

# Mandela 100



Mandela Landscape,  
Anton Corbijn en Berend Strik,  
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## INTRODUCTION

18 July 2018 will mark 100 years since the birth of Nelson Mandela. This centenary will be celebrated worldwide with lectures, debates, expositions, publications and other events. In the Netherlands, ZAM is initiating an ambitious programme of activities: **Mandela100**. Preparations are in full swing.

With **Mandela100**, we intend to encourage collaborations and activities set up by others. The programme will function as a starting point and resource for these initiatives. The programme will fit directly with ZAM's philosophy: 'Building a World beyond Them and Us.'

In Mandela's life of resistance, strategic insight, persuasion power, stamina, openness to reconciliation and leadership, lies an abundance of lessons and experiences important to the here and now. In this sense, remembrance equals preparation for those who wish to build a world of equality beyond 'Them and Us'.

As a network of African and Dutch/European creatives, researchers, agitators and thinkers, ZAM intends to topple the walls, borders and obstacles created between people and societies. The work and vision of Nelson Mandela offer a rich and endless source of inspiration to this cause.

ZAM is rooted in the Dutch solidarity movement against Apartheid and colonialism. These days, the Amsterdam based platform functions as the meeting space for movers and shakers attempting to change the world.



Previously ZAM put itself on the map with the impressive tribute “Samen door Mandela” (“Together thanks to Mandela”) on the day of his burial, 15 December 2013.

Hundreds of interested parties took part in the memorial activities held in the City Theatre and De Melkweg concert hall; among whom: Princess Beatrix, actress Gerda Havertong, author Adriaan van Dis, author Conny Braam, politician Sylvana Simons, journalist Noraly Beyer, journalist Humberto Tan, Minister Jet Bussemakers, Anna-Maria Jojozo (South African Embassy) and the late Mayor of Amsterdam Eberhard van der Laan.

A few months later ZAM published the commemorative special ‘De Toekomst van Nelson Mandela’ (‘The Future of Nelson Mandela.’) Contributors included Marlene Dumas, Anton Corbijn, Berend Strik, Kadir van Lohuizen, Coen Stork en Sander Veeneman.

Watch a summary of ‘[Samen door Mandela](#)’ on regional channel AT5

ZAM’s **Mandela100** initiative has been welcomed by Nelson Mandela Foundation in Johannesburg.

## THE PROGRAMME

The programme consists of five main elements: the official kick-off, the Nelson Mandela lecture, interactive web applications, a project on investigative journalism and the touring exposition ‘How do you want me to look?’

For each of the programme elements collaborations will be sought with creatives, community organisations, educational institutions, media and other interested parties. ZAM’s previous collaborators on preceding programmes around Mandela will be re-approached for continued support. For the creation of today’s programme, a close collaboration will also be sought with those involved in activism against racism.

Each element of the programme will target specific audiences. Overall, ZAM will target the programme at policy makers, gatekeepers, creatives, interested parties, stakeholders in (South) Africa and at youth, through schools and youth media. As a pioneer, ZAM intends to be an encourager: the activity programme is therefore also aimed to transform interested parties into collaborators and co-creators, to inspire conversation and new initiatives.

The programme consists of five main elements:

### 1. DE KICK-OFF

20 March 2018 the official kick-off will take place at a guest-only gathering in Amsterdam, organised in collaboration with the International Institute for Social History (IISH). At this event the **Mandela100** programme will be presented in detail. The IISH is part of the Royal Netherlands Academy for Arts and Sciences (KNAW) and houses the impressive archives of the Dutch Anti-Apartheid Movement. The programme of this event – guest speakers, exhibition, music and more – will be announced soon.

## 2. THE NELSON MANDELA LECTURE

**“Mandela showed that human beings can overcome injustice.”** - Mayor of Amsterdam Eberhard van der Laan, during the tribute ‘Samen door Mandela’ – 15 December 2013.

Equality, solidarity, ownership and inclusivity are central to Nelson Mandela’s convictions. These values and their relevance for today’s realities, become the recurring theme in the international Nelson Mandela Lecture to be held annually in Amsterdam, from 15 December 2018.

By inviting an international renowned speaker with clout, the Lecture will position itself as an authority, one which is newsworthy, border-crossing and inspiring. This reputation will also be bolstered by a Committee of Recommendation, the hosting venue of the Lecture and the attendance of a cross-cultural and respected audience.

Naturally the speaker will acknowledge the life and work of Mandela in the Lecture. However, these thoughts will trigger critical reflections of the relevant value Mandela’s achievements bring to today’s world; after all, even in modern times, the iconic symbolism of the South African freedom fighter and statesman can surpass conflict, colour and borders. The Lecture aims to inspire debate and opinion on justice, equality, solidarity, and independent research into the causes of division and disadvantage. It aims to build an increasing involvement in the realisation of progressive ideals.

To bring the Lecture to realisation, we are forming an alliance of ZAM’s own supporters, community organisations and business corporations.

