Rollback Malaria Goodwill ambassador in Africa.

The foundation carries out its main objective by working in partnership and collaboration with other organisations and individuals. The focus of its work is to combat malaria which is reported to be killing 3000 children a day on the African continent.



**ZACKIE ACHMAT**

*The Social Justice Coalition*

The Social Justice Initiative aims to create awareness locally of the importance of social justice projects in contributing to the country's development and growth – and to secure the funding necessary to sustain projects that are bringing about systemic change for a just and fair society.



# 21 ICONS SEASON I PRODUCTION TEAM

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 Creative Director & Producer  
 Director Of Photography  
 Behind The Scenes Photography  
 Writing  
 Project Management  
 Video Editor  
 Sound Designer  
 Online Video Editor & Colourist  
 Assistant Video Editors  
 Camera Operators  
 Content Production

*Adrian Steirn*  
*Harriet Pratten*  
*Damon Hyland*  
*Gary Van Wyk, Damon Hyland, Ian Mitchinson*  
*Andy Ellis & Michael Hathorn*  
*Janine Fourie*  
*Benjamin Haskins*  
*Thom Pierce*  
*Leon Visser*  
*Alex Philotheou, Zee Muller*  
*Richard Gregory, Damon Hyland, Leon Visser,*  
*Daniel Snyders, Benjamin Haskins, Andrea Bester,*  
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