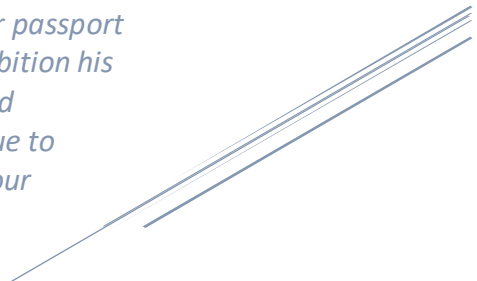




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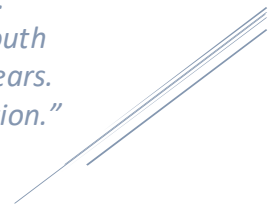
*“An immersive, thought-provoking and compassionate journey. Education is our passport and our power. I will take from this exhibition his courage, great integrity, compassion and unwavering determination. Let's continue to inspire, a nation and generation, it's in our hands.”*



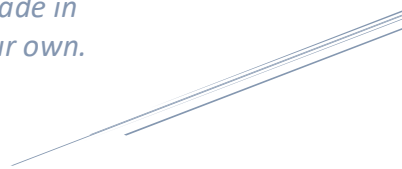
*“The wonderful comments in this book from people of all races, ages and all type show what a great man he was...as what a great exhibition this is. Thank you...and keep doing it!*



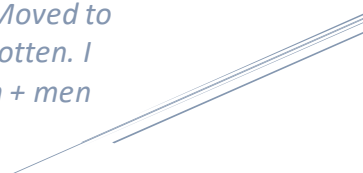
*“Deeply moving. Proud to be a South African! I'm in tears. Amazing exhibition.”*



*“Thank you for the changes you made in so many lives whilst sacrificing your own. Your legacy lives.”*



*“Such a powerful exhibition. Moved to tears! A man never to be forgotten. I wish there were more woman + men like this.”*



# Introduction

This report presents the analysis of 6,112 visitor comment entries recorded on 16 visitor books throughout the run of *Mandela: The Official Exhibition* in London at 26 Leake Street Gallery from 8 February 2019 to 2 June 2019. The report intends to provide the exhibition organisers with insights into the reception of the exhibition during this World Premiere in London and, as such, better understand through the lens of the visitor books how visitors have reacted to the exhibition, whether they have connected emotionally with Nelson Mandela and what have been their overall takeaways. This, we hope, could form the basis for future fruitful multi-country analysis and comparisons as the exhibition is embarking on its World tour.

The ambition is therefore to outline patterns and key themes from visitor reactions that could subsequently be compared country to country; to explore whether there are some universal reactions or ways of engagement; and to examine whether responses reflect both the vision championed by The Elders (“a world where people live in peace, conscious of their common humanity and their shared responsibilities for each other, for the planet and for future generations”) and the intention of the organisers to propagate the Mandela legacy and to get people excited about his work and, in turn, inspire them to get out into the World to continue it.

To this end, the first step of our work consisted in reviewing the press kit provided and to conduct targeted interviews to better understand the intention and expectations of the organisers. We conducted a preliminary meeting with Lizzy Moriarty (UK Operations Manager) and then phone interviews with Eric Eislund (Producer and General Manager), Caroline Kamana (Education and Communities Manager) and Steven Swaby (Lead Content Developer). This was followed by a comprehensive digitisation and transcription of the handwritten books to enable a standardised and systematic analysis exploring in particular demographic keys (What can the books tell us about who the visitors are? language, reason for visiting, ways of visiting – alone vs. with someone, etc.), the nature of their reactions (emotional, call for actions, etc) and the emerging themes. Finally, we reviewed the words most commonly used and provided a visual representation of the most repeated words alongside a selection of quotes & drawings summarising visually the reactions of visitors.

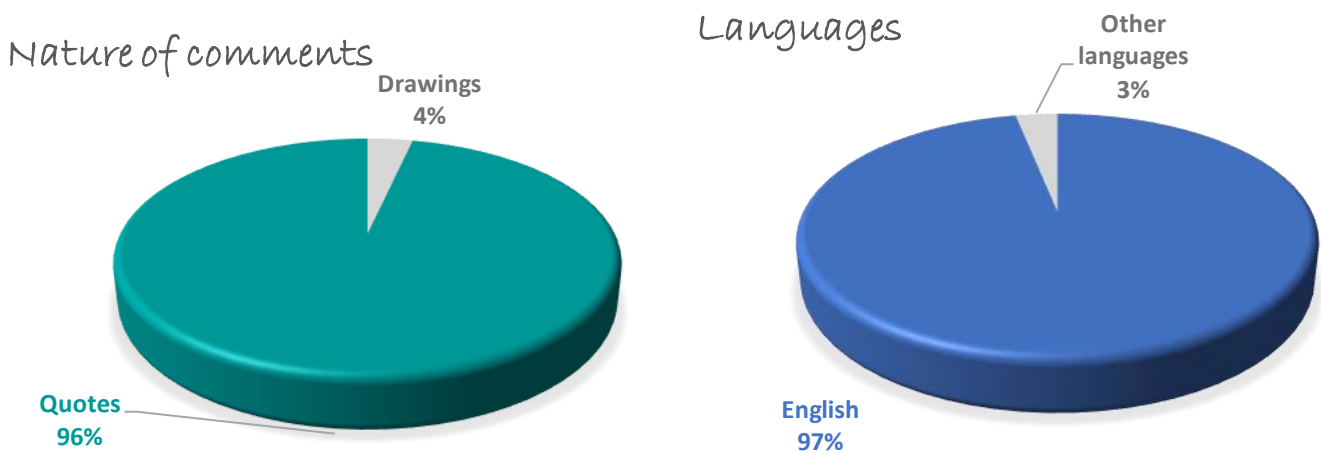
It is important to note that although we conducted a comprehensive and thorough analysis of the visitor books, this report cannot be viewed as an overall evaluation or visitor survey. It nonetheless provides useful insights which we hope will demonstrate how effective the exhibition



