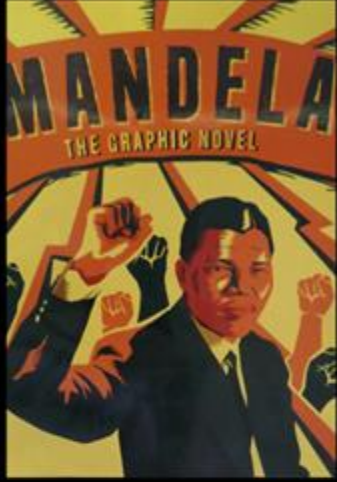




It is in your hands now.  
NELSON MANDELA



NELSON ROLIHLEHLA MANDELA  
"A CELEBRATION OF HOPE"  
2004



# NAN NAMED AFTER NELSON WORKSHOP

Welcome to the IIE Vega School Brand Challenge presentation for  
the **'NAMED AFTER NELSON'** project



# Programme

Introduction to Graphic Heritage

Interpretation of Graphic Heritage

Named After Nelson - Nelson Mandela Children's Hospital

Session time: 60 mins

---

Presented by Dr Yolandi Burger

*Co-Investigator and Project Coordinator of the Named after Nelson project  
Loughborough University, United Kingdom*

# Welcome



Named after Nelson  
website

<https://namedafternelson.lboro.ac.uk/community/>

# NaN Exhibition at NMF



# NaN Exhibition at NMCH

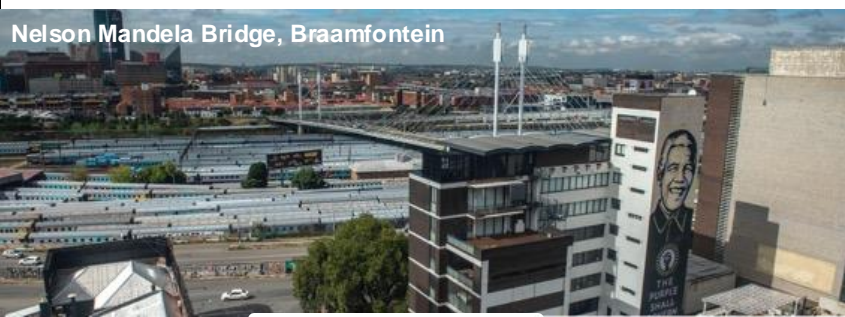
---



Nelson Mandela  
**Children's**  
Hospital

A family dedicated to care

# Six locations of NaN



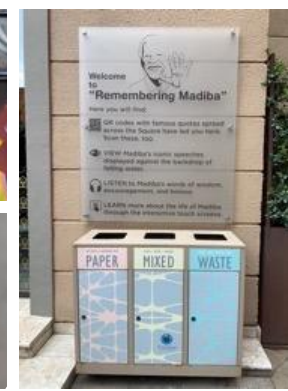
Nelson Mandela Bridge, Braamfontein



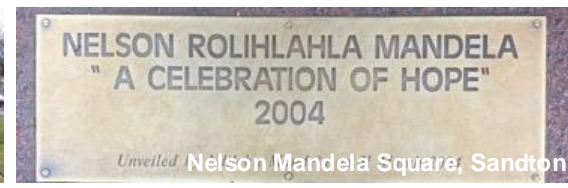
Nelson Mandela Foundation, Houghton



Nelson Mandela Theatre, Braamfontein



Nelson Mandela Park, Mamelodi



Unveiled Nelson Mandela Square, Sandton



Introduction to Graphic Heritage

Explore design inquiry  
as a research methodology  
through the lens of  
**Graphic Heritage**

Madiba spent half an hour in a transit lounge  
going through an airport,  
now they want to call it the  
Nelson Mandela Airport!

He spent six years in Pollsmoor Prison, and  
if Pollsmoor wants to use Madiba's name,  
there is a different proportional weight.

Verne Harris (previous CEO of NMF)



# What is Graphic Heritage?

Graphic images are ...  
Abstract, Architectural, Designs, Diagrams  
Graphs, Non-representational, Pictures, Statues, Structural,

Mitchell, W. J. T. (1986). *Iconology: image, text, ideology*, Chicago:  
The University of Chicago Press. pp.10–13



Architectural imagery



Statues



Designs



Abstract



Non-representational



[Infra]structural

Exploratory hypotheses serve as the basis for observing and gathering data about the topic and then for describing and understanding it.

(Zeisel 2006: 33)

# Task One

## Task one

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

## Task one

[www.menti.com](http://www.menti.com)

Code: 1774207



# Interpretation of Graphic Heritage

## Toponymy

The place-names of a country or district as a subject of study.

## Topophilia

Love of, or emotional connection to, a particular place or physical environment.

The Oxford English Dictionary

# Nelson Mandela Bay Stadium

*The 'Protea'*





Image source: Dr Everadt Burger





Moses Mabhida - Durban



DHL Stadium - Cape Town



Nelson Mandela Bay Stadium - Port Elizabeth



FNB Stadium - Johannesburg



A story of three Captains



# Task Two

## Task Two

What places have **you visited**  
named after well-known people?

How did the visit enhance your knowledge  
about the person?

## Task Two

[www.menti.com](http://www.menti.com)

Code: 1774207



## Co-creation

### Named After Nelson - Nelson Mandela Children's Hospital

#### Vision and Mission

The Nelson Mandela Children's Hospital's **vision** is to provide child-centered, specialist care of the highest quality for children in Africa, regardless of their social or economic status. Their **mission** revolves around delivering superior pediatric care, training health professionals, and conducting research to improve child health.the forefront.

#### Potential Impact Pathways

- 1) Legacy of Nelson Mandela
- 2) Critical Healthcare Needs in Africa (inequality)
- 3) Pediatric Centers of Excellence (few available)
- 4) Research and Training (centre of excellence)
- 5) Sustainable and Green Healthcare Initiatives (green design and operations)

*\*NaN leveraged the Impact Pathways of NMF during the project*

# Task Three



## Task three

How might the hospital leverage its **name**, **reputation**, and **legacy** to attract more funding and sponsorship opportunities to ensure long-term sustainability and growth?

## Task Three

[www.menti.com](http://www.menti.com)

Code: 1774207



**Thank you**  
for your time and contribution