

**"WINNIE"**



# "THE OBSERVATION"

## SYNOPSIS

In the recent past days, weeks, South Africa has experienced the reawakening of Black Consciousness through the loss and martyrship of MAMA WINNIE MANDELA. We experienced a new consciousness of a positive collective within not only Women, Girls, but worldwide also the men within the IMBOKODO awakening itself.





# SOCIAL DIALOGUE

THIS HAS BUILT CONVERSATION AND ACTIVATION AMONGST SUPPORTERS OF THE MOVEMENTS IN VARIOUS DIGITAL PLATFORMS BOTH ONLINE AND ON SOCIAL NETWORKS. NEVER BEFORE HAVE WE SEEN SUCH A GREAT TURNAROUND OF ACTIVATIONS ESPECIALLY WITHIN THE ORGANISATIONS AND THE CORPORATE INDUSTRIES IN VARIOUS FORMS AT LARGE UNDER THE HASHTAGS :

**#IAMWINNIE**

**#MAMAWINNIE**

**#LOGLIVEWINNIEMANDELA**

**#IMBOKODO**

**#WOMANDLA**





THIS TOPIC HAS HIT THE SOCIAL NETWORKS IN A VERY LOUD PLETHORA OF SOUNDS. INSTITUTIONS AND INDIVIDUALS FROM ALL WALKS OF LIFE WHERE POSTING VISUALS, VIDEOS, GIFS AND MEMES OF THEMSELVES IN HONOUR OF MAMA MADIGIZELA .





# THE “DOEK” AS A FORM OF EXPRESSION AND IDENTITY.





AS A MATTER OF FACT. THIS HAS FURTHER ENFORCED AND HIGHLIGHTED THE EXTENT AS TO HOW SOCIETY STILL HAS TO ACKNOWLEDGE THE POWER OF BLACK/WOMEN WORLDWIDE. TO THE EXTENT THAT SOME MEN ALSO STARTED TO JOIN THE MOVEMENT BY WEARING THE "WINNIE" TO EXPRESS RECOGNITION AND HUMILITY.





## BIG IDEA

# changing the name "DOEK" to "WINNIE"

THROUGHOUT CENTURIES, CULTURES AND TRADITIONS WORLDWIDE, PARTICULARLY SOUTH AFRICA. SE APARO, GO-RWALA, UKU TWALA HAS ALWAYS BEEN A SYMBOL OF RESPECT AND HONOUR.

THE TERM "DOEK" STILL VERY MUCH HAS SOME RESONANCE OF AFRIKAANS LANGUAGE IN IT. A LANGUAGE SYNONYMOUS WITH BRUTALITY, APARTHEID, RACIAL AND DEGRADING TO SEX, CREED AND BELIEFS.

WE THOUGHT IT WOULD BE BOTH IN HONOUR AND RESPECT AND COMMEMORATIVE SPIRIT TO THEN DO A CAMPAIGN THAT SUGGESTS TO ELIMINATE THE WORD "DOEK" WITH "WINNIE"

WE REALISE THAT THIS ALONE CANNOT FULLY OUTLINE ALL THE QUALITIES, OBJECTIVES AND LEGACY THAT MAMA WINNIE STOOD FOR, BUT WILL HOWEVER IGNITE A GREAT MOVEMENT THAT WILL LAST A LIFE TIME EVEN TO FUTURE GENERATIONS.



# HOW?

AMACREATIVES' VALUE ADD IS TO  
FURTHER EXPLORE THIS CURRENT EXPRESSION WHILE THIS TOPIC IS NEW ON  
PEOPLE'S LIPS, AND HAS AN ACTIVE SOCIAL CONVERSATION.

TO EXPRESS THIS IN A CREATIVE MANNER THAT IS BOLD, HARD-HITTING, GRAPHIC, AND  
UNAPOLOGETICALLY ARTISTIC. SENDING VARIOUS, VERY STRONG MESSAGES ACROSS SOUTH  
AFRICA AND THE WORLD

AS CREATIVES IT'S OUR RESPONSIBILITY TO BEST  
ADDRESS THIS ISSUE THE WAY WE KNOW HOW, CREATIVE, NEW AND AFFECTIVE WAY  
VISUALLY SO IT CAN HAVE LASTING INPRINT IN PEOPLES MINDS AND CONERSATIONS.



