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SETEMPE

The South African Post Office philatelic magazine that's read in more than 110 countries



NELSON
MANDELA
1918-2013

NELSON MANDELA

– a global icon's legacy to the world

On 15 December 2013, following a period of mourning, the world said its final goodbyes to South Africa's global icon, Nelson Rolihlahla Mandela. Watched by millions of viewers on television screens throughout the world, Madiba was laid to rest during a state funeral in the small village of Qunu in the Eastern Cape. He died on 5 December at his home in Houghton, Johannesburg at the age of 95, leaving a rich and unique legacy not only to South Africa, but also to Africa and the rest of the world.

In Nelson Mandela's 95 years he accomplished what many thought impossible. Held prisoner for 27 years and later becoming South Africa's first democratically elected president, he practiced reflection, negotiation, forgiveness, reconciliation and incredible perseverance, making him one of the most remarkable and respected individuals of modern times.

In honour of this global icon, the South African Post Office will issue a special commemorative miniature sheet and souvenir folder on 11 February 2014. Printed in silver to reflect the richness of Mandela's wisdom, his legacy and his stature, the miniature sheet features a portrait of Madiba in duotone – a method of changing a monochrome original illustration or photograph to two shades of colours and printing it using two different plates.

Born on 18 July 1918, in Mvezo, Transkei, South Africa, Mandela became actively involved in the anti-apartheid movement in his 20s. He joined the African National Congress in 1942 and for 20 years, he directed a campaign of peaceful, non-violent defiance against the apartheid government and its racist policies.

In 1993, Mandela and the then South African President FW de Klerk were jointly awarded the Nobel Peace Prize for their efforts to dismantle the apartheid system. In 1994, Mandela was inaugurated as South Africa's first black president following a landslide victory for the ANC in the country's first democratic elections.



Long Walk
HOUGHTON

11.2.2014

8.50

Nelson Mandela souvenir folder



Mandela Day

In 2009, Mandela's birthday (18 July) was declared as "Nelson Mandela International Day" to promote global peace and to celebrate his legacy. The annual event is aimed at encouraging citizens worldwide to give back the way that Mandela has done throughout his lifetime. Mandela gave 67 years of his life fighting for the rights of humanity, on Mandela Day everyone is asked to give 67 minutes of their time, whether it's supporting a chosen charity or serving a local community.

Before and after his death, scores of people have contributed towards expressing Mandela's legacy. Summing it up aptly, Rory Young from the Quora website wrote, "Nelson Mandela's legacy is peace in South Africa for the last 20 years, hope for the future and dignity for himself, his people, his country, and his continent ...

"Without his amazing personal leadership and ability to inspire people to forgive and reconcile, there would have been a very different outcome, and no matter who leads his country in the future, they will always have to live in his moral shadow. He has shown us the way."

Practical suggestions on the CNN website on how to keep Mandela's legacy alive, elucidate some of his greatest personal qualities which have set an example to others. These include:

Make the best of your current situation

"It is possible that if I had not gone to jail and been able to read and listen to the stories of many people. ... I might not have learned these things," Mandela said in an interview in 2000.

While he was imprisoned, Mandela's mother and eldest son both died. While he had ample reason to remain bitter about his mistreatment, he wrote in his 1994 autobiography *Long Walk to Freedom*, "Prison is itself a tremendous education in the need for patience and perseverance. It is, above all, a test of one's commitment."

Don't judge a book by its cover

"I have been surprised a great deal sometimes when I see somebody who looks less than ordinary, but when you talk to the person and he (or she) opens his mouth, he is something completely different," Mandela explained how his prison experience has taught him to respect even the most ordinary people.

Use your passion to persuade others

"If you have an objective in life, then you want to concentrate on that and not engage in infighting with your enemies," Mandela said. "You want to create an atmosphere where you can move everybody toward the goal you have set for yourself."

Change yourself first

"One of the most difficult things is not to change society - but to change yourself," Mandela said in an interview in 2000.

Don't be afraid to acknowledge weaknesses

"If you come across as a saint, people can become very discouraged." Mandela said in 2000.

"In his twilight, Mandela was at pains to publish and acknowledge his weaknesses and shortcomings in his family life, in his relationships with women and his first wife, Evelyn," John Battersby wrote, "He was keen to dispel any notion of sainthood that might be bestowed on him."