narrative and experience has been, the impact it created and takeaways for those who have seen the exhibition.

Before presenting the key findings, it is good to evoke the context and content of the exhibition. *Mandela: The Official Exhibition* is a major new global touring exhibition taking visitors on a personal journey through the life of Nelson Mandela. The exhibition celebrates his life and legacy as an iconic freedom fighter and political leader. The 750m2 exhibition experience is organised through a series of immersive zones: The Early Years, The Struggle is My Life, Prison Years, Anti-Apartheid in Britain, Freedom?, Healing a Nation and A Moment with Mandela. It features previously unseen film, photos and display over 150 historical artefacts and personal effects, notably on loan from the Mandela family. The visitor books were located on tables at the end of 'A Moment with Mandela' section on the way to the exit. Pencils were provided to visitors.

Finally, it must be noted that the majority of the visitor comment entries were written in English (97%) and only 4% of the entries were drawings.



Source: Culture Connect Ltd, 2019



# Key findings

*Preliminary note: All cited quotes below have been kept anonymous and kept exactly as they were written with no proof reading or typo corrections.*

## A. DEMOGRAPHICS | *What did we learn about the visitors who left a record?*

As mentioned previously, this is not a thorough visitor survey and cannot therefore be seen as an objective account of the overall visitor demographics. However, the visitor quotes provide some clues about the visitors themselves and their reception of the exhibition.

### • A proud African connection

First of all, as mentioned previously the majority of the visitors wrote in English. It must be noted nonetheless that among the non-English quotes there are a number of quotes in African languages (Swahili, Zulu, Xhosa, Sesotho, Afrikaans).

*“Lala Ngoxolo Tata Madiba!!” (Book 1, p31, Q3)*

*“Very emotional and so worth viewing. Baie Dankie :)” (Book 1, p31, Q3)*

*“Viva ANC Viva. Amandla, ngawethu! Proudly South African” (Book 1, p26, Q2)*

In addition to this, 2%<sup>1</sup> of the visitors decided to highlight their personal connection either to Mandela himself or to South Africa.

*“An inspiring and emotional visit. I lived through some of this and remember hearing about Nelson as a child in the 80's but not fully understanding what a great man he was. Thank you.” (Book 10, p57, Q5)*

*“Proudly South African” (Book 9, p144, Q2)*

*“As a South African this was truly an amazing experience. We still have a long way to go for world peace and freedom and equality of [sic] all” (Book 1, p8, Q2)*

*“It is amazing to see the life of a human that my grandpa worked for. Thank you! It is so interesting! (Book 1, p8, Q4)*

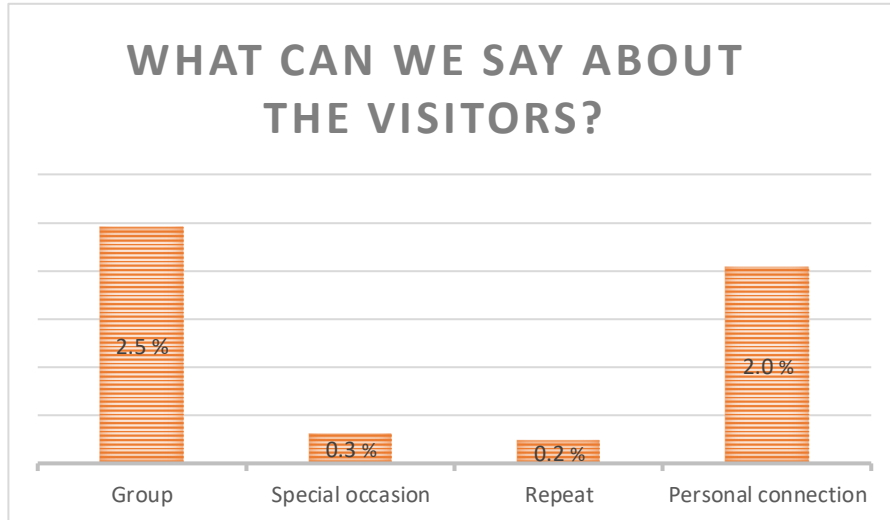
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<sup>1</sup> All statistics presented in the 'Key Finding Session' have been extrapolated from a sample of 2,607 quotes, a sample size statistically significant enabling us to provide a fair account of the full content of the visitor books



- **A family visit**

2,5% of the quotes make reference to visiting with a family member. Some highlighted in particular how grateful they were to their loved ones for organising this outing on a special and meaningful family occasion such as a birthday, Mother's Day or an anniversary.



