

2020

THE CROWN
COLLECTION

#GIVE HER A
CROWN

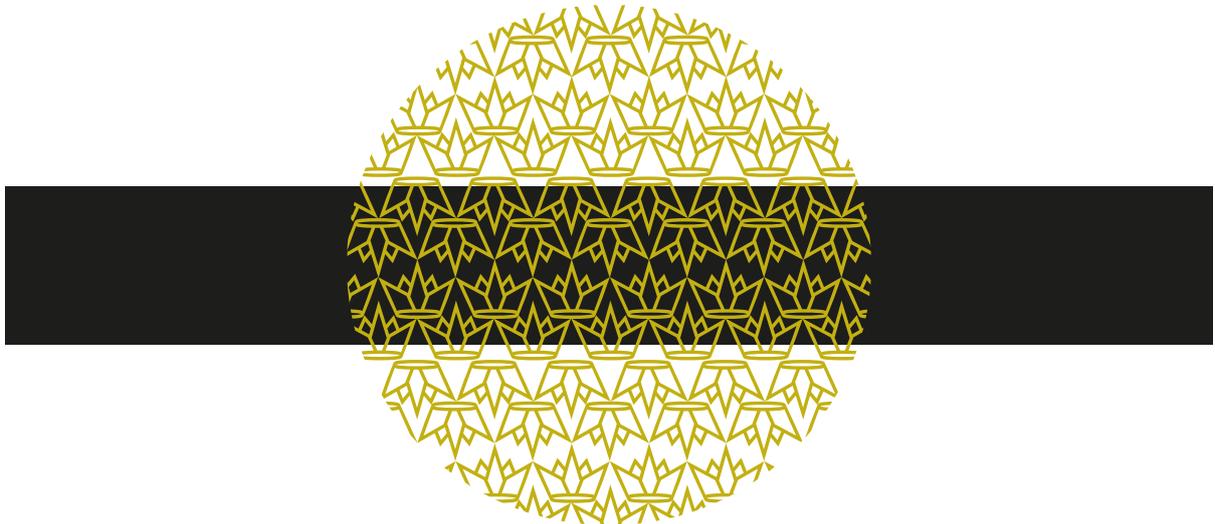
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#GIVEHERACROWN IS A PROUD INITIATIVE OF



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Meet the South African artists that are taking a stand. #GiveHerACrown exists to change the narrative for women in South Africa through the power of storytelling and the arts.

#GiveHerACrown (empowered by Jaguar) has partnered with prominent curators Teresa Lizamore and Phumzile Nombuso Twala and 16 notable South African artists who have each created a bespoke crown piece of art which has been donated and exhibited during 16 Days of Activism this year (commencing 25th November 2020).

The 16 artists include:

Simphiwe Buthelezi
James Delaney
Olwethu de Vos
Gordon Froud
Carlo Gibson and Dominique Le Grange
Cow Mash
Collen Maswanganyi
Lebogang Mabusela
Lerato Motau
Lebohang Motaung
Haidee Nel
Dean Pozniak (Simon and Mary)
Nkhensani Rihlampfu
Jo Roets
Usha Seejarim
Angela Yeung

Each crown is inspired by a South African woman and activist who has used their work, voice and influence towards the empowerment of women.

The 2020 Crown Collection was lead and curated by



Phumzile Nombuso Twala



Teresa Lizamore

PARTNER



"In a time when the world, and South Africa, desperately needs focus on empowering, recognising and protecting women, the #GiveHerACrown platform is an ideal and much-needed activism platform which Jaguar is delighted to support.

On a global level, Jaguar has undertaken many projects to highlight the roles women play in the automotive value chain – from a lap of honour with female racing driver Aseel Al Hamad to celebrate the lift of the ban on women drivers in Saudi Arabia, to launching campaigns designed to inspire talented female STEM students to further careers in the industry.

Here in South Africa Jaguar is active in increasing female representation at all levels of the business and believes that a diverse workforce and different perspectives ensure varied problem solving and creative solutions. From trainee technicians, to retailer management roles, to business executives, Jaguar and sister brand Land Rover embrace women and the ideas they offer in a traditionally male-dominated status quo.

