

**Tshwane University of Technology  
Faculty of Arts & Design Research Showcase 2024**

# **NAMED AFTER NELSON**

**TRACING THE THREADS OF GRAPHIC HERITAGE IN GAUTENG, SOUTH AFRICA**

Dr Yolandi Burger  
Research Fellow  
Loughborough University  
United Kingdom

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

Dr Everardt Burger  
Lecturer  
Tshwane University of Technology  
South Africa



# Research is a journey...

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## **Repositioning graphic heritage (2018–21)**

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

## **Mandela place-making through graphic heritage (2022-23)**

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

## **Named after Nelson [NaN] (2023-24)**

*How can we create research for impact to contribute to graphic heritage, toponymy and topophilia?*

## **Graphic Heritage in Sport and Urban Legacy (2026-28)**

*How can graphic heritage interventions in sport-related urban spaces foster community identity, collective memory, and sustainable cultural heritage?*





# It started as an observation

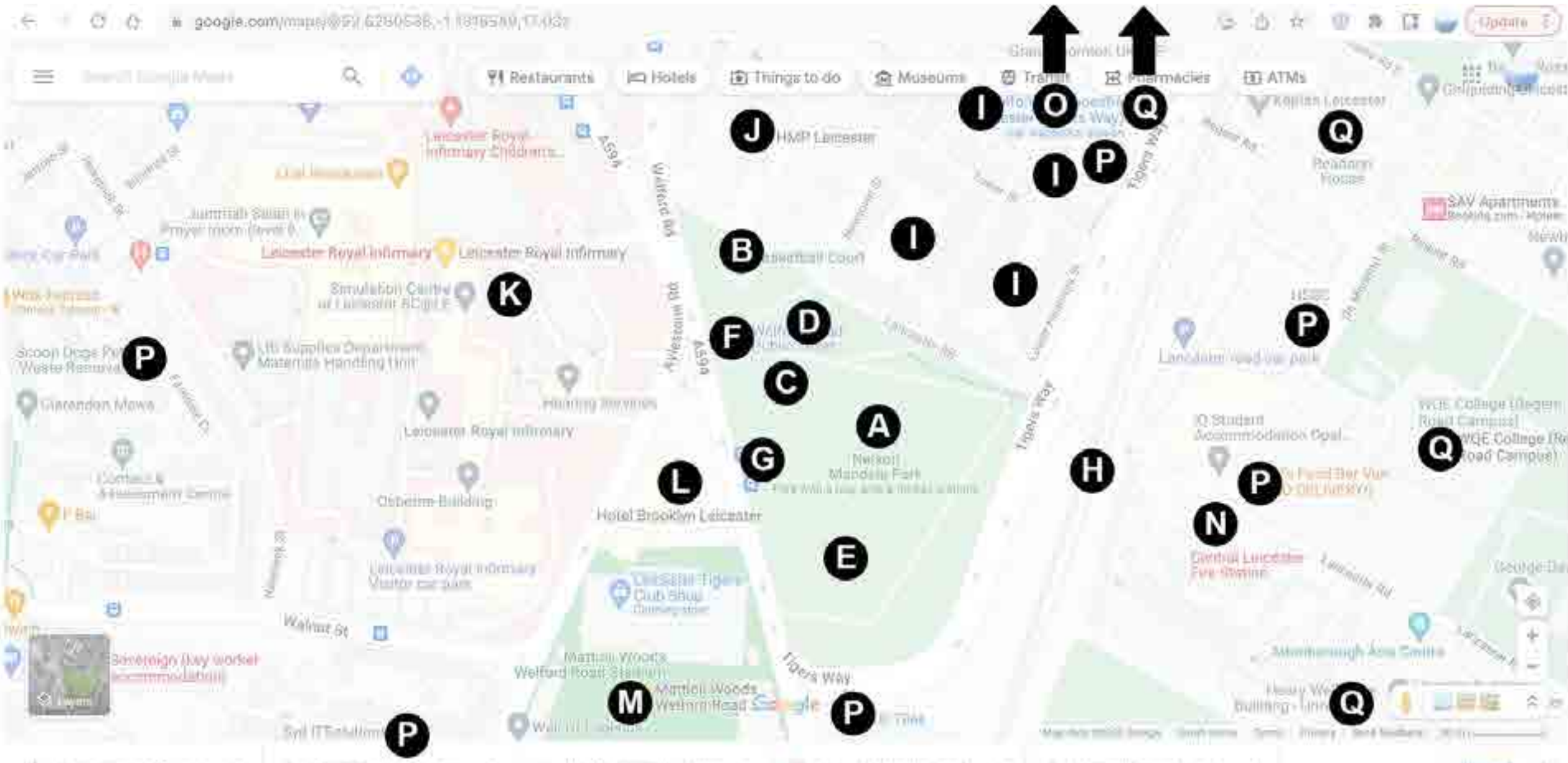
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- January 2021
- Nelson Mandela Park, Leicester, United Kingdom.
- We asked the question:

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

- Nelson Mandela offers a great case-study to this questions since there are many places around the world named after him.







# Scope of human geography in South Africa alone



## Eastern Cape

Madiba Bay Leisure Park (Gqeberha)  
Mandela Street (Humansdorp)  
Mandela Street (Mthorwell)  
Mandela Street (Grahamstown)  
Mandela Village (Uitenhage)  
Nelson Mandela Bay Municipality  
Nelson Mandela Bay Stadium (Gqeberha)  
Nelson Mandela Drive (Umtata)  
Nelson Mandela Hall in Rhodes University (Grahamstown)  
Nelson Mandela Metropolitan Art Museum (Gqeberha)  
Nelson Mandela Museum (Dunoi)  
Nelson Mandela Route (King Williams Town)  
Nelson Mandela Street (East London)  
Nelson Mandela Street (Jeffreys Bay)  
Nelson Mandela University (Gqeberha)

## Free State

Mandela Park (Phuthadijatho)  
Mandela Road (Tobong)  
Mandela Township (Parys)  
Nelson Mandela Drive (Bloemfontein)

## Gauteng

Mandela's House (Soweto)  
Mandela Mining Precinct (Johannesburg)  
Mandela Section (Bekkersdal)  
Mandela Street (Soweto)  
Mandela Street (Randfontein)  
Mandela Street (Johannesburg)  
Mandela Township (Khutsong)  
Mandela Village (Hammanskraal)  
Nelson Mandela Auditorium (Pretoria)  
Nelson Mandela Bridge (Johannesburg)  
Nelson Mandela Building (Johannesburg)  
Nelson Mandela's Children Hospital (Johannesburg)  
Nelson Mandela Drive (Pretoria)  
Nelson Mandela Centre of Memory (Johannesburg)  
Nelson Mandela Park (Pretoria)  
Nelson Mandela Square (Johannesburg)  
Nelson Mandela Street (Etterwa)  
Nelson Mandela Theatre (Johannesburg)

## Kwazulu Natal

Madiba Hiking Trail (Trompsburg)  
Mandela Drive (Mpiopheni)  
Mandela Park (Mpela)  
Mandela Road (Ladysmith)  
Nelson Mandela Capture Site (Howick)  
Nelson R Mandela School of Medicine (Durban)

## Limpopo

Mandela Park (Giyani-E)  
Mandela Park (Metsulu)  
Mandela Street (Beta Beta)  
Mandela Street (Phaganieng)  
Nelson Mandela Drive (Modimolle)  
Nelson Mandela Street (Musina)  
Nelson Street (Sikam)

## Mpumalanga

Dr Mandela Drive (Middelburg)  
Mandela Street (Embsweni)  
Mandela Village (KwaMhlanga)  
Nelson Mandela Street (Emalahleni)

## North West

Mandela Street (Potchefstroom)  
Mandela Street (Swartruggens)  
Nelson Mandela Street (Rustenburg)  
Nelson Mandela Street (Mafikeng)

## Northern Cape

Mandela Road (Prieska)  
Mandela Street (Calvinia)  
Mandela Street (Douglas)  
Mandela Street (Vioolsdrif)