Source: Culture Connect Ltd, 2019

*“Such a great exhibition that really narrated Madiba's life in great detail. The extent of his life/ story affected the world and many generations - those gone, existing and to come. Thank you for putting this on - A great way to spend our 10th Anniversary.” (Book 1, p24, Q6)*

*“An amazing and informative tribute to one of the most amazing and loving person [sic] of our generation! I have shed tears...and thanks to my loving family for bringing me here on Mothers Day [sic]!” (Book 9, p11, Q1)*

*“What a marvellous Christmas present these tickets were, from my dear son and his boyfriend” (Book 1, p86, Q1)*

*“I grew up with a grand mother [sic] that met Martin Luther King Jr. Today I enjoyed this exhibit with my daughter and it is indeed a special, very special, day for us.” (Book 1, p23, Q1)*

## **B. NATURE OF REACTIONS | *How did the visitors receive and react to the exhibition?***

- **An emotional experience**

42.5% of the visitor quotes demonstrate an emotional engagement from the visitors. This is illustrated by the use of exclamative punctuation [e.g. '!'], signs [e.g. ':)'] or clearly identified vocabulary [e.g. 'moving', 'tears'] which express the visitors' emotive responses to the exhibition.



*“The best ever Mother’s Day gift I could ask for. **I had goose bumps moments [sic] during the exhibition.** What sacrifice N.M. made to give the people hope and encouragement for a better today! May we all follow and aspire to make a little difference to the lives of those not so fortunate - Education is the key as he advised his son in his letter from the prison. Thank You to my two most adorable children to have given [sic] me this opportunity to be inspired. Long live the legacy.” (Book 9, p34, Q2)*

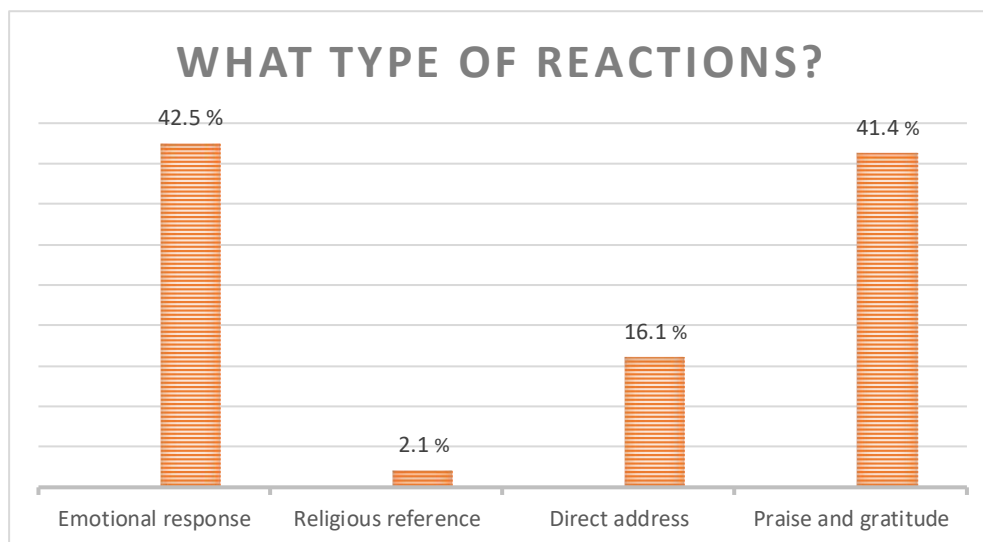
*“Powerful exhibition - excellent!! Thank you organisers!! Long live Mandela” (Book 10, p20, Q3)*

*“Such a powerful exhibition. **Moved to tears!** A man never to be forgotten. I wish there were more woman + men like this” (Book 10, p21, Q1)*

*“**One word...Wow!** Amazing experience and very informative. May his soul rest in peace.” (Book 10, p23, Q2)*

*“Inspiring, **deeply emotional, heart-wrenching, horrifying, yet uplifting and aspirational** - his deep goodness - his belief in education to allow all to fly free, his lack of bitterness and his pursuit of love and kindness” (Book 11, p4, Q1)*

*“**I can hardly write fighting back tears of wonderment [sic] for such a man.**” (Book 2, p12, Q3)*



Source: Culture Connect Ltd, 2019

The exhibition seems not only to have triggered visitor emotions but also, in some cases, made connections at a deeper spiritual level. 2,1% of the visitor quotes make direct reference to religion.