Jaguar and #GiveHerACrown share an ethos of empowering women as well as celebrating their fearless spirits. I speak on behalf of the brand when I say we look forward to the positive impact this platform creates, and are honoured to play a part."

Irene Kakooza

Experiential Manager, Jaguar Land Rover South Africa and Sub-Saharan Africa



Zolani Mahola aka The One Who Sings.

The #GiveHerACrown initiative is excited to have Zolani as our face and forerunner of the campaign.

"I'm proud to announce my ambassadorship for the #GiveHerACrown movement. All over the world, our stories are being challenged and we are being called to not only reclaim our narratives but to intentionally craft ones that are to our highest benefit as individuals and as a species. #GiveHerACrown is essentially about acknowledging our connection to each other. We all come from women, the life-bearers who are more often than not the rock of the family. Through this campaign and movements like it we remind each other of the incredible wealth and strength that lies in feminine power. This power is fierce and gentle and must be nurtured if we are to create the country and world of our highest dreams."
– Zolani, The One Who Sings

South Africa's most loved artist and storyteller, Zolani Mahola, born in Port Elizabeth in 1981, studied Theatre and Performance at the University of Cape Town. This is where she met the musicians with whom she would later form the pan-African multi-cultural supergroup Freshlyground. Seventeen years and 7 albums later, Freshlyground became a household name and is now known as one of Africa's most acclaimed bands. They have captured the heart of the continent and have claimed global recognition.

Zolani Mahola is especially respected for unifying the country through music and bridging social, racial and cultural divides through her commentary both artistically and as a thought leader. Her spheres of interests lie in educating children, our connection to nature and in the power of our chosen story. She has recently recorded her debut solo material with Grammy nominated producer JB Arthur which will be released late 2020.



SIMPHIWE BUTHELEZI X CASTER SEMENYA

South African Olympic athlete Mokgadi Caster Semenya is the inspiration behind Simphiwe Buthelezi's bespoke crown.

The work honours Semenya's achievements on the athletic track, as well as her leadership role as a human rights activist. Her firm stance in the continuous fight for the social and political emancipation of women is an inspiration to many. Buthelezi honours her by bestowing her "Her Weight in Gold".



Simphiwe Buthelezi - 'Her Weight in Gold'

Wire, soil, synthetic hair, wire, brass chains
100 x 40 x 20cm

R25 000



JAMES DELANEY X MAKOMA LEKALAKALA

Social-economic environmental activist Makoma Lekalakala's admirable qualities as a fearless leader are celebrated by artist James Delaney in collaboration with Lizzy Ketsekile and Paara Dizamuhupe.

Their bespoke crown, titled "Listen" is an ode to the resilience embodied by women such as Lekalakala. This crown is also a testament to her love for traditional African fabrics.



James Delaney with assistance from Lizzy Ketsekile and Paara Dizamuhupe - Listen

Wire and Seshweshwe textile

50 x 60 x 50 cm

R15 000



OLWETHU DE VOS X MBALI MATANDELA

African feminist, researcher and writer Mbali Matandela's activism is celebrated by artist and curator Olwethu de Vos' striking artwork aptly titled "I am not a pawn, my future is my own".

Resonating with Matandela's visions for redefining Black Consciousness and soaring to new heights in the fight for Gender Equity, de Vos' creation is a truly fitting tribute.



Olwethu de Vos - I am not a pawn, my future is my own

Copper, beads, thread, steelwool, pot scourer, synthetic fur, wire

32 x 38 x 45 cm

R15 000



GORDON FROUD X NORIA MABASA

Renowned artist Noria Mabasa, who primarily works in wood sculpture and ceramic, has inspired this bespoke crown by Gordon Froud.

“Dreams will tell you what to do” is a piece that is reminiscent of Mabasa’s signature style, prominently featuring the shape of the female figure. Froud’s extensive experience as a fine artist is reflected here as he celebrates the prestige of this respected artist.



Gordon Froud - Dreams will tell you what to do

White Saringa wood

16 x 26 x 26 cm

R 15 000



CARLO GIBSON/ DOMINIQUE LE GRANGE X ZOLANI MAHOLA

Activist for social change Zolani Mahola is the #GiveHerACrown ambassador.