## Western Cape

Mandela Drive (Cape Town)  
Mandela Park Township (Cape Town)  
Mandela Street (Gansbaai)  
Mandela Street (Plettenberg Bay)  
Nelson Mandela Boulevard (Cape Town)  
Nelson Mandela Drakenstein Prison House (Cape Town)  
Nelson Mandela Gateway to Robben Island (Cape Town)



# Complementary discipline areas

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- Graphic Design
  - Toponymy (naming of places and spaces)
  - (Graphic) Heritage
  - (Heritage) Tourism
  - **Urban Design**
- 
- **Areas emerged from ongoing research:**
    - Transportation planning
    - UX design
    - Experience design
    - Exhibition design
    - Archival practice



# Framework



Table 1: Aspects of design inquiry that guide this study (adapted from Zeisel, 2006)

Doing research	Observing physical traces	Physical traces to look for
<i>Developing concepts</i> Characteristics Approaches Preconceptions  <i>Formulating hypotheses</i> Classifying hypothesis Explanatory hypothesis  <i>Empirical testing</i> Observing Sampling	<i>Qualities of the method</i> Imageability Unobtrusive Durable Easy  <i>Recording Devices</i> Annotated diagrams Drawings Photographs Counting  <i>What to Look for</i> By-products of use Adaptations for use Displays of self Public messages Context	<i>By-products of use</i> Erosions Leftovers Missing traces  <i>Adaptations for use</i> Props Separations Connections  <i>Displays of self</i> Personalisation Identification Group membership  <i>Public messages</i> Official Unofficial Illegitimate
(2006: 34)	(2006: 160)	(2006: 170)

# Terminology

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Graphic images are ...

**Abstract, Architectural Designs, Diagrams, Graphs, Non-representational, Pictures, Statues and Structural**

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

A trio of exploration on placemaking through  
**Means, Meaning and Measurement**



# Co-design approach

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Global South and Global North **collaboration** to integrate contributions from **diverse stakeholders** to memorialise Nelson Mandela's legacy in the metropolis through the **impact pathways** of NMF.