*“**Praise God for His Mercy and His grace and using Nelson Mandela to suffer for freedom.**” (Book 9, p13, Q3)*

*“**Thank you God for Nelson Mandela.**” (Book 9, p36, Q4)*



*“Thank you for a remarkable experience. On the brink of tears most of the time, I was **reminded of the miracle God performed through the hands and heart of Madiba** and others in my beautiful homeland. God bless Africa.” (Book 11, p19, Q2)*

*“This has been a very emotional journey. I'm quite overwhelmed by it all. He **was definitely sent to us by God.**” (Book 10, p2, Q1)*

- **An intimate connection**

41.7% of the visitor quotes express praise and gratitude towards Nelson Mandela’s life, for the example he set and the social and political progress he brought through his fight.

*“Nelson Mandela revolutionised the world and greatly helped to make it the way it is today. He set an example for everybody to stand up for what they believe in and what is right and never give up, no matter how discouraged you are or how difficult it is. He has changed the world and is an inspirational role model.” (Book 10, p39, Q2)*

*“Thank you Mandela for your spirit for your perseverance [sic] for your determination [sic] I see you [sic] I respect you [sic] I love you” (Book 9, p30, Q1)*

*“We salute you! Thank you for your service to our people” (Book 9, p43, Q1)*

*“One of the greatest leaders, one of the greatest humanitarians in human history. This exhibition benefits and honours the man. True inspiration.” (Book 9, p43, Q3)*

*“A wonderful exhibition about a truly great and wonderful man. I wish we all learned the power of forgiveness.” (Book 2, p82, Q1)*

*“Nelson Mandela's legacy will live for centuries to come. An icon, revolutionary, his life was an epitome of personal sacrifice. :) My hero!” (Book 10, p40, Q1)*

*“Nelson was an amazing inspirational human being that never gave up. Bless his heart” (Book 10, p42, Q3)*

*“All the meaningful sayings by Nelson are all something we can live by in our own lives - we owe this to our true leader Mandela.” (Book 10, p51, Q4)*

*“Thank you so very dearly for what you have done for your nation, people and family. A man of inspiration [sic] true fighter, father, grandfather principle and so much more. God bless your generation & legacy. Though I didn't know you [sic] your life & work & exhibitions such as these help to keep your spirit alive. Its [sic] not over but you inspire us to fight on.” (Book 3, p64, Q1)*

Moreover, 16,7% of the visitor quotes address Nelson Mandela directly. This, combined with the large emotional response, shows that the organisers of the exhibition really managed to create a strong intimate connection by conveying Mandela’s life through a new lens. Some expressed their thanks to the Mandela family for sharing his story in such an emotional, yet effective way.

*“We will never forget you Mandela!” (Book 10, p8, Q4)*





*“Madiba, Thank you for the dignified and tireless fight that not only liberated your people, but will likely inspire others around the world for generations to come. Humbled.” (Book 10, p17, Q1)*

*“Nelson Mandela. You will forever be my role model as a black man.” (Book 10, p47, Q4)*

*“Madiba your legacy will live on forever! You may be gone, but you will never be forgotten. Many around the world are grateful to have you as an example to many of what it means to love and persevere for the greater good of humanity!” (Book 9, p31, Q3)*

*“Cheers Nelson! You did good mate!” (Book 11, p16, Q5)*

*“You suffered then so we can have today. We love you.” (Book 11, p81, Q6)*

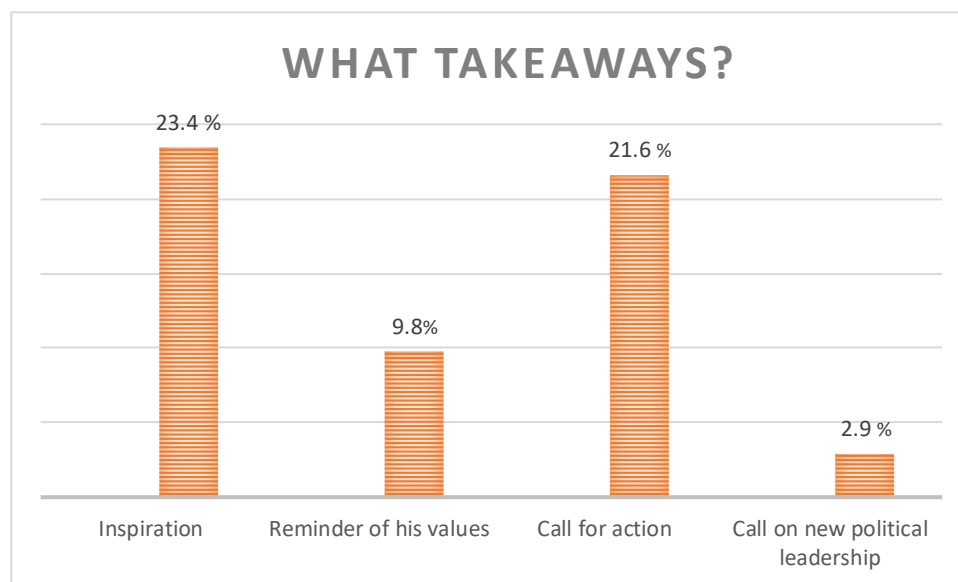
*“Thanks for showing us the light Madiba.” (Book 1, p6, Q2)*

*“Tata Madiba [sic] thank you” (Book 3, p7, Q1)*

*“You changed our lives! I am grateful” (Book 2, p81, Q4)*

*“Madiba, Tata, father of our Nation, you showed us how one person can change the world. May we have the strength to take on your challenge to unite and not divide, to love, not hate and not to be indifferent to the struggle of others. Today, I go forward to make that difference in the world. God Bless us All” (Book 11, p36, Q7)*

### C. LEARNING OUTCOMES | What did visitor take away from the exhibition?



Source: Culture Connect Ltd, 2019

- **An informative and educational exhibition**

A tenth of the visitor quotes highlight the informative aspect of the exhibition, thanking the organisers for providing interesting and thought-provoking information.