In addition to using her soulful voice for creating timeless music, she lends her voice to causes she cares about. As a survivor of gender-based violence, she is venerated by Carlo Gibson and Dominique Le Grange's bespoke crown "Mantle" - an eye-catching and unique creation.



Carlo Gibson and Dominique le Grange - Mantle

Lightweight polyurethane, foam, coated

100 x 100 x 100 cm

R18 000



COW MASH X ZANELE MUHOLI

Visual activist Zanele Muholi's impressive body of work is embodied in Cow Mash's sculpture "Pôô".

This distinctive crown features elements of this artist's bovine subject matter, while also paying tribute to Muholi's steadfast resilience in their activism with a political agenda. Their confrontation of racism, violence and the politics of exclusion has inspired Cow Mash's exquisite creation.



Cow Mash - Pôô

Resin and mixed fibre

90 x 121.5 x 30 cm

R25 000



COLLEN MASWANGANYI X DR. ESTHER MAHLANGU

Globally-acclaimed disruptor and multi-award-winning artist and cultural activist Dr. Esther Mahlangu is honoured by Collen Maswanganyi's distinct wood sculpture.

This highly unique crown with aesthetic appeal is a reminder of Mahlangu's distinct Ndebele abstract art and is a celebration of her leadership qualities.



Collen Maswanganyi - A leaf from the book of Esther

Cork and lead wood, acrylic paint

50 x 50 x 30 cm

R25 000



LEBOGANG MABUSELA X KWEZILOMSO MBANDAZAYO

This Women's Rights and Gender Justice activist's tireless efforts towards eradicating patriarchy and ensuring that women are treated with dignity are highlighted through this bespoke crown creation by Lebogang Mabusela.

This artist's ongoing conceptualisation of "killjoys" has inspired this stunning creation. Mbandazayo's love for creativity and Black women (especially those who misbehave) is affirmed by Mabusela's salute to women activists fighting for gender justice.



Lebogang Mabusela - Dekolonial Killjoy Makoti

Paper, nylon tulle, beads, wood

175 x 80 x 50 cm

R6 500



LERATO MOTAU X DR. JUDY DLAMINI

Businesswoman and Author Dr. Judy Dlamini's success is honoured by artist Lerato Motau's bespoke crown featuring embroidery.

As an Education Activist, Dlamini has inspired Motau's own activism through art; particularly towards causes that recognise various learning difficulties. Dr. Dlamini is actively involved in women's empowerment and education improvement initiatives.



Lerato Motau - Rona

Wool, lurex, stuffing, chiffon, copper

23 x 30 x 33 cm

R10 500



LEBOHANG MOTAUNG X ZULAIKHA PATEL

Anti-racism activist Zulaikha Patel became a symbol of the fight against hair policies in South African schools.

Her activism has contributed towards driving transformation initiatives in this regard. Celebrated artist Lebohlang Motaung has used her incredible skill to create a remarkable crown in honour of the activism of the likes of Patel.



Lebogang Motaung - Deserving

Synthetic hair, brass rings, beads, wire, canvas
160 x 22 x 22 cm

R20 000



HAIDEE NEL X RACHEL KOLISI

Businesswoman and Philanthropist Rachel Kolisi has been vocal about using her various platforms to tackle injustice and the normalisation of violence inflicted upon women and children.

As a mother and artist, Haidee Nel was drawn to Kolisi's courageous initiatives and action-oriented nature. Her elegant-yet-edgy crown commends Kolisi's activism.



Haidee Nel - Rise and Shine (Spoon Helmut)

Stainless steel spoons, aluminium chain, galvanised wire, wedding tiara (artist's own), stainless steel mesh, fabric netting

44 x 34 x 24 cm

R21 000



SIMON AND MARY X MINNIE DLAMINI-JONES

Jaguar Land Rover Ambassador Minnie Dlamini-Jones is a multi-hyphenate Entertainment Professional and Female Empowerment Activist.

Through her Minnie Dlamini Foundation she has lent support to various initiatives close to her heart. She is an active advocate for cultural heritage and has a deepened understanding of the role of women in anchoring society.



Minnie Dlamini-Jones recently gave her followers a glimpse into her pregnancy journey by sharing a unique and creative gender reveal. Leaning on her Zulu heritage, she used an artistic approach by having a bespoke Zulu pregnancy apron called "Ingcayi" handmade and beaded by Asanda Madyibi.