1-3 Nelson Mandela Foundation team

4-6 Loughborough University research team

7-9 Photographers

10-12 Exhibition designers

13 Academic partner

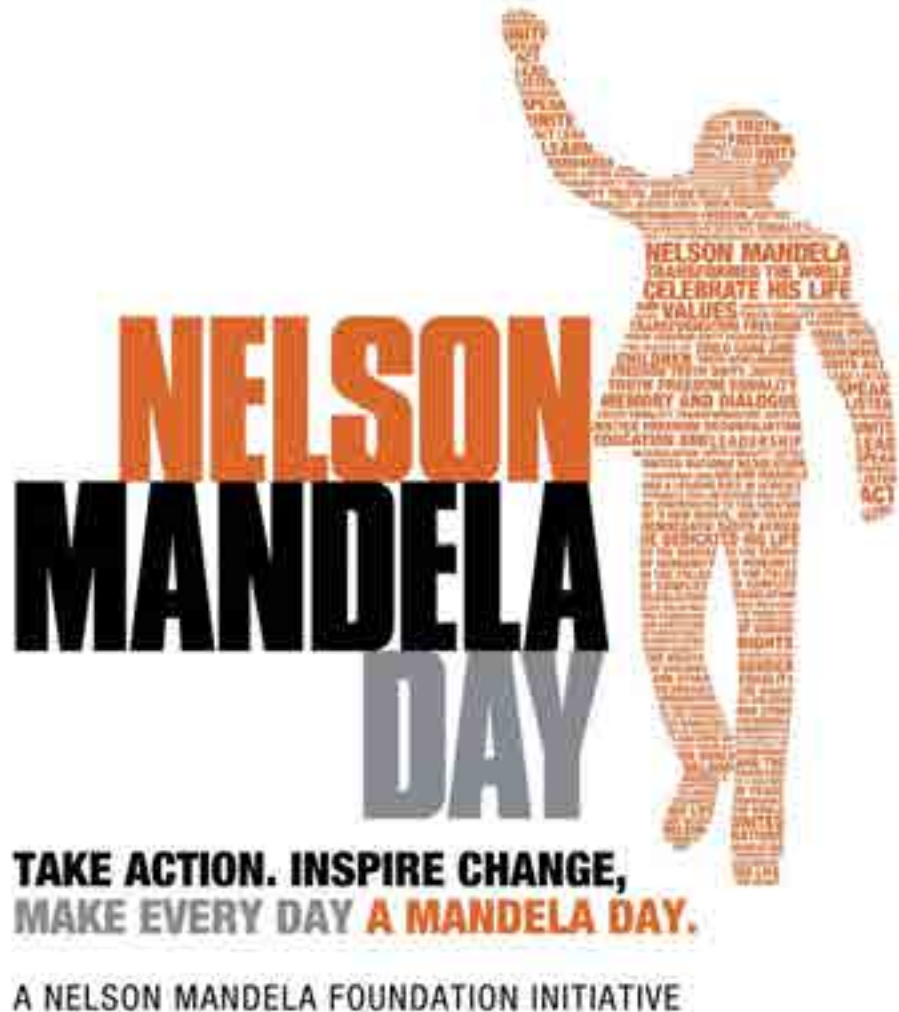
14 Students

15 Owner of Pista (Human-Centered Design Enterprise)



# Impact pathways...

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**Dialogue and Advocacy:** Convening dialogue on critical social issues

**Memory:** Providing public access to information on his life through ACoM at the Nelson Mandela Foundation

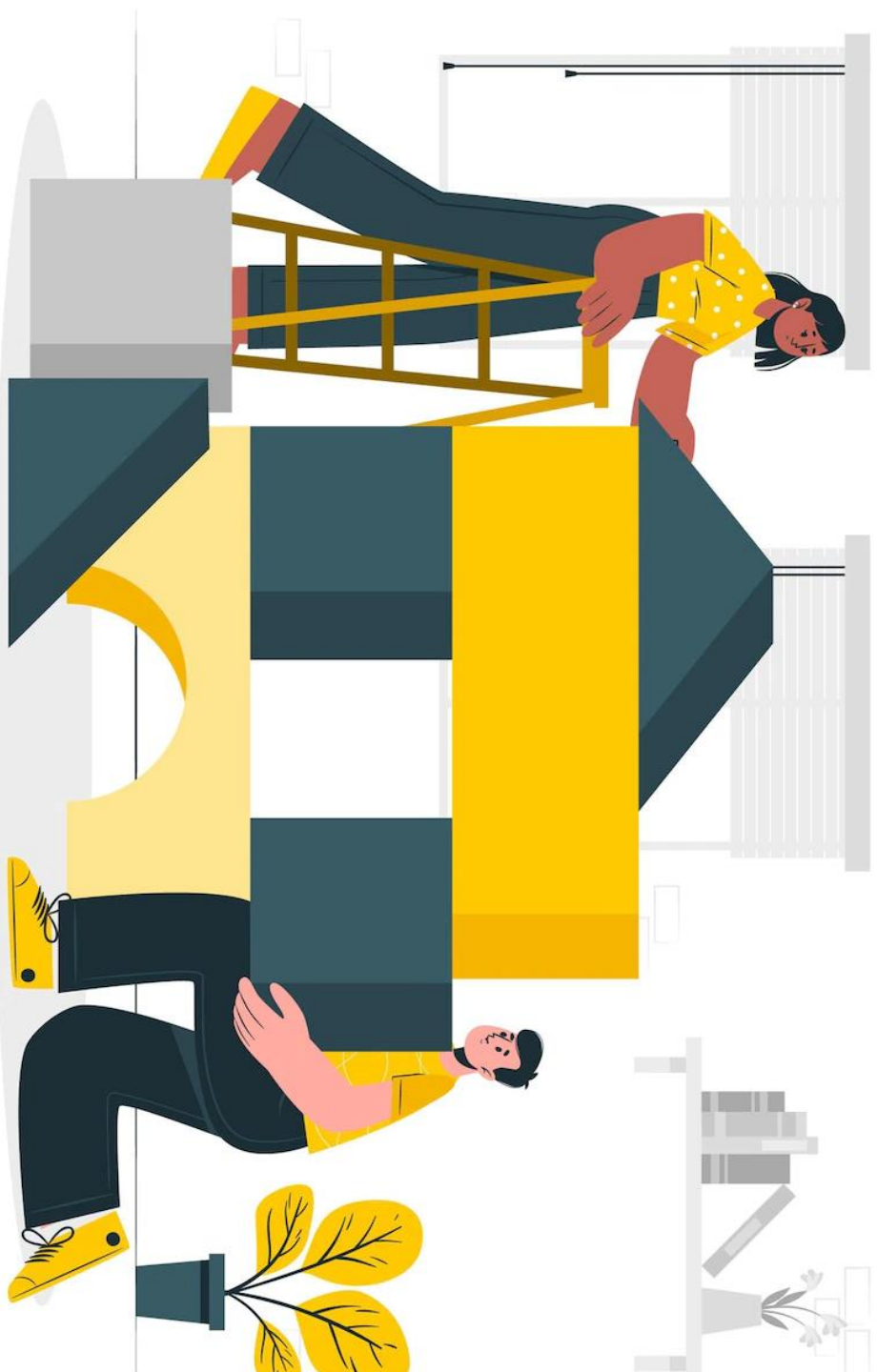
**Nelson Mandela International Day:** Mobilising the legacy of Nelson Mandela.