*“Thank you for an incredible exhibition. I learnt so much and in such a great way. Thank you for teaching me about such an inspiring man.” (Book 11, p78, Q2)*

*“Brilliant, I thought I knew lots about Mandela but this exhibition opened my eyes to a very special and loving human being that we can all learn from/ Thank you.” (Book 9, p1, Q1)*

*“Superb informative and emotional experience. Well done organisers for bringing his life and legacy to the attention of the world - Thank you” (Book 2, p27, Q4)*

*“Thank you for this amazing and informative exhibition. But most of all...thank you Nelson (Madiba)” (Book 2, p28, Q5)*

*“Superb informative and emotional experience. Well done organisers for bringing his life and legacy to the attention of the world” (Book 1, p27, Q4)*

- **A timely and inspiring exhibition to address today’s complex world**

23,4% of the visitor quotes stress how inspiring both Nelson Mandela’s life and the exhibition have been.

*“What an inspiring and emotional journey we go through on the exhibition. What a man and this exhibition was a wonderful insight into him. Thank you” (Book 9, p9, Q1)*

*“Inspirational, emotional, educational + empowering. Such a wonderful exhibition. Everybody needs to see this and be encouraged to follow his example.” (Book 9, p13, Q2)*

*“A great exhibit to expand the awareness of all who see it. We will all benefit from Mandela's light and the consciousness that he has gifted to the world. Love, respect and integration for all.” (Book 11, p66, Q4)*

*“Powerful and inspirational! Thanks for that amazing exhibition!” (Book 2, p23, Q7)*

*“Thank you so much for this wonderful, eye-opening and inspiring exhibition of a true leader of our time.” (Book 2, p26, Q1)*

*Thanks for providing this exhibition [sic]. It's so inspiring and taught me so, so much. Thank you, for showing us the way Nelson Mandela! (Book 3, p59, Q1 – 11-year old)*

21,6% of the visitor quotes are clear calls to keep Nelson Mandela’s legacy alive and carry on his fight for justice. This shows a clear empowering impact of the exhibition, which not only brings awareness about injustice but also stresses that it is in everyone’s capacity to fight them. This sense of a living legacy is also stressed by some of visitor quotes making direct references to the values that Nelson Mandela stood for (freedom, equality, justice, respect, individual agency).

*“An inspiring story about an inspiring man. We must all play our part! We should remember Mandela” (Book 1, p32, Q3)*



*"It is in our hands now. Completely inspiring - thank you for a brilliant exhibition"* (Book 9, p58, Q3)

*"Fantastic exhibition. A good reminder that we must live in unity. That our people are equal whatever they look like. "Human Revolution""* (Book 9, p4, Q2)

*"We must all do more to better this world. We must learn from the lessons of the past and the stunning example and vision of Mandela. We can all make a change no matter how small"* (Book 9, p12, Q3)

*"Nelson Mandela inspires all of us to fight against injustice in all forms, [sic] he inspired me personally in Ireland, [sic] a great friend of the Irish people and struggle, [sic] RIP Madiba it is up to us to carry your dream forward."* (Book 9, p19, Q1)

*"Never stop fighting for what is right!"* (Book 9, p53, Q2)

*"Nelson Mandela has made a difference that shaped the future of black people. He shall be remembered. THE LEGACY OF NELSON MANDELA WILL LIVE FOREVER. It is time for new hands to lift the burdens. It is in your hands now. I thank you. NELSON MANDELA."* (Book 10, p17, Q2)

*"One - each one can make a difference."* (Book 10, p37, Q3)

*"#SAYNOTO Racism"* (Book 12, p6, Q2)

*"To educate is to face, we must all make it our living work to educate at every opportunity. This is the inspiration I have taken from Mandela. Thank-you!"* (Book 10, p57, Q3)

*"Thank you so very dearly for what you have done for your nation, people and family. A man of inspiration [sic] true fighter, father, grandfather principle and so much more. God bless your generation & legacy. Though I didn't know you [sic] your life & work & exhibitions such as these help to keep your spirit alive. Its [sic] not over but you inspire us to fight on."* (Book 3, p64, Q1)

*"An incredible and inspiring exhibition. It should be compulsory for everyone to see this!!! Forget Brexit! This shows us what's really important in politics, history and making the right choice."* (Book 9, p21, Q3)

*"Great exhibition with an essential call to action. We all need to join in the long walk to freedom."* (Book 9, p31, Q1)

While the call for actions are very generic, a few draw parallels with a leadership vacuum in contemporary world politics. 2,9% of the quotes are indeed directly calling for new leaders inspired by Nelson Mandela.

