

A young girl with short dark hair, wearing a white dress with blue floral patterns, sits on a bed with a blue and white striped blanket. She is holding a pink metal container with a silver latch. The background is a textured, light-colored wall with some red stains. The text 'MUSEUM of AIDS in AFRICA' is overlaid on the left side of the image.

MUSEUM of
AIDS in AFRICA



Photo by Finbarr O'Reilly

this museum

aims to **transform** the individual and social response to the African AIDS epidemic by **honouring** those who have lost their lives, **empowering** those infected and affected, and **building knowledge** about the history, science and response to the pandemic, to support the ultimate goal of an Africa free from AIDS.

Cover Page "Memory Box" Bongekile, age 8, South Africa
Photo by Gideon Mendel



Photo by Finbarr O'Reilly

Global. Local. Pan-African. Africentric. Public. Independent.

The world's premier public institution to collect, preserve, interpret, remember, exhibit and share the history of the origins, spread and impact of HIV/AIDS in Africa, as well as the past and present experience of AIDS in Africa.

A pan-African institution working towards opening in a new, dedicated building in South Africa which will include a traveling mobile museum and a major virtual component.

The Museum exists today as a number of dynamic public programs, special exhibitions and virtual experiences.



Photo by Finbarr O'Reilly

Thenjiwe Madzinga, 66, sits with her grandson, Thina Gxotelwa, on February 23, 2010. Madzinga cares for her five grandchildren.

why.

AIDS in Africa continues to be the worst humanitarian catastrophe since the thirteenth century. For more than forty years, AIDS has ravaged Africa, claiming the lives of more than 20 million people and leaving gaping holes in families and communities. The social, economic, and cultural consequences are devastating, monumental and irrevocable.

AIDS in Africa is also one of the world's most remarkable examples of community and country mobilization and action; individual and family resilience; medical, scientific and epidemiological advancements; and international cooperation. It is more than a disease: it is millions of individual stories that deserve to be preserved, remembered, learned from and talked about.

Museums are places where communities, societies and countries preserve, in public trust, the objects, documents, photos and stories they deem to be of value. They are spaces to meet people, gather communities and strengthen relationships. They are places that impart knowledge and stimulate learning; they can provoke wonder, pride, inspiration and curiosity. Museums are places to help us remember.

The Museum of AIDS in Africa is all these things and more. It is not a passive repository but an active center – a place where people can come together, to be moved, empowered, comforted and inspired.

"This museum is a place to seek solace and find it, to seek knowledge and to find it."

Deidre Solani-Prins,
Director of the Centre for Heritage Development in Africa and
former President of the African Council for African Museums (Nairobi)



WE ARE LIVING
(99 FACES, THOUSANDS OF LIVES
SAVED)

*The faces of ninety-nine people who
are using ARV drugs in Lusikisiki,
South Africa.*

Photo by Gideon Mendel

target audiences

- People living with HIV/AIDS and their friends and families
- Teachers and learners
- Education groups
- Policy makers and influencers
- AIDS and development workers
- International, African and domestic tourists
- Scholars, researchers and academics
- General public and local residents

three pillars

1 Collection & Preservation

The Museum of AIDS in Africa is in the process of building its collection of artifacts and specimens, documents, photos, oral histories, audio-visual material and works of art. Our collection and archive will help to tell the story of the origin of the human immunodeficiency virus on the continent; illustrate its impact; and commemorate its victims and its survivors.

"As women, we preserve our valuable memories and carry them in our hearts but they die with us. This museum will preserve what we value – and the collection and archive clearly says, We value the lives of the millions who have died from AIDS, we value the hours and hours of collective and individual efforts that have gone into working to understand and to conquer this disease, we value what we have learned – our sacrifices, our pains, our mistakes, our battles and our victories. We hold these in trust for the people of today and the generations of tomorrow, so that this story is not forgotten."

Morolake Odetoyinbo, Project Director, Positive Action for Treatment Access (PATA), Lagos, Nigeria

"Without records, there can be no history. Without history, we cannot learn from the past to help create a future without AIDS. This Museum will capture the human meaning of our history and that's why it is so vital!"

Jeff Sturchio, historian and global health consultant, former president of the Global Health Council and former chair of the U. S. Corporate Council on Africa



Photo by Eric Miller

The Museum's collections will include items such as this t-shirt worn by former South African President and given to him by the Treatment Action Campaign's founder Zachie Achmat (seen on the left) when Mr. Mandela visited a pioneering HIV treatment project in Khayletisha township in 2002.

Help Us Build Our Collection

with such items as:

- First known sample of HIV from Leopoldville, Congo, 1953
- A sample of the fabric called "Juliana" which was brought to northwestern Tanzania by an itinerant trader in the late 1970s – many poor women traded sex with the trader for the fabric and later died of AIDS, leading to the colloquial term by which the disease is still known in that region
- The field notes gathered by Dr. Peter Piot and others when they made the first expedition to find HIV in Africa in 1983
- AIDS education materials from Uganda in the early 1980s – the first public education on the virus in Africa
- The suit jacket and tie worn by HIV-positive activist Nkosi Johnson, age 12, when he addressed the audience in Durban at the International AIDS Conference in 2000, challenging his government's AIDS denialism
- The bottle of pills from which treatment activist Zackie Achmat took his first anti-retrovirals in September 2003, ending his historic 'drug strike' campaign for treatment
- Audio file of South African DJ Khabzela's on-air announcement that he had AIDS and was dying in November 2003



Photo by Douglas Curran

Apatakasi

The Chewa people of Malawi wear this mask in Gule Wamuklu – the masked spirit dance that now tells stories of the devastating impact of AIDS on their people.

2 Public Education & Dialogue

A key activity of the Museum is sharing knowledge and supporting learning about AIDS in Africa – from the big-picture story of the origins of the epidemic to the most intimate recounting of struggle and survival. Visitors will learn about the science behind the spread of the virus, and get up-to-date information on prevention, treatment and care. They will see and hear the art inspired by the epidemic. They will absorb the personal stories of scientists, activists, political leaders and survivors.

Exhibitions

At the heart of the Museum is an integrated, inter-disciplinary permanent exhibition on the history, science and art of AIDS in Africa. The permanent exhibition will draw on multiple disciplines – political history, social history, personal narrative and more, interpreted through photography, art, multi-media and the written word and supported by the Museum's collections. It will feature the perspectives of historians, curators, scientists, artists, community workers and people living with HIV/AIDS.



Photo by John Morstad

South African artist Thokozani Mthiyane in his Johannesburg studio, 2006.

In My Own Words is a dedicated space for exhibition and the creative expression of people living with HIV/AIDS. The space will showcase film and video, textile art, sculpture, visual art, digital media work, performance and other forms, created through public programs at the Museum and by artists and designers across the continent.

A temporary exhibition space will accommodate traveling exhibitions from around the world on the subject of HIV/AIDS.

Public Programs

Public programs at the museum focus on grief and resilience and provide psycho-social support for individuals, communities and society as a whole. Public programs are delivered at the Museum, in communities and virtually. They include:

- Reminiscence therapy
- Schools programs
- Training programs
- Lectures, workshops, conferences
- Performances
- Virtual programs

For current programs, visit our website at www.museumofaidsinfrica.org



Photo by Stephanie Nolen

The Winstone Zulu Memorial Collection will commemorate the life of the remarkable Zambian activist Winstone Zulu, founding board member of the Museum of AIDS in Africa, who died of AIDS on October 12, 2011. The collection includes interviews with his family, friends and colleagues; photographs, stories and tributes; original documents relating to his career; and personal items of Winstone's, all of which will be preserved in public trust. To contribute to the collection, go to www.museumofaidsinafrica.org

Winstone Zulu, Kabwe, Zambia, 2006

3 Memorialisation

The Museum's two memorials – one virtual, the other physical – are a place to honour and remember people whose lives have been lost to AIDS. A Memory Bank will give individuals a place to keep mementos and photographs in permanent trust, saved for families left behind.

Memorial programs and events are held to recall and remember at key points in the year.

"I have always felt that not much has been properly documented about this disease. I always wonder what the true feelings of my own mother are – losing so many children from the disease. No one has interviewed her, no one has taken a picture of her and she is getting frail in her early seventies. As far as I know if she died tomorrow no one will really know what went into her mind. Not that it is terribly important but just the thought that her grieving went unnoticed, undocumented, unfelt by others. No one will learn how she coped with so much grief..."

Winstone Zulu, 1964-2011, founding board member of the Museum

"I can imagine coming to sit in the memorial garden at times when I think about my dear friend Jacinta who succumbed to HIV/AIDS. There, I just have a moment of silence in this beautiful space that holds the depth of my grief and gives me hope to face the days ahead of me."

Maureen Agena, Uganda



Photo by Steve Simon

Zambia, April 2002.

Site & Size

The Museum will be located in South Africa – a visible, iconic presence in a central inner-city neighbourhood of Johannesburg or Durban – that is easily accessible to diverse audiences and multiple income groups. It will be connected to public transport routes with easy road access. The museum will be clustered with other cultural attractions, public and private developments, HIV/AIDS treatment facilities and relevant medical research institutions.

Size: 3,500 m² indoor, with an outdoor space for memorial, memorial gardens and to hold gatherings and major events.

"The Museum will give to the world in general, and Africa in particular, the kind of riveting presence that will honour those who have died, will embrace those living with the virus, and will stand as a formidable testament against the carnage of infectious disease. It will be seen as a citadel of hope."

