

HOW WE SHOWED THAT THE HISTORY OF APARTHEID STILL MATTERS TODAY.

As William Faulkner wrote, "The past is never dead. It's not even past." When Apartheid ended, the destructive social patterns it established were not magically undone. This campaign shows how contemporary events in South Africa find an echo in some of the most iconic photographs from the Apartheid era. The posters were designed to send a message to the younger generation: if you want a deeper understanding of what is happening right now, start with a visit to the Apartheid Museum.



Tribal mob attack, 1990.
Photo: Greg Marinovich



Xenophobic attack, 2015.
Photo: James Oatway / The Sunday Times