# Building impact activities

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- **Publications:** Journal articles, conferences, research reports, briefs and toolkits
- **Events:** Public events, policy dialogues, workshops, meetings and webinars
- **Media:** Social media, multimedia, broadcast media
- **Digital:** Website, data visualization, online networks and networks

*(derived from Impact for Research course with Oxfam and UCT)*



Named after Nelson [NaN] exhibition



# Six locations of NaN









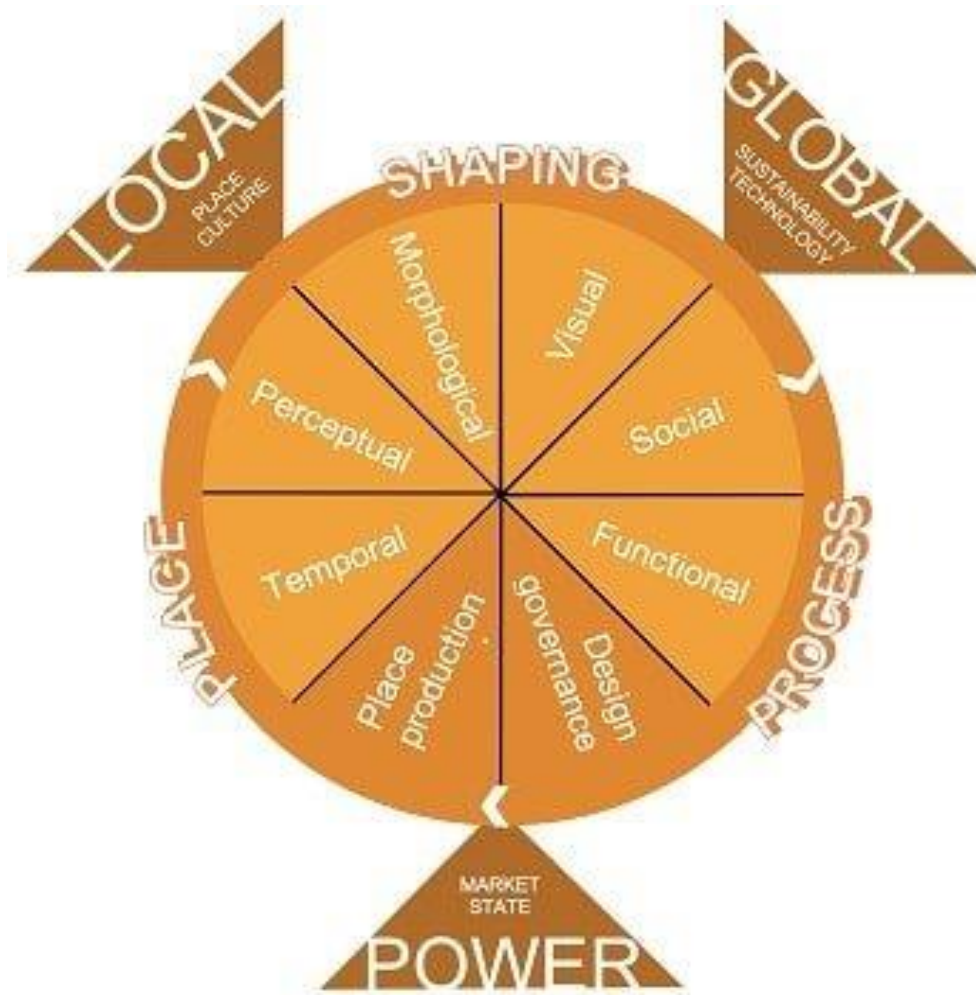
Project Website: <https://namedafternelson.lboro.ac.uk/>