Get educated - educate others

"Education is the most powerful weapon we can use to change

the world," Mandela said during a speech at the University of the Witwatersrand in Johannesburg in 2003.

Mandela admitted he was a poor student, but eventually he earned his LLB. Six weeks after being elected President in 1994, he called on South Africans to urgently solve the country's "profound education crisis."

Look people in the eye and shake their hands

Nelson Mandela made the common gesture of shaking someone's hand, which is "something transcendent - a greeting that crossed all societal barriers, a symbol of reconciliation, even a declaration of victory," wrote CNN's Tom Cohen in his piece, "Nelson Mandela: Man of many handshakes."

Before meeting visiting dignitaries or political adversaries in conference rooms, Mandela made sure to approach the security guards, waiters and other workers outside to shake their hands, Cohen added.

Maintain a sense of humour

"You sharpen your ideas by reducing yourself to the level of the people you are with and a sense of humour and complete relaxation, even when you're discussing serious things, does help to mobilise friends around you. And I love that," Mandela said in a 2005 interview, published by the Nelson Mandela Foundation.

At election rallies in 1994, Mandela often light-heartedly explained how voters should search their ballots for the picture of the "very handsome young man" - referring to himself - to mark their support for the ANC.

Forgive

Having been imprisoned, forgiveness was a fundamentally transformative experience for Mandela. By reconciling with former adversaries "It enables me to go to bed with an enriching feeling in my soul and the belief that I am changing myself," Mandela said during an interview about his experiences with businessman Douw Steyn,

By living up to these ideals, Nelson Mandela not only became the great example of a leader that Africa needed, he became a unique and wonderful example to the whole world.

The words in the date canceller: "Long Walk" is based on Nelson Mandela's own handwriting.

Technical information

Stamp issue date: 11 February 2014

Photograph: Nelson Mandela Foundation

Design: Thea Clemons

Stamp size: 30 x 30 mm

Miniature sheet size: 65 x 85 mm

Perforation Gauge: 14 x 13 ¼

Paper: 102 grams TR8 OBA free gummed stamp paper

Gum: PVA

Print quantity: (initial delivery with option of possible run-on): 5 000 000 souvenir folders

Colour: Black, Pantone 877, Pantone 548, Pantone 405,

Pantone 5497 + Phosphor

Printing process: Offset Lithography

Printed by: Joh. Enschedé Stamps B.V., The Netherlands

Sources:

www.forbes.com/sites/quora/2013/12/06/what-is-nelson-mandelas-legacy/

edition.cnn.com/2013/12/16/living/keeping-mandelas-legacy-alive/

www.biography.com/people/nelson-mandela-9397017

dictionary.reference.com/browse/duotone

www.nelsonmandela.org



new issues...

WORLD DESIGN CAPITAL 2014 CAPE TOWN

Text by Louise van Niekerk



– a well-deserved achievement

Cape Town is more than just a city of breathtaking beauty and leisure tourism; it also brims with creative talent and is widely known as South Africa's arts and culture hub. It is no wonder therefore that the Mother City has recently also earned the prestigious title of World Design Capital 2014. To celebrate this well-deserved achievement, the South African Post Office will issue a set of five self-adhesive stamps of different designs and one commemorative cover on 28 February 2014.

The prestigious status of World Design Capital (WDC) is designated biennially by the International Council of Societies of Industrial Design (Icsid) to cities that are dedicated to using design for social, cultural and economic development. The WDC has become more than just a project or a programme. Today, it is a global movement and serves to acknowledge that design can, and does, have an impact on the quality of human life.

Icsid bestowed the title on Cape Town at the International Design Alliance Congress in Taipei. Cape Town is the fourth city to hold this biennial appointment and marks a first for the African continent.

It is a great honour and a remarkable achievement to be the first African city to be selected as World Design Capital, positioning the

southern tip of Africa as a focal point for the international design community in 2014.

