



# 21 ICONS SOUTH AFRICA

*‘A bright future beckons.  
The onus is on us, through hard work,  
honesty and integrity, to reach for the stars.’*

*NELSON MANDELA*

An acclaimed project inspired by, and featuring, Nelson Mandela, 21 Icons is an intriguing visual journey celebrating the lives, achievements and essential goodness of some of South Africa’s greatest citizens. This candid collection of their personal stories and unique portraits reflects our country, its tapestry and, above all, its people.

As varied as the Rainbow Nation is colourful, 21 Icons offers exclusive access to a remarkable spread of characters. FW de Klerk in the lotus position, Phillip Tobias before his passing, Desmond Tutu with a tutu, Nelson Mandela’s last portrait sitting ... From those who navigated South Africa out of the darkness of apartheid, to life-saving crusaders, inspirational artists and others fighting to conserve South Africa’s rich natural and cultural heritage, Adrian Steirn’s portraits display a unique, trusting exchange of energy between a photographer and his subjects, capturing the essence of these incredible stalwarts with both creative wit and due respect.

This is a proudly South African book with a profoundly global message that celebrates the goodness in people.

## ABOUT THE CREATORS

A shared vision by photographer Adrian Steirn and creative director Harriet Pratten, 21 Icons was conceived to communicate the personal stories of the men and women who have shaped South Africa for the better. In telling these stories, we celebrate the extraordinary power of collective effort.

**SPECIAL FINISHES:** gun metal metallic front with silver foil & black ribbon

## MARKET

- An ideal companion for South Africans and for all those interested in the brilliant human tapestry of this fascinating country
- Each icon is unmistakably South African, yet through candid one-on-one interviews and powerful black-and-white imagery, a broader message is communicated
- Perfect as a coffee-table-book collector’s item and/or a tribute to Madiba and the other icons of his generation
- The conversations portrayed are personal records unlike any other, and never to be repeated
- Collectively, this celebration of 21 of South Africa’s most remarkable people will resonate with young and old alike

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