

Sunday Times launches 21 icons with collectable photo-portrait of Madiba

This Sunday, 28 July, the Sunday Times will launch its 21 icons project with a previously unseen fine-art photographic portrait of Nelson Mandela.



The project is a series of portraits representing a visual celebration of South African icons of the 21st century and features people from all walks of life including artists, activists, scientists and sports personalities.

Tribute

The project is the brainchild of celebrated photographer and documentary filmmaker Adrian Steirn, who has been working for more than two years on what has become his biggest and most ambitious project to date.

"It is a great honour for us to share these wonderful images of South Africa's most loved and respected heroes with our readers," says Susan Russell, GM: Marketing, Times Media. "Launching the project with a portrait of Nelson Mandela captures the essence of the campaign. Inspired by Madiba, it is a tribute to our great champions."

As part of the reveal of the photographic portrait of Nelson Mandela, a three-minute documentary will be aired on SABC3 at 6:55pm on Sunday 28 July, showing an intimate, behind-the-scenes look at the photo shoot.

Behind the scenes

Each week for 21 weeks, the [Sunday Times](#) will publish a new collectable black-and-white poster-portrait in the newspaper. A short behind-the-scenes film will be screened on SABC3 later that day. The short-film series will conclude with an omnibus to be screened on December 16, South Africa's Day of Reconciliation, on SABC3.

Other inspiring South Africans who will be featured in the 21 Icons series include FW de Klerk, Desmond Tutu, Sophia Williams De Bruyn and Kumi Naidoo.

For more information, go to www.21icons.com.

For more, visit: <https://www.bizcommunity.com>