*"Great experience! Giving hope in this complex world!"* (Book 1, p18, Q2)

*Amazing man with fantastic vision who brought great hope to the world. Where is the next Nelson Mandela?* (Book 1, p98, Q1)

*"What an inspiration! I wish he were a leader today. We need more Nelson Mandelas. Very moving great exhibition."* (Book 2, p31, Q1)



*“Our world craves leaders of Mandela's calibre -- excellent tribute to Mandela and his work which every child should see. Thank you.” (Book 9, p28, Q2)*

## **D. EXHIBITION RECEPTION | How did the visitor experience the exhibition?**

It is worth noting that the visitor quotes are overwhelmingly positive. Among the 0.8% of the visitor comments which are critical about the exhibition most of them are actually calling for improvement rather than expressing disapproval of the exhibition and its content. It seems like visitors are feeling ownership and, to some extent, responsibility for ensuring Nelson Mandela's legacy could be better shared with more people. Indeed, most of the comments are either highlighting parts of the history they feel have been overlooked or calling for an improvement of the interactivity of the display or a better venue to host what they see as a very positive exhibition experience.

### ***On the content***

*“I'm pleased it wasn't shy of reflecting complexity + challenge. Loved the objects (his Letters!). Very effective presentation. Could have been harder on the UK govt [sic] and Thatcher. Very moving - on far more levels than I expected + all the better for it. The message is hard to take amid the awfulness of today. We need him.” (Book 3, p45, Q3)*

*“A great exhibition...but! I would have liked to have seen more personal belongings of Mr Mandela.” (Book 10, p26, Q1)*

*“This exhibition is very good and welcome, but some important things are missing. -No explicit mention of the British Empire, or of the South Africa Act 1909 which set up the Union of South Africa on a basis of institutional racism and with a whites-only parliament. -No mention of the SA Communist Party, until we get to the murder of Chris Hani. -No mention of the key turning point of the Battle of Cuito Cuanavale. -No mention that Cuba was the first country that Mandela visited on his release, due to its key role. -No mention of the British businesses that invested heavily in apartheid S.A., practicing racism and profiting from apartheid.” (Book 9, p28, Q3)*

*“Wonderful exhibition! Beautifully put together and very educational! Could have been more political - no mention of Mandela's lifelong commitment to Communism! Brilliant still” (Book 11, p2, Q1)*

### ***On the venue and new audience***

*“Great exhibition! One question though is why it was held at this location. Such great work needs to be exhibited in a prominent place.” (Book 3, p22, Q1)*

*“I learnt something new from this whole building. But I think nelson [sic] deserved more.” (Book 9, p151, Q3)*

*“Please make one more exhibition specially dedicated to our teenagers and children” (Book 9, p96, Q3)*



### ***On the display***

*“More subtitles needed :)” (Book 3, p64, Q3)*

*“Should be more interactive” (Book 9, p38, Q2)*

*“Great exhibition. Pity about the awful audios playing over each other.” (Book 1, p54, Q1)*

What is striking when analysing the visitor books is the strong sense of gratitude expressed not only vis-à-vis Nelson Mandela himself but also towards the exhibition and its organisers. 35.9% of the visitor comments are highlighting the powerful experience they had during their visit as well as the very effective way Mandela’s story was brought to life through the exhibition display. Finally, the enthusiasm for this very special exhibition is also frequently expressed by visitors praising the exhibition as one of the best they ever attended.

*“One of the best exhibitions I have ever attended. Thank you.” (Book 10, p6, Q3)*

*“The most amazing and emotional exhibition” (Book, p7, Q4)*

*“Thank you for such an eye-opening, amazing and inspiring exhibition.” (Book 1, p8, Q3)*

*“What a powerful experience - thank you so much!” (Book 1, p26, Q4)*

*“An incredible exhibition and one in which I have learnt so much. Thank you.” (Book 10, p6, Q5)*

*“Great exhibition. Took me on a journey through the life of a great hero.” (Book 1, p17, Q2)*

*“Awesome experience I have learnt so much.” (Book 9, p52, Q2)*

*“The most powerful and challenging exhibition I will see for a very long time. Challenges us to change ourselves.” (Book 1, p32, Q2)*

*“Amazingly put together exhibition. I love the special way you've shared his story.” (Book 11, p11, Q2)*

*“Enjoyed every aspect of the exhibition. Thank you.” (Book 11, p15, Q4)*

*“What an experience! I feel proud and honoured to be living as a young, black woman. What Nelson Mandela did and what his legacy continues to do is AMAZING! Long, live, Nelson Mandela.” (Book 11, p5, Q4)*

*“It was amazing! I've been on Robben Island and this exhibition took me right back. Thank you so much for this amazing experience.” (Book 1, p39, Q4)*

*“A great way to depict Mandela's life story. Truly inspiring exhibition.” (Book 10, p8, Q1)*

*“A mother and son duo came to visit this very educational and inspiring exhibition today! Thank you for putting the event on.” (Book 10, p9, Q1)*



