

IgerBook - Joburg through the eyes of Igers

