

Nurturing New Generations of Cultural Leaders and Peacemakers

NDABA MANDELA, GLOBAL PEACE ACTIVIST AND GRANDSON OF NELSON MANDELA, SERVES AS HONORARY CHAIR OF 2019 INTERNATIONAL FOLK ART MARKET SANTA FE

Mandela to be Featured Speaker at the One World Awards and Community Events



Santa Fe, New Mexico—Ndaba Mandela, world renowned author, speaker, and entrepreneur will join the world in Santa Fe this summer as Honorary Chair of the 2019 International Folk Art Market Santa Fe, the world’s largest folk art festival.

Mandela, 37, is the grandson of Nelson Mandela, the legendary peace activist, humanitarian, and South Africa’s first black president whose anti-apartheid policies transformed his country and inspired the world. Raised by his grandfather, Mandela is the author of the acclaimed 2018 book *Going to the Mountain: Life Lessons from My Grandfather*, a tribute to his grandfather’s strength and wisdom and a memoir of the author’s own journey to a life dedicated to nurturing new generations of cultural leaders and peacemakers.

As co-founder and chairman of Africa Rising Foundation, Mandela leads the organization’s efforts in “creating a new generation of young Africans that will empower themselves to be at the forefront of Africa’s development.” Through initiatives in education, agriculture, business, and publishing, as well as collaborations with other international groups, Africa Rising promotes socioeconomic equity among Africans while advancing a positive image of Africa in the world.

Mandela previously served as spokesperson for UNAIDS, a nonprofit that seeks to end discrimination around HIV/AIDS, which led to the death of his parents. His grandfather, Nelson R. Mandela, worked with Queen Noor of Jordan as joint president of the United

World College movement, whose 18 international high schools include the United World College in Montezuma, New Mexico, some 70 miles east of Santa Fe.

As Honorary Chair of the International Folk Art Market Santa Fe, Mandela will participate in the Market's Artist's Procession and community concert on the Santa Fe Plaza on Thursday, July 11. That same evening, he will be the keynote speaker at the One World Awards, where his voice of equity, education, and empowerment will surely resonate among the Market's 150 master artists, many of them from countries that also face serious social, educational, and economic challenges.

"Ndaba Mandela's message of nurturing young leaders to advance global unity is a perfect fit for our Market artists, who work every day to build sustainability and nurture young leaders in their own communities," says Market CEO Stuart Ashman. "Mandela will feel right at home at the Market, which has hosted hundreds of master folk artists from throughout Africa, including South Africa, since our beginnings in 2004. We welcome him enthusiastically to our global community."

Mandela will also spend time at Santa Fe's Mandela International Magnet School, whose diverse population of students engage in studies that emphasize international engagement and cultural competency. Each year, students from the school volunteer at the Market and interact with Market artists.

Mandela's Santa Fe visit kicks off on Wednesday, July 10, with a free public welcome reception and book signing from 5 to 7 p.m. at the Center for Contemporary Arts. A joint presentation of the Market, Creative Santa Fe, and the United World College, the event features Mandela with Teddy Warria, a Kenyan entrepreneur and author who uses entrepreneurship as a tool to solve problems and create new wealth among young Africans. Warria is a Bartos Fellow at the United World College-USA, where he completed a book on Nelson Mandela titled *Mandela Warria Moments: A Tribute on Mandela's Centenary by a Young African* and a transcendent prose-poem, *A Son of the Nile*, which depicts his life journey together with others following the "I Am From" pentameter. Co-founding #100Mandela's –The flagship project of Africa Rising, Mandela and Warria seek to build 100 Mandela-like leaders from Africa and Brazil by 2030. Together, Mandela and Warria represent a movement utilizing the values and legacy of Nelson Mandela as a catalyst for building and empowering the next generation of leaders in Africa and around the world.

CREATIVE SANTA FE is a local nonprofit that leverages Santa Fe's unique sense of place, using collaboration and the power of the arts, to reframe critical issues and drive positive change. Arts-based innovative approaches and community gatherings inspire problem-solving that can build bridges of understanding and shape a stronger future for generations to come. Disruptive Futures Dialogues programming is unique in its

dedication to partnerships, community-wide inclusion, and leveraging the arts as a platform to reframe issues in bold new ways to tackle some of the most pressing issues facing our city, our country, and our world. For more information visit: www.creativesantafe.org.

United World College-USA is one of 18 UWC campuses located on five continents and the only UWC in the United States. A two-year residential school, UWC-USA serves students ages 16-19 who typically represent more than 75 different countries. They participate in a unique program that combines academic challenge with an experiential, hands-on approach to learning. UWC-USA students are dedicated to changing the world and living the UWC mission, to use education as a force to build bridges between people and cultures. For more information visit: www.uwc-usa.org

The Bartos Institute for Constructive Engagement of Conflict (CEC) at UWC-USA was founded in 2001, thanks to a generous gift from the Bartos family. The Institutes initiatives aim to equip young people with theoretical and practical lenses with which to constructively engage with personal, interpersonal, and community level conflicts. For more information visit: www.uwc-usa.org/programs-and-workshops/bartos-institute/

The International Folk Art Market Santa Fe is held in partnership with the New Mexico Department of Cultural Affairs, Museum of International Folk Art, Museum of Indian Arts and Culture, Museum of New Mexico Foundation and the City of Santa Fe. For more information visit: www.folkartmarket.org

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