*“A wonderful experience to be able to partake in. Truly magical to see how a man who faced so much adversity wandered the world with his spirit.” (Book 1, p49, Q2)*

*“Absolutely fantastic! An amazing tribute to an incredible man. Thank you for this - everybody should experience it.” (Book 10, p22, Q3)*

*“Thank you so much for such a beautiful presentation & show! All the love from Germany!” (Book 10, p10, Q1)*

*“Loved the exhibition - it was very well done. We need reconciliation and peace so much in our world today and must learn from Mandela and the other apartheid struggle heros [sic].” (Book 10, p18, Q3)*

*“Beautifully and thoughtfully curated exhibit on Mandela's life and legacy. May it continue to educate and inspire generations to come.” (Book 1, p56, Q6)*

*“What an immensely moving, inspiring + humbling experience + exploration of a man who embodied + stands/ stood for all the most profound + beautiful + important human qualities. Thank you” (Book 10, p7, Q2)*

*“Congratulations for an inspiring, educational and fabulous exhibition!” (Book 1, p4, Q3)*

*“So good, so important, everyone should see + hear this, [sic] Thank you” (Book 9, p54, Q2)*

*“Enlightening, humbling, and moving exhibition. Please take it across the world! Thanks!” (Book 11, p2, Q9)*

*“Take this exhibition around the globe!!!” (Book 9, p40, Q2)*

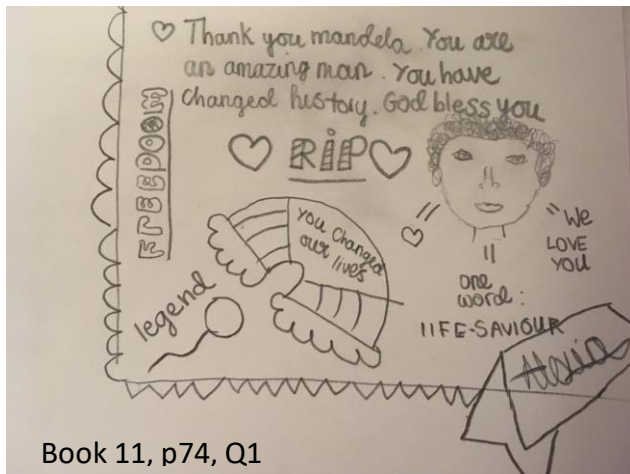




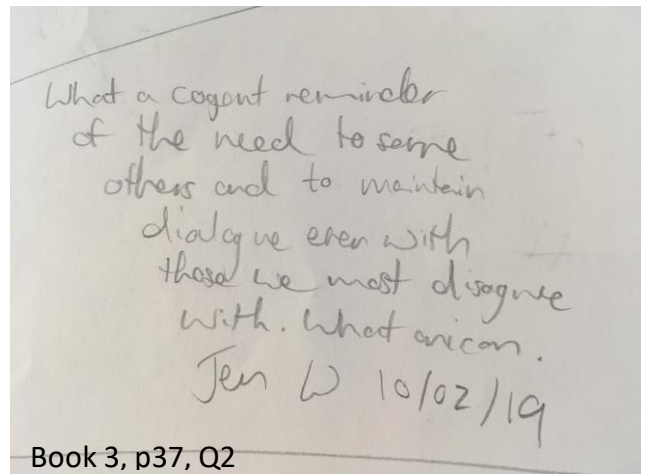
inspiration to us all. Long live his legacy” – Book 12, p4, Q3; “Words against discord, truly inspiring. Thank you Nelson Mandela for your legacy, for your insight and for your humanity. To walk in your shoes was an honour and privilege.” – Book 1, p11, Q3).

### Selected scans

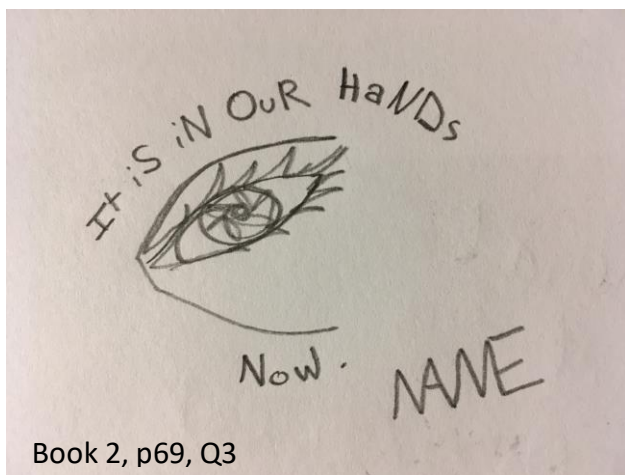
The selected scans below are presented to visually illustrate the content of the visitor books. This selection reflects well the type of visitor comment entries we have analysed and provides a fair visual summary of the subject matter and trends discussed.



