

Named after Nelson: Learning from places named after Nelson Mandela through graphic heritage [NaN]

EPG Panel Presentation | 17 August 2023

Dr Robert Harland
Reader in Urban Graphic Heritage
Loughborough University
United Kingdom

Dr Yolandi Burger
Research Fellow
Loughborough University
United Kingdom

Dr Shichao Zhao
Lecturer
Loughborough University
United Kingdom



Underpinning Research

- Repositioning graphic heritage
£250k grant (2018–21)

What new perspectives can graphic design contribute to design for urban heritage?

- Mandela place-making through
graphic heritage
£35k (2022-23)

How can participatory design approaches enhance urban graphic heritage for greater social cohesion?



Harland, Robert G.; Xu, Johnny (2021).
Repositioning Graphic Heritage booklet (online
version). Loughborough University. Report.
<https://doi.org/10.17028/rd.lboro.14273105.v1>

The Shanghai Bund



Urban Design and Architecture



Symbols and Statues



Heritage and Commemoration



Infrastructure and Linguistics

We asked the question ...

What might we expect to learn about a person from visiting a place named after them?



Nelson Mandela Park, Leicester



Nelson Mandela Park, Mamelodi



Nelson Mandela Bridge, Braamfontein



Nelson Mandela Foundation, Houghton



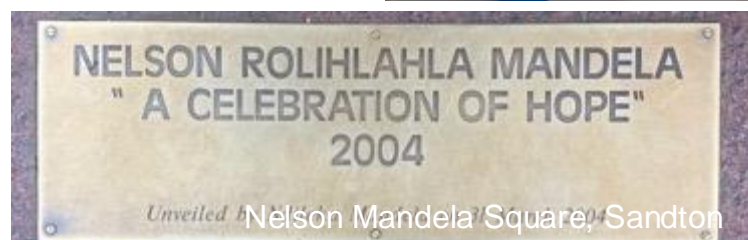
Nelson Mandela Village, Hammanskraal



Nelson Mandela Theatre, Newtown



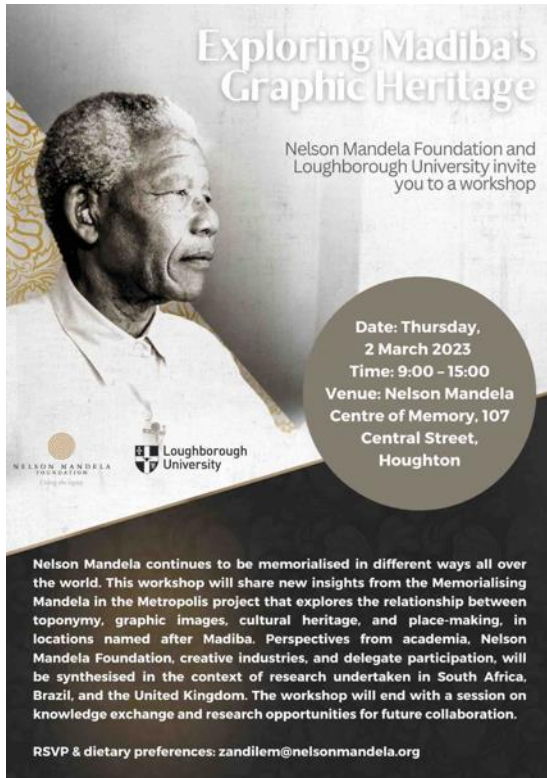
Nelson Mandela Park, Mamelodi



Nelson Mandela Square, Sandton



Collaboration with Nelson Mandela Foundation (NMF)



Exploring Madiba' Graphic Heritage workshop | 2 March 2023 | GCRF Consolidation Fund £35k

Objectives: Maximise NMF's three impact pathways

1. Dialogue and Advocacy

—Convening dialogue on critical social issues;

2. Memory

—Providing public access to information on his life through the archives of the Centre of Memory at the Foundation;

3. Nelson Mandela International Day

—Mobilising the legacy of Nelson Mandela.

Activity 1: **Public Exhibition**

Activity 2: **Stakeholder Engagement Workshops**

Activity 3: **Nelson Mandela International Day**

Deliverables

Phase	Deliverables
1. Oct–Mar 2023–2024	<ul style="list-style-type: none">• Content, design, and installation for exhibition• Catalogue content and production• Website production, social media promotion• Workshop 1: Develop community toolkit for Mandela Day
2. Apr–Sept 2024	<ul style="list-style-type: none">• Public exhibition and launch event• International Nelson Mandela Day activities• Local Activities with Leicester Urban Observatory• Workshop 2: Project dissemination (NGOs etc.)
3. Sept–Dec 2024	<ul style="list-style-type: none">• Analyse impact from exhibition, workshops, and Mandela Day• Compile a short video account of the project• Project report
Ongoing	<ul style="list-style-type: none">• Team meetings, social media, informal articles, press/publicity communications

Impact

Activity 1: Public Exhibition

—Attendance numbers; comments from attendees, captured interaction with embedded QR codes; website and social media posts with hashtags, testimonials, engagement with NMF's archival resources.

Activity 2: Stakeholder Engagement Workshops

—Workshop participation and recordings, interviews, questionnaires, uptake of concepts and resources.

Activity 3: Nelson Mandela International Day

—Feedback mechanisms for sharing the results of toolkit usage, views and downloads of educational materials, website traffic, social media usage and hashtags, and feedback.

Local to Global

- Generational shift of young South Africans
- Align with NMF three main impact activities
- Support NMFs ongoing agenda for social justice equality, and peace, aligned with UN SDGs 2030
 - SDG10 Reduced inequalities within and among countries;
 - SDG16 Peace, justice, and strong institutions; and
 - SDG 11: Make cities and human settlements inclusive, safe, resilient, and sustainable (heritage is most prominent in this goal).
- Communication to local and global audiences.

Value for money

- Dedicated in-kind support from key NMF staff
- Network links to NGOs
- Tools, methods and training for future use
- In-kind contributions from local strategic partners
- Early career development for future capacity building at LU
- Travel commitments minimised for UK-based participants

Extending impact beyond the project

- [Desmond and Leah Tutu Peace Centre](#), Cape Town
- [The Gandhi Foundation](#), London
- [The King Centre](#), Atlanta
- [The Obama Foundation](#), Chicago

The Analogue to Digital nexus

Digital design is driving the economic growth of the design economy more strongly than any other sector, reflecting wider trends of digitization across the economy. [...] Whilst digital tools and practices have come to influence almost all parts of design, digital designers in roles such as UX design and games design are playing an increasing role in the economy.



Dr Shichao Zhao
Lecturer

Design Council (2022) Design Economy: People, Places and Economic Value 2022 [online]. Available at:
https://www.designcouncil.org.uk/fileadmin/uploads/dc/Documents/Design_Economy_2022_Full_Report.pdf. p.65 –68

NMF Centre for Memory Archive



NMF Exhibition Spaces



Permanent display



Temporary exhibition space

It is in your hands now.
NELSON MANDELA