The hide material used featured intricate beadwork, symbolising the gender of her unborn child. The Artist – Activist pairing with the hat brand Simon and Mary is a unique and exciting one, based on a common desire to ensure an ongoing legacy.

For Minnie Dlamini-Jones, her Zulu heritage inspires a continuous legacy, which is similar to the path of Simon and Mary's story of an ongoing legacy.

Through the #GiveHerACrown campaign, Simon and Mary have created an exquisite headpiece for Minnie Dlamini-Jones who is a stylish personality, unafraid to experiment with flair and flamboyant looks grounded in unusual designs.



Simon and Mary - Queen's Crown

100% wool felt, leather, brass, cotton
45 x 45 x 45 cm

R15 000



NKHENSANI RIHLAMPFU X NONKULULEKO GOBODO

First Black female Chartered Accountant in South Africa, Nonkululeko Gobodo has served as an inspiration to many women.

As co-founder of a boutique, black-owned-and-managed leadership consulting firm she has become a highly appraised trailblazer and renowned leader. Contemporary fine artist Nkhensani Rihlampfu's crown "Mbokodo" gives prominence to women and activists such as Gobodo, who are go-getters and unafraid to disrupt.



Nkhensani Rihlampfu - Mbokodo

Rope, wire, resin-coated

54 x 30 x 25 cm

R35 000



JO ROETS X MIRIAM MAKEBA

Civil Rights Activist and Activist against Apartheid Miriam Makeba's legacy continues to shine.

Through this graceful and magnificent crown created by artist Jo Roets, Makeba's "Mama Afrika" title finds new meaning. Well-known as a songstress and for her vocal prowess, Makeba's activism is recognised here.



Jo Roets - A Luta Continua, Vitória é Certa (The Struggle Continues, Victory is Certain)

Rose-gold plated PU resin cast, Swarovski crystals, diamante, rhinestones

18.5 x 19 x 19.5 cm

R15 000



USHA SEEJARIM X CAROL BOUWER

As a Women Empowerment Activist, Jaguar Land Rover Ambassador, media powerhouse and Arts and Culture Advocate, Carol Bouwer is an inspiration to many South Africans.

Having lent her support and voice to admirable causes such as the "1000 Women" initiative and The African Odyssey Summit, she is an ideal candidate to propel the intention of the #GiveHerACrown Campaign. The bespoke crown created by Usha Seejarim is one that will hopefully continue to inspire more activism for causes that uplift women. As women who are fully invested in shaping new narratives for women, Carol and Usha's pairing is a powerful one.



As an artist with extensive experience and as a mother, Usha is passionate about women empowerment. Best known for her reinterpretation of ordinary and domestic objects, Usha Seejarim is a respected artist who continues to subvert and question notions of the roles of women in society through her powerful and conceptual art.

A signature detail of her work can be seen with common materials such as safety pins, wooden pegs, irons and brooms. Her compositions result from repetitive acts of mark making alluding to themes related to time, chance, space and displacement.