# THE CREATIVE APPROACH - PHOTOGRAPHY AND IDEA

WE THEREFORE WISH TO COLLABORATE WITH WOMEN FROM ALL  
WALKS OF LIFE, YOUNG, OLD, BUSINESS, ENTERTAINMENT,  
CELEBRITIES, POLITICAL, RELIGIOUS, ACTIVISTS,  
ENTREPRENEURS, INFLUENCERS, DIGITAL, ARTISTS ETC....

IN BOTH A PHOTOGRAPHIC AND VIDEO FORMATS EXECUTIONS,  
THAT CAPTURE ALL OF THEM WEARING ALL DIFFERENT TYPES  
OF "WINNIES" IN THEIR VARIOUS CULTURAL, CONTEMPORARY,  
RELIGIOUS AND ACTIVISTS FORMS OF EXPRESSION.

WE WOULD LIKE TO SHOOT THE IMBOKODO'S IN THEIR  
ENVIRONMENTS AND IN ENCLOSED STUDIO IF PREFERRED.

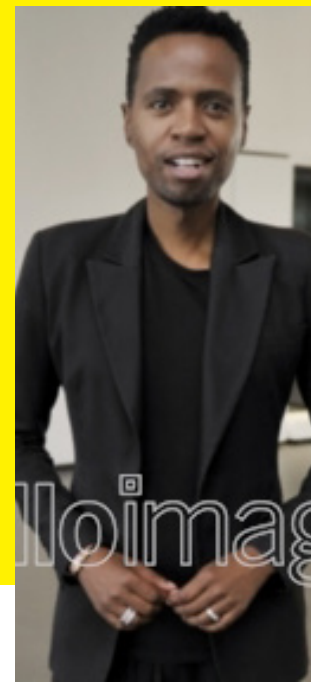
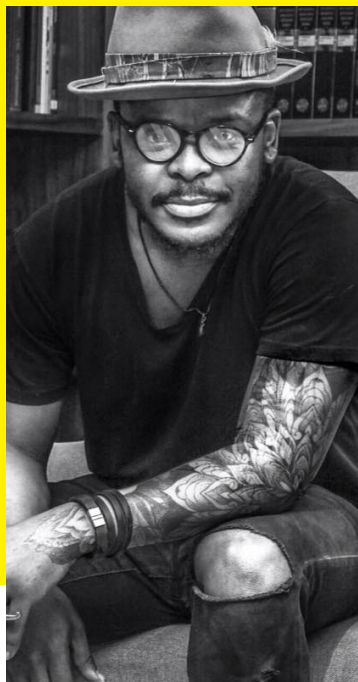


# CONCEPT EXECUTION

BECAUSE THIS IS A LEADING CAMPAIGN TO AN EXHIBITION DURING WOMEN'S MONTH IN AUGUST 2018.

TO FURTHER ENHANCE THE CONCEPT, WE WOULD LIKE THE BEHIND THE SCENES CREW CAPTURING ALL THIS TO BE MALES. FROM STYLISTS, MAKE-UP, PHOTOGRAPHERS, CREATIVE DIRECTORS AND ALL PRODUCTION.

THIS WILL BE OUR WAY OF SHOWING OUR ACKNOWLEDGMENT AND DEDICATING THIS ENTIRE PROJECT TO ALL BASADI AS THEY ARE THE NATIONS PILLARS AND IMBOKODO'S.





CONTINUATION FROM FILM, TO PHOTOGRAPHY, TO DIALOGUE, TO DONATING

## - FURTHER CAMPAIGN EXECUTIONS -

To print large format photographs into exhibitions across the country AND ABROAD.

The proceeds of this photography to support various institutions and organisations that focus on female abuse and sexual harassment in the Country , ESPECIALLY TO THE WINNIE MANDELA FOUNDATION.

THANK YOU.



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