Email: [y.burger@lboro.ac.uk](mailto:y.burger@lboro.ac.uk) / LinkedIn: [www.linkedin.com/in/yolandiburger-840505](https://www.linkedin.com/in/yolandiburger-840505)

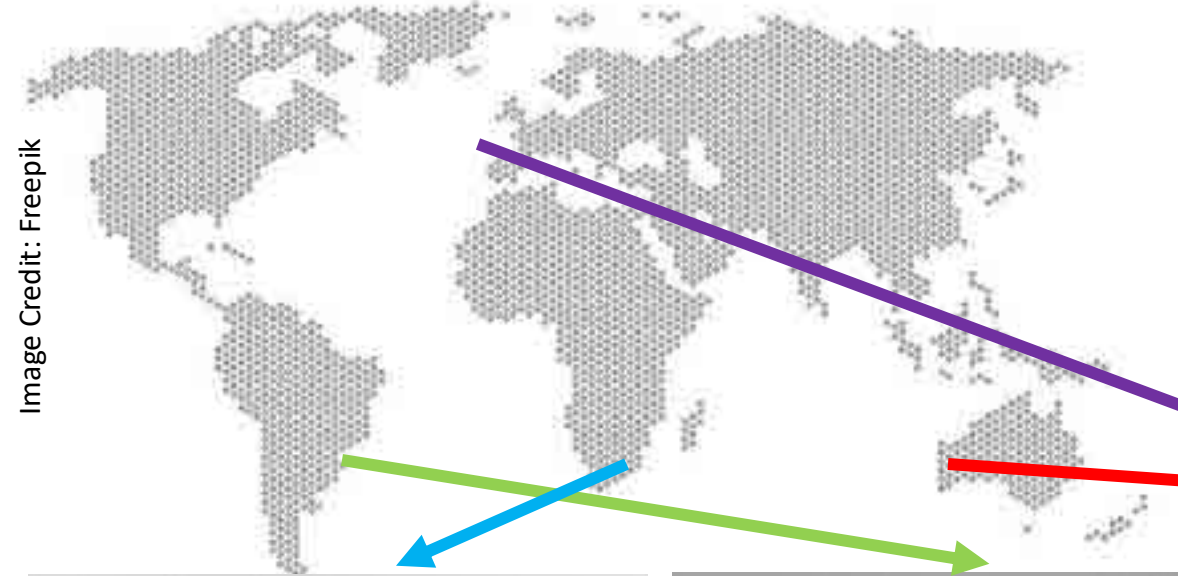


# Dimensions of exploration

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- Figure of Dimensions of Urban Design (Carmona, 2021)
- Perceptual Dimension and Visual Dimension are of interest
- Some more can be added as the research grow...