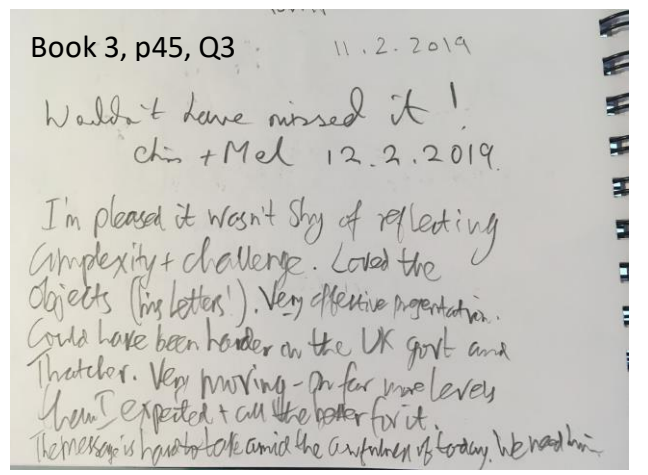
Book 11, p74, Q1



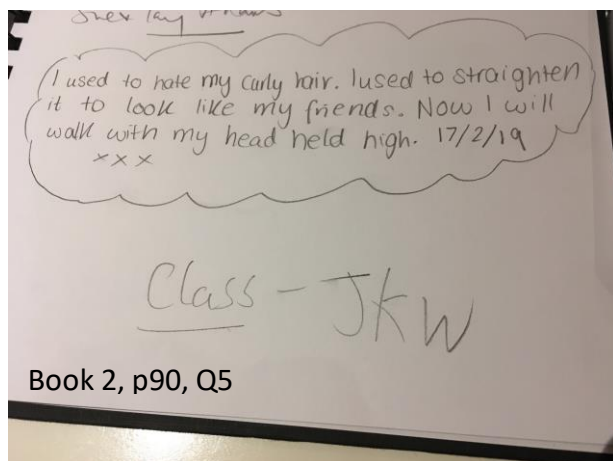
Book 3, p37, Q2



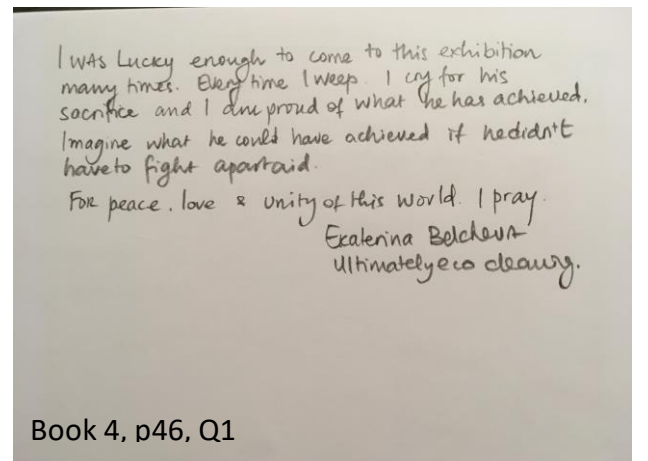
Book 2, p69, Q3



Book 3, p45, Q3



Book 2, p90, Q5



Book 4, p46, Q1





An excellent emotional exhibition, as a black west Indian hondoner, I was angry at first, by the end I was inspired...

Elaine  
xx

Book 10, p74, Q1

An amazingly inspiring full exhibition I worked and journeyed with me of my life 2005. Thank you so much

Thankyou. Moving + inspirational.  
Now will I follow his way and work to bring justice - to relieve poverty, to create an inclusive society?  
I will try.

Book 10, p115, Q3

Remember the name  
Zubair and this  
signature because  
one day I will  
become like you

Book 11, p111, Q5

FREEDOM FOR ~~BLACK~~  
~~WHITE~~

ALL

Book 9



Amazing  
of the  
momentarily  
people which is

Lovely to see a rich diversity of African artefacts, esp the leopard-skin crown + the white lion fall.

And more generally, a fine project for showing this historical phenomenon to today's youth.

'Event Leader' is a very valuable concept.

K. Edwards  
London 15 Feb 2019

Book 3. p60. Q2

Great exhibition!  
The question though is why it was held at this location. Such great work needs to be exhibited in a prominent place.

Tereani. a/2/19

Thank you

Book 3, p22, Q1

Freedom we need!!  
V  
replies

A wonderful celebration of an incredible individual  
So proud of my SA background



# Conclusions

This analysis of the 6,112 visitor comment entries recorded on 16 visitor books throughout the run of *Mandela: The Official Exhibition* in London at 26 Leake Street Gallery from 8 February 2019 to 2 June 2019 has provided greater insight into the reception of the exhibition's World Premiere in London. It helped also to qualify the types of impact the exhibition has had on its visitors.

Overall, the large majority of the comments were extremely positive about the exhibition and the relevance of Mandela's legacy to today's complex and uncertain world. People's reactions were also engaged and emotional. The reactions captured in the visitor's books combine a sense of emotional connection to Mandela as well as a sense of call for action and engagement in the world. From that perspective, it seems that the exhibition has clearly delivered on its dual ambition: communicating the vision championed by The Elders ("a world where people live in peace, conscious of their common humanity and their shared responsibilities for each other, for the planet and for future generations") and propagating the Mandela legacy by exciting people about his work and, in turn, inspiring them to get out into the World to continue it.

## Research team

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