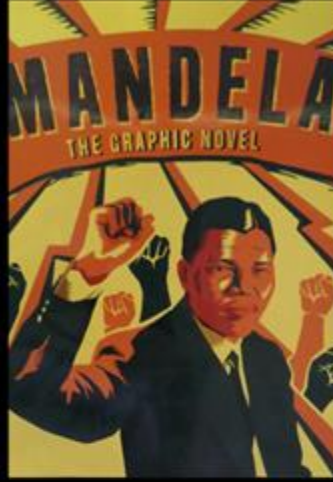




It is in your hands now.  
NELSON MANDELA



ME 02 | 02

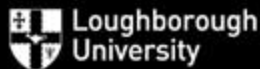


the mandela stage  
←

NELSON ROLIHLEHLA MANDELA  
"A CELEBRATION OF HOPE"  
2004

# NAN NAMED AFTER NELSON WORKSHOP

Welcome to the International Stakeholder Workshop of  
the **'NAMED AFTER NELSON'** project



pista.

# Programme

Introduction to Graphic Heritage

Dr Robert Harland

Interpretation of Graphic Heritage

NK Mthembu

Named After Nelson - Nelson Mandela Foundation

Zandile Myeka

Co-creation & Scaling through a Toolkit

International Stakeholders

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**Session time: 90 mins**

10 mins introducing concepts

10 mins group discussion - design inquiry

10 mins report back and way forward

Moderator: Dr Yolandi Burger



# Who registered an interest in this workshop

## Urban Graphic Heritage Practitioners

Nelson Mandela Foundation, Dr. Maya Angelou Foundation  
Iziko Museums of SA, John Hope Franklin Centre

## Government

Johannesburg Development Agency

## Academia

Tshwane University of Technology;  
Loughborough University;  
IIE-Vega School

## Project Partner

Totem Media, Pista Ventures

# Welcome



Named after Nelson  
website

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

# Introduction to the Team

## Workshop Convenors



**Dr Robert Harland**

Reader in Urban Graphic Heritage  
Loughborough University  
United Kingdom



**Dr Yolandi Burger**

Research Fellow  
Loughborough University  
United Kingdom



**Zandile Myeka**

Metadata and Photographic  
archivist  
Nelson Mandela Foundation  
South Africa



**Nkululeko Mthembu**

Director  
Pista Ventures  
South Africa

# Ethical Statement

Named after Nelson  
South African Stakeholder Workshop  
5 June 2024

I confirm permission to use secure or administrative data that has been provided by myself from participation in activities organized in connection with the above event. I understand this may be used for research publications, reports, web pages, research outputs, and impact statements/outputs.

I understand that no data will be used outside of the scope of ethical approval from  
The Ethics Review Sub-Committee of Loughborough University.

# Aim

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



# 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: 1446 0452



# 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





Opening Ceremony (render)



Source: Google Images

## Olympic Rings



Source: Google Images



## Salon - Olympic Sculpture



Source: Google Images

## Venus de Milo



Source: Google Images

# Co-creation

## Named After Nelson - Nelson Mandela Foundation

### Vision

A society which remembers its pasts, listens to all its voices,  
and pursues social justice.

### Mission

To contribute to the making of a just society, by keeping alive the  
legacy of Nelson Mandela, providing an integrated public information  
resource on his life and times, and by convening dialogue around  
critical social issues.

### Impact pathways

Dialogue and Advocacy

Memory - the archives of Nelson Mandela

Mandela Day

<https://www.nelsonmandela.org/about-the-centre-of-memory>



# 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: 5331 0563



# Task Three

## Task three

How might you envision  
**Future Generations**  
engaging with the archives  
from the past and contents of  
today?

## Task Three

[www.menti.com](http://www.menti.com)  
Code: 5331 0563



# Growth & Scale

## Toolkit

# Co-creation & Scaling through a Toolkit

## INTENDED WORKSHOP OUTCOMES

Partnerships with & between **INSTITUTIONS**

Co-creation & Collaboration with **INDUSTRY**

Documentation for **LEARNING**

Scale through **RESOURCE & COMMUNITY**



# Toolkit Components

1. Educational Resources
2. Community Engagement Strategies
3. Interactive Activities and Events
4. Digital Engagement
5. Educational Materials
6. Evaluation and Feedback
7. Funding and Support
8. Additional Resources
9. Implementation Guide
10. Endorsements

# Report back and way forward

**Thank you**  
for your time and contribution



It is in your hands now.  
NELSON MANDELA



ME 02 | 02



the mandela stage  
←

NELSON ROLIHLEHLA MANDELA  
" A CELEBRATION OF HOPE"  
2004

# NAN NAMED AFTER NELSON WORKSHOP

Welkom to the South African stakeholder workshop of  
the **'NAMED AFTER NELSON'** project



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# Notes

## Participation

50% + attendance from the initial list

## Flow

28 participants - six domineering contributors to the topic

## Contributions

Sally - focus on tourism & availability of knowledge

Rolihlahla - strong focus on education & preservation

Them bani & Eric - engaged on urban agendas located in JHB

## Polling (Mentimeter)

100% participation for Question 1, 80% for question 2 and 65% for Question 3

# Considerations for next workshop

## Content

Is there a need to change the stadium?  
What would we be comfortable with?

## Flow

Preloaded with content with perhaps a larger contingency to the UK  
(dependent on the types of organisations that RSVP)

## Contributions

Social media scan to see who else has engaged with the NaN project

## Polling (Mentimeter)

Devise more questions related to the context of participants.