# The original team



Yolandi Burger – South Africa



Mirella de Menezes Migliari - Brazil



Robert Harland – United Kingdom



Alison Barnes - Australia

# Some thoughts from the team

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"Working with a university committed to making their research accessible through more popular means really resonated with our mission at Totem Media. This was also an incredibly collaborative process, and as a result, a very rewarding project." - Sam Horowitz (Totem Media)

"I love that graphic heritage acknowledges seemingly mundane objects like a drain cover, labelled with the old name of a city, making that object significant in history. It reminds me of a sign I once saw on an old building that read 'Die Myners Borskliniek' (The Miners' Chest Clinic). The building was no longer a clinic but held the history of Johannesburg and miners that fell sick with chest infections at some stage." – Ann-Young Maharaj (NMF exhibitions coordinator)

"Using a multidisciplinary team was essential for achieving impactful social interventions. The convergence of graphic design, exhibition design, and community engagement ensured a richer and more nuanced representation of Nelson Mandela's legacy which resonates deeply with varied audiences." (Nkululeko Mthembu of Pista Ventures )

# Nurture relationships

Understanding the varied needs of diverse stakeholders, navigating power dynamics, and fostering effective communication within a multicultural and multidisciplinary team.

## Valued Soft Skills:

1) Empathy

2) Emotional Intelligence

3) Communication

4) Work ethic

5) Willingness to learn from others

6) Flexible, Adaptable, Resilient

7) Willing to sacrifice power



Workshop at Nelson Mandela Foundation

Image Credit: Nelson Mandela Foundation



# Exploring Madiba's Graphic Heritage

Nelson Mandela Foundation and Loughborough University invite you to a workshop

Date: Thursday,  
2 March 2023  
Time: 9:00 - 15:00  
Venue: Nelson Mandela  
Centre of Memory, 107  
Central Street,  
Houghton



Nelson Mandela continues to be memorialised in different ways all over the world. This workshop will share new insights from the Memorialising Mandela in the Metropolis project that explores the relationship between toponymy, graphic images, cultural heritage, and place-making, in locations named after Madiba. Perspectives from academia, Nelson Mandela Foundation, creative industries, and delegate participation, will be synthesised in the context of research undertaken in South Africa, Brazil, and the United Kingdom. The workshop will end with a session on knowledge exchange and research opportunities for future collaboration.

RSVP & dietary preferences: [zandilem@nelsonmandela.org](mailto:zandilem@nelsonmandela.org)



The heritage is graphic heritage

"Heritage is a version of the past received through objects and display, representations and engagements, spectacular locations and events, memories and commemorations, and the preparation of places for cultural purposes and consumption."



Graphic heritage is the visual representation of the past through objects and display, representations and engagements, spectacular locations and events, memories and commemorations, and the preparation of places for cultural purposes and consumption.







How does the Nelson Mandela Centre of Memory protect Nelson Mandela's heritage?



IIE-VEGA SCHOOL AND  
LOUGHBOROUGH  
UNIVERSITY

INVITE YOU TO A GUEST LECTURE  
EXPLORING GRAPHIC HERITAGE

TUESDAY  
**28**  
FEBRUARY  
**2023**  
17:30

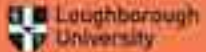
This guest lecture introduces the concept of Graphic Heritage and reveals insights from various research projects in Brazil, China, South Africa and the United Kingdom.

IIE-VEGA SCHOOL  
PRETORIA CAMPUS  
24 INCERSOL RD, MENLYN, PRETORIA

RSVP BY 21 FEBRUARY

YOLANDI BÜRGER: Y.BÜRGER@LBORO.AC.UK  
RIA VAN ZYL: RVZYL@VEGASCHOOL.COM

For more information on our Graphic Heritage projects, visit  
<https://www.urban-graphic-objective.org/project/>



Photography workshop at NM Bridge



Matsediso Dichaba

Khaya Malinga

Photography workshop at NM Bridge

Tsepiso Mahooe



Recording



Meeting during UX Sprint of Umsuka



rmh-xmjs-khq







### NELSON MANDELA BRIDGE

Brasfontein

### NELSON MANDELA THEATRE

Brasfontein

### NELSON MANDELA MEMORY

oughton

### Mamelodi

In Mamelodi of Pretoria, a township with a rich history, the Nelson Mandela Theatre is a landmark building. It was built in 1995 and is a symbol of the new South Africa. The theatre is a multi-purpose building, used for performances, conferences, and community events. It is a testament to the power of art and culture in building a better society.