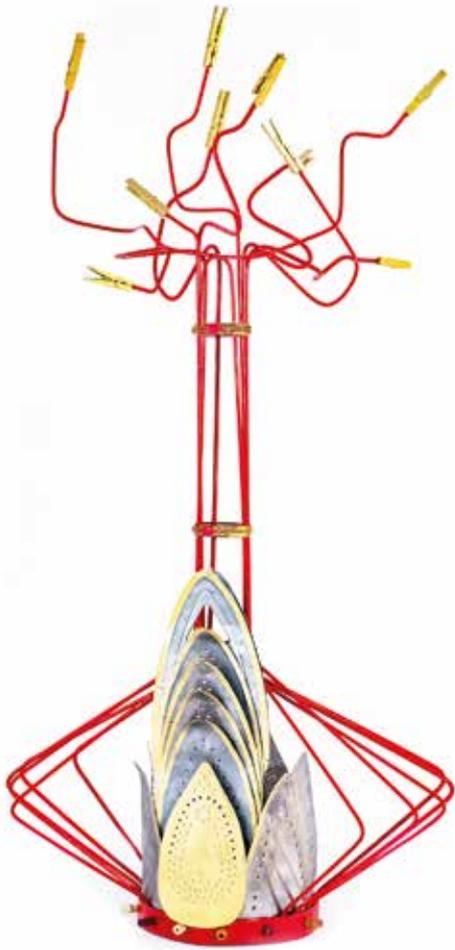


ARTIST

Usha Seejarim - Brown Queen

Ironing bases, steel, pegs, beads, bangles
110 x 55 x 60 cm

R42 000



ANGELA YEUNG X PROF. THULI MADONSELA

Professor Thuli Madonsela's role as lifelong activist on social justice and human rights issues has been brought to the fore by the art of Angela Yeung.

As former Public Protector of South Africa, Madonsela's passion for justice has seen her contribute to the drafting of laws such as the Promotion of Equality and Prevention of Unfair Discrimination Act and the Recognition of Customary Marriages Act. Yeung's bespoke artwork "Feather in your Crown" offers a feather in her crown.



Angela Yeung - A feather in your crown

Ostrich feathers, lasercut brass, plastic, textile

40 x 30 x 30 cm

R18 000



ART THAT MAKES A DIFFERENCE.

All the proceeds of the crowns will be going towards the "Crown Funding" campaign. The campaign aims to impact schools across South Africa by providing a transformative educational programme that will train and empower teachers to champion gender equality with their students. The educational content will be co-created with **Lalela**, an organisation that specialises in art education, which will use the power of creativity and storytelling in order to drive empathy and behavioural change.



To purchase a crown contact chantel@thechangecollectiveafrica.co.za to place your order.

Should you not want to purchase a crown but still make a donation to this cause please contribute to the following account details:

Bank details:

The Change Collective,
FNB,
Acc: 62798810745,
Branch code: 254605

Reference: #CrownFund



We believe in the power of the collective. If you are an individual, organisation, initiative or investor who would like to use your influence, resources and intelligence to make a difference in the fight against gender-based violence and femicide, please get in touch.

Email: chantel@thechangecollectiveafrica.co.za

Website: www.giveheracrown.co.za

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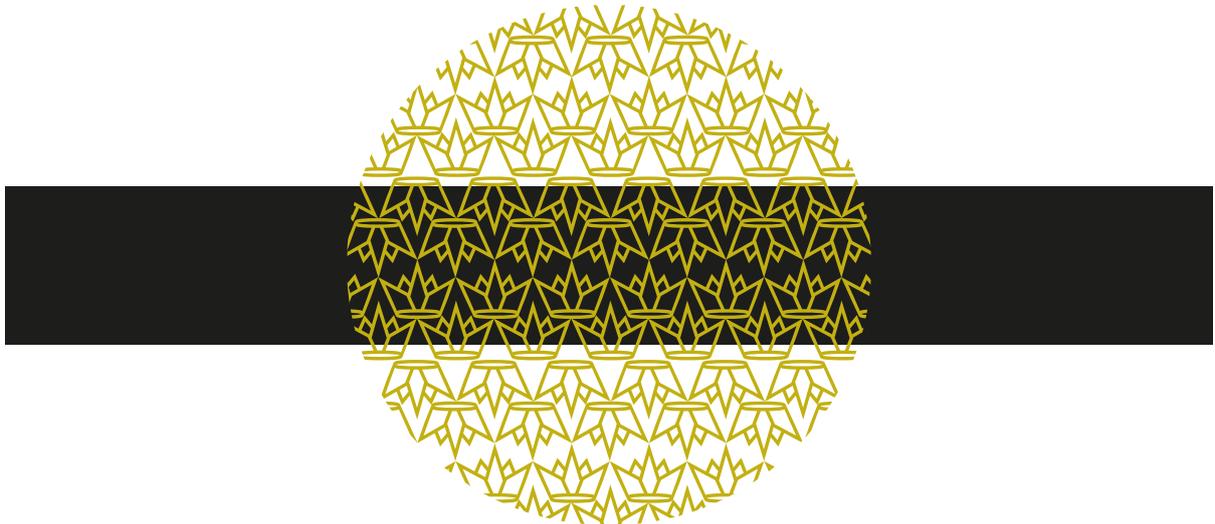
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