People involved in the working committee for The Lecture are: Monique ten Berge, producer of ‘Samen door Mandela’ on behalf of Xsaga Productions, Ton Bervoets, ZAM advisor and former deputy director of ASN Bank, Laurens Nijzink, coordinator ZAM and Bart Luirink, journalist and South Africa specialist.

## 3. INTERACTIVE WEB APPLICATION ‘APARTHEID REVISITED’ & ‘MANDELA REVISITED’



Ruiter Janssen, winner of the 2016 Annual Infographic Award by the Professional Society of Dutch Designers, has been commissioned by ZAM to create the interactive

web application 'Apartheid Revisited'. This application will put a focus on the Who, What, Where and When of Apartheid. We will pay special attention to the Dutch and European roots of a 'far away' clash. 'Apartheid Revisited' will feed into present day debates about and campaigns against white privilege, advocating decolonization.

The web application will encourage critical investigation into recent history, as well as analysis of the similarities and differences between that history and current global developments. The project will be launched mid-January 2018 with a promotional campaign in collaboration with leading media platforms in the Netherlands.

Halfway 2018 ZAM will develop 'Mandela Revisited', another interactive web application based on the same technique and format as Apartheid Revisited. Mandela Revisited will deal with the life and ideas of Mandela and will focus on the current relevance of his heritage.

'Apartheid Revisited', as well as 'Mandela Revisited', will be accompanied by an additional programme of presentations, class room conversations, debates and discussion groups. ZAM will facilitate visits by and contact with South Africa-specialists for schools, debate centres and other institutions.

The projects are initiatives of Ruiter Janssen and are created in collaboration with the ZAM Team and 'Afdeling Buitengewone Zaken', who are tasked with building the websites and its content creation. Free publicity will be generated through media partners of the creators: Janssen regularly works for the national newspaper NRC Handelsblad and one of many ZAM's partners is independent news website De Correspondent.

#### **4. INVESTIGATIVE JOURNALISM: TRUTH TO POWER**

What causes so many African leaders to seemingly want to break records with their presidential terms, while Mandela chose to leave after five years? How do these leaders manage this and what are people doing to break this cycle? Shortly after being elected president, Mandela wanted his supporters to call the movement to order if it would behave like its old oppressors. How does a derailment process start and have people got the tools to stop this?

During the Apartheid, once mixed neighbourhoods were 'whitewashed'. After Mandela came to power, racist legislation was terminated and all neighbourhoods in South Africa became accessible to all. That was the dream. Yet what is the reality? In Capetown, the multi-coloured neighbourhoods are losing their colour. Housing prices rise and the new black and coloured inhabitants are forced to leave the neighbourhood. Simultaneously, in coastal areas and in-land around the city, the new environment preservation laws are keeping non-white South Africans at a distance. Is Apartheid being privatised?

Black politicians, white business people: while all is changing, a lot stays the same. In nearly all African countries, with South Africa coming last, ex-colonial powerhouses and local white minorities lost their political power. This was not necessarily reflected in the economy. In South Africa too, old and new are experiencing friction and there is criticism of Mandela's generosity and willingness to compromise during the negotiations with the minority regime. Is this criticism valid? How should we perceive the desire to own land, that is becoming stronger in several countries in Southern African regions?

These are a few themes of a project focussed on the development of six investigative journalism productions, supported by associated members of the African Investigative Publishing Collective (AIPC). These are respected professionals who have earned their stripes with award winning productions and publications in the international media. Through the Truth to Power project, they explore different themes connected to Mandela's life and practice. The productions will be published over the course of 2018 and each will be launched, highlighted and discussed during public meetings.

For this part of the programme, ZAM collaborates with the (AIPC), a professional network of over twenty investigative journalist in nearly as many African countries. Evelyn Groenink, investigations editor of ZAM will supervise the project. The investigation outcomes will be published in Dutch and international media.

## 5. HOW DO YOU WANT ME TO LOOK?



This was the question Nelson Mandela asked photographer Sander Veeneman, during a photoshoot at the Catshuis in the mid-nineties. 'How do you want me to look' is therefore the title of a feature in the ZAM commemorative edition, also containing photographs by Kadir van Lohuizen and Daniel Koning. The feature has been printed on four panels: these will be offered as a small exposition to large law firms and other companies. Its presence, preferably in board rooms, will pay tribute to Mandela: who prior to his life sentence, worked as a lawyer. From the end of 2017 onwards, ZAM intends to create a 'relay': where current participants approach and entice the next participant. This project will be reported on by the ZAM media. The rental price that participating companies pay will go to the further development of Mandela100.

This part will be delivered in close collaboration with Emmelie Koster and Lih-Lan Wong of the No Man's Art Gallery in Amsterdam.

## READ MORE

**The Future of Nelson Mandela**, the memorial edition created by ZAM after Nelson Mandela's passing.

**Mandela Landscape**, the art work that Anton Corbijn and Berend Strik donated to ZAM. Of this special edition – a limited edition of 80 signed and numbered lithographic art print – a few dozen copies are still available.

**About ZAM**, the website

ZAM has a **ANBI status**. (Cultural Relevance status)