For more information, visit [www.nelsonmandela.org](#)



# NM Day Activities in Leicester

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## Commemorations of Nelson Mandela in Nelson Mandela Park

Site walk of Nelson Mandela Park to reveal how various graphic heritage interventions commemorate Nelson Mandela.  
Thursday 18 July 10:00 to 11:30am  
Book here: <https://tinyurl.com/makwjuv>



## Co-Design Opportunities for Heritage Interpretation and Placemaking

Strategies for collaboration between creative industry practitioners, heritage professionals, archival specialists, policymakers, and urban planners.  
Thursday 18 July 2:00 to 3:30pm  
Book here: <https://tinyurl.com/4y38unw>



## Graphic Heritage, Digital Design and Archival Practice

Dr Yolandi Burger (Loughborough University) & Zandile Myeka (Nelson Mandela Foundation) share their recent collaboration on the *Warmed after Nelson* project.  
Thursday 18 July 5:00 to 7:00pm  
Book here: <https://tinyurl.com/bdhnkay4>

**NAN** NAMED  
AFTER  
NELSON #PLACES

# SHARE YOUR STORIES of places you visited named after NELSON MANDELA

From the streets to the squares, Mandela's name marks not just locations but milestones of humanity's journey towards freedom and justice. Share your story of visiting a place named after Nelson Mandela. Whether it's a park, school, or street in your community. Let's celebrate his legacy together!

#itisinyourhands #shareyourstories #namedafternelson







**#MadibaDance Dance Moves**

# Access to Resources

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[Home](#) [Places](#) [Live Exhibition](#) [Digital Exhibition Space](#) [Community](#) [Resources](#) [People](#)

## RESOURCES

### Nelson Mandela Day 2024

Share your Story Social Media Campaign [#shareyourstories](#)

TikTok Dance Challenge [#madibadance](#)

# Access to Resources

## Named after Nelson

[+ Follow](#)Published on 2024-03-21 - 19:54 by [Robert G. Harland](#)USAGE METRICS **328**

views

What might we expect to learn about a person through visiting a place named after them? This question has occupied design researchers at Loughborough University in the United Kingdom since 2021. Concerned with places associated with Nelson Mandela, the project results from a partnership between the Nelson Mandela Foundation in Johannesburg, South Africa and Loughborough University.

This archival resource provides materials associated with this collaboration related to the project "Named after Nelson: Learning from places named after Nelson Mandela through graphic heritage" [NaN]. Undertaken with the Nelson Mandela Centre for Memory at the Nelson Mandela Foundation, NaN extends earlier collaboration between researchers at Loughborough University and the Foundation.

The project benefitted from support from the Accelerator Funding scheme (formerly known as Enterprise Project Funding) at Loughborough University. Accelerator Funding is responsible for distributing Higher Education Innovation Funding (HEIF) to support knowledge exchange between higher education providers and non-academic organisations to benefit society and the economy.



MEMBERS (3)

[Robert G. Harland](#)[Yolandi Burger](#)[Shichao Zhao](#)

# Data visualisation

## Named After Nelson: Lboro Repository Items

The Named After Nelson project is a collaboration between the [Nelson Mandela Foundation](#) and [Loughborough University](#). The digital exhibition is housed in the Loughborough Research Repository and this app shows the geographical spread of the engagement of that material.

Our servers are slow - please be patient :)

Select Metric:

Downloads

Start Date:

2024-04-24

End Date:

2024-07-14

Download data as CSV

Download map as JPEG

### Named After Nelson: Lboro Repository Items - downloads





# Future...

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*New focus on Urban Practice*



*Extension of NaN project*



*Storytelling and Sport research agenda*