A tool for transformation

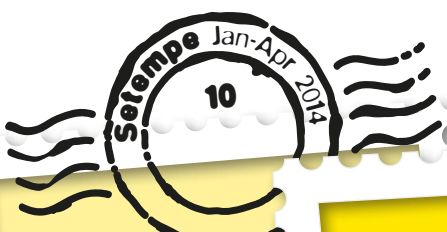
Cape Town's bid was not about the city claiming that it was already an established 'design capital', but instead it was a bid to acknowledge that the city is using "design thinking" as a tool for transformation.

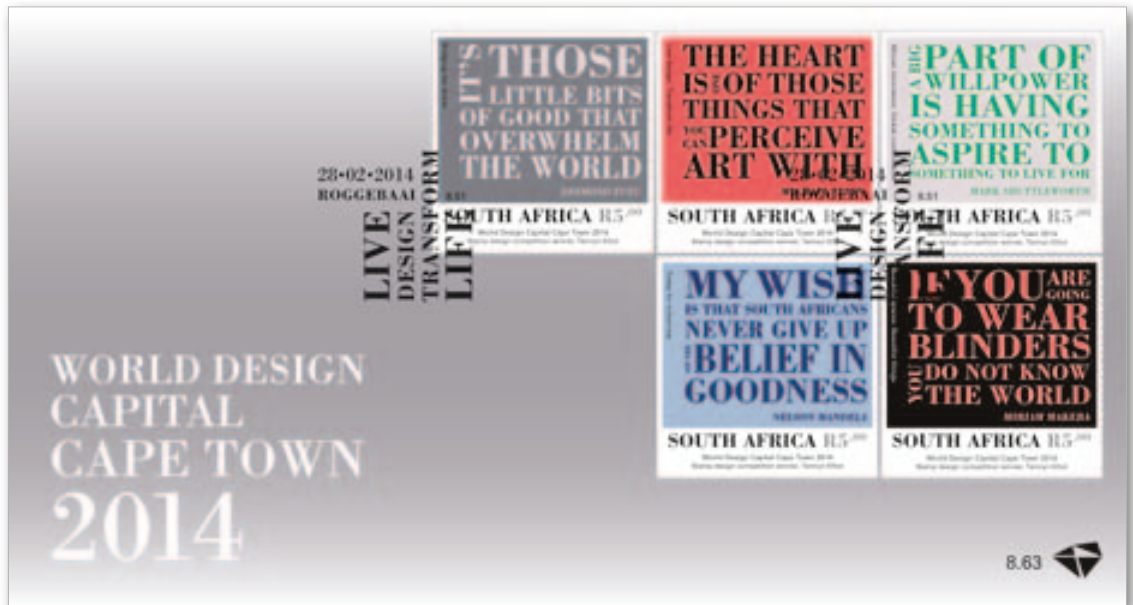
Cape Town's vision of design is based on socially responsible design, sustainability and innovation. As part of the city's bid, the theme "Live Design. Transform Life," was introduced in support of the city's objective to focus on enhancing its infrastructure to make it a more liveable African city. Winning the bid also means that Cape Town gets to play host to a number of World Design Capital signature events



World Design Capital Cape Town 2014 stamp sheet.

Please note: Stamp images published in Setempe are from the original artwork and are subject to change.





World Design Capital
 Cape Town 2014 first
 day cover.

during 2014, including an International Design Exhibition, International Design Policy Conference and an International Design Gala, to name a few.

This is good news for Cape Town and the country, not only in terms of a boost in visitor numbers, but also because there will be many opportunities for the city's creative community to get involved as exhibitors, speakers, delegates, partners and suppliers. Not to mention numerous inspiring events for all citizens to experience.

World Design Capital Cape Town 2014 (WDC2014) is therefore an important opportunity to help reposition the Mother City on a world stage as far more than just a city of beauty and leisure tourism. It will be an important milestone on a journey to position Cape Town as a global innovator in socially transformative design.

Creating human and city development

For Cape Town, the WDC appointment comes exactly two decades after the dawn of democracy in South Africa. "2014, then, is the moment when the past and the future will come together for Cape Town, in contemplation and in action," said Executive Mayor of Cape Town, Patricia de Lille on acceptance of the WDC designation. "It is a reflection of how the city has socially and physically reinvented itself," she added.

"We are grateful for the WDC2014 bid process and title. It has helped to bring different initiatives together and has made us realise that design in all its forms, when added together, creates human and city development. We look forward to learning from other cities that are using design as a tool for transformation, including designated cities Torino, Seoul and Helsinki and our fellow shortlisted cities, Dublin and Bilbao. We are honoured to have been considered with them," the Executive Mayor concluded.

The central theme behind the city's successful bid, "Live Design. Transform Life", focuses on the role that design

can play in social transformation in the city. It sets the tone and will now form the foundation for the development of an inspiring programme of WDC2014-themed events and projects.

Stamp design competition

The striking stamp designs by Tamryn Elliot is the result of a stamp design competition organised by the Philatelic Services of the South African Post Office.

Artists were requested to submit designs under five different themes aimed at igniting the imagination of the public and contributing towards a greater understanding of the multi-faceted nature of design.

The overarching bid theme "Live Design. Transform Life", is represented on the first stamp. The other themes are "African Innovation. Global Conversation"; "Bridging the Divide" – reconnecting the city and reconciling its communities; "Today for Tomorrow" – sustainable solutions for people and planet; and "Beautiful Spaces. Beautiful Things" – inspiring architecture, interiors, food, fashion, jewellery, craft, art and creativity.

The design of the commemorative envelope complements the stamp designs, elaborating on the same themes. The stamp issue is part of the official WDC2014 programme and was allocated a unique geotag number #WDC263 (visit www.wdcapestown2014.com/projects/).

Read more about the competition and the winning entries on page 8 and 9.

References:

www.worlddesigncapital.com/
www.wdcapestown2014.com
www.capestown2014.co.za/about/

Technical Information will be published in the next issue of Setempe.



Commemorative stamps:

What would you like to see on stamps in 2016?

Philatelists and the general public are requested to submit their proposals to the South African Post Office for topics to be covered in the 2016 stamp calendar.

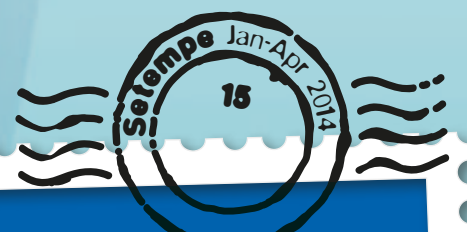
Proposals should be sent to:

**New Product Development, Philatelic Services, Private Bag X505,
Pretoria, 0001, South Africa**

and should reach us by no later than Friday, 24 February 2014.

Proposals should provide as much information as possible, including pictures or photos, and meet the following criteria:

- Topics must be related directly to South Africa
- Events must depict outstanding national and international interests or significance such as:
 - The culture and achievements of the South African people
 - The country's contribution to international affairs
 - The contribution of South Africans to the scientific, cultural and economic development of a broader world society
 - The varied aspects of local life and values
 - The flora and fauna of the country
 - The economic activities of its people
 - Any other topic which reflects positively upon our values, culture, aspirations and achievements.
- Please keep in mind that the stamp size is approximately 38 x 28 mm, and the theme should therefore not be too complicated.



technical info...



Symbols of South African Cultures

Stamp issue date: 20 September 2013

Photographs: Hein Botha

Perforation size: 38 x 28.88 mm

Stamp sheet size: 210 x 77.76 mm

Gauge: 13 3/4 x 13 1/4

Paper:

Yellow-green phosphor-coated litho stamp paper, 102 grms

Gum: PVA gum

Quantity printed: 50 000 sheets of 10 stamps

Colour: CMYK

Printing process: Offset Lithography

Printed by: Joh. Enschedé Stamps B.V., The Netherlands

2014 Stamp Programme:

1. Nelson Mandela 1918-2013 - 11 February 2014

2. World Design Capital Cape Town 2014 - 28 February 2014

3. The Big Five stamps and postcards - 9 May 2014

4. Ukuthunga (To Sew) I - 30 May 2014

5. SA Bird Series: Critically Endangered Birds - 11 June 2014

6. Hamilton Naki - 26 June 2014

7. South African Popular Musicians I - 3 July 2014

8. World War I Centenary - 28 July 2014

9. South African Lighthouses - 20 August 2014

10. South African National Parks I - 17 September 2014

11. World Post Day: Post Office People - 9 October 2014

12. South African Ceramic Vessels - 13 November 2014

13. UNI World Congress - 5 December 2014



Please note: these dates and designs are subject to change.