**Stephen Lewis, former United Nations Secretary-General's Special Envoy for HIV/AIDS in Africa
Co-founder and co-director of AIDS-Free World**



Photo by Finbarr O'Reilly

Gorée Island, Senegal.

The Mobile Museum

The Museum of AIDS in Africa is a pan-African institution that delivers programming across the continent through a mobile museum. The mobile museum travels with exhibitions, public programs, and memory booths, creating connections among people in diverse communities and building the story of the multi-faceted experiences of AIDS across Africa.

Programs are also delivered through mobile phones – an increasingly ubiquitous and accessible technology continent-wide. Social media via web and phone are powerful tools used to invite and facilitate collaboration and co-creation in developing new exhibitions and programs for the Museum.



Photo by Finbarr O'Reilly

Leadership and Governance

The Museum of AIDS in Africa was formally incorporated as a non-profit organization in South Africa in March 2012 after years of planning from a small and dedicated team. The Museum is led by its pan-African Board of Directors.

Board of Directors

Ngairé Blankenberg, Principal Consultant, Lord Cultural Resources
(Johannesburg / Toronto / Paris) - **Founder**

Stephanie Nolen, foreign correspondent, *Globe and Mail*;
author of *28 Stories of AIDS in Africa* (New Delhi) - **Founder**

Brian Brink, Group Medical Consultant, Anglo-American (Johannesburg)

Ernest Darkoh, Co-founder of Broadreach Healthcare (Johannesburg)

Stephen Lewis, Co-director AIDS-Free World (Toronto)

Anna Mokgkokong, Executive Chairperson, Malesela Investment Holdings (Johannesburg)

Morolake Odetoyinbo, Project Director of Positive Action for Treatment Access in Nigeria, and
board member of the Global Fund to Fight AIDS, TB and Malaria (Lagos)

Joy Phumaphi, Executive Secretary, African Leaders' Malaria Alliance (Francistown)

Deidre Prins-Solani, Director of the Centre for Heritage Development in Africa, President of the
African Council for African Museums (Nairobi)

Theo Sowa, Independent Adviser on development and women's issues (Ghana / UK)

Jeffrey Sturchio, Senior Partner, Rabin Martin (New York)

Carol Devine, Project Manager

How you can support the Museum

The impact of AIDS in Africa is not only an African story: it is a story for and of the world. The Museum is grateful to be supported by networks of dedicated individuals and organizations across the globe. Here's how you can help:

1. **Contribute to the Capital Campaign:** An architectural icon, an international destination, a place of solace and learning that befits the stories it holds – this is the vision of the Museum of AIDS in Africa. Help make this a reality by contributing to the capital campaign.
2. **Support a Program:** The Museum currently operates through its programming – including on-line and mobile – that provides immediate benefit to communities throughout Africa. For a list of current and planned programs, please visit our website at www.museumofaidsinafrica.org.
3. **Support Operations:** Supporting the Museum's Operations is about committing to the vision and understanding the realities of building and operating a new institution. Secure operational funding enables us to be innovative, responsive and efficient. It helps us to connect to a network of supporters, contributors and collaborators to help share and build on our vision.
4. **Build our Collection:** The foundation of the Museum is its archive and its collection. To build this collection, we are drawing on the research skills and the knowledge of academics, archivists, museum professionals, journalists and logistics and project co-ordinators worldwide. For specific projects that need support, please see our website.
5. **Contribute a Skill:** As the Museum develops and delivers its programs, it requires diverse skills. If you are interested in and committed to sharing your skills, please visit our website to see a list of our current needs.
6. **Share Resources:** The Museum acknowledges the incredible work being done by individuals and organizations to preserve and interpret the stories of AIDS in Africa. If your group or institution would like to share your resources with the Museum (such as research, an exhibition, photos, oral histories), we would be pleased to discuss this with you.
7. **Become a Friend:** Give a donation and become a Friend of the Museum. Friends receive regular updates on the progress of the Museum and its current programs. We also encourage Friends to enlist other Friends, enabling our Museum to be supported by a network of individuals all over the world.

Gifts and Recognition

The Museum is honoured to receive outright gifts, and also welcome those given by cash, credit card or cheque. We also welcome pledge commitments, payable over one to five years, confirmed in writing through a gift agreement, as well as planned and deferred gifts, through bequests, gift annuities and trusts to be realized in the future.

Founding Donors: \$250,000+ in Year 1 (until April 2013), and \$750,000+ thereafter

Leadership Donors: \$75,000 - \$250,000

Partner Donors: \$10,000 - \$75,000

Friends: \$1-\$10,000

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Photo by Flnbarr O'Reilly

Cape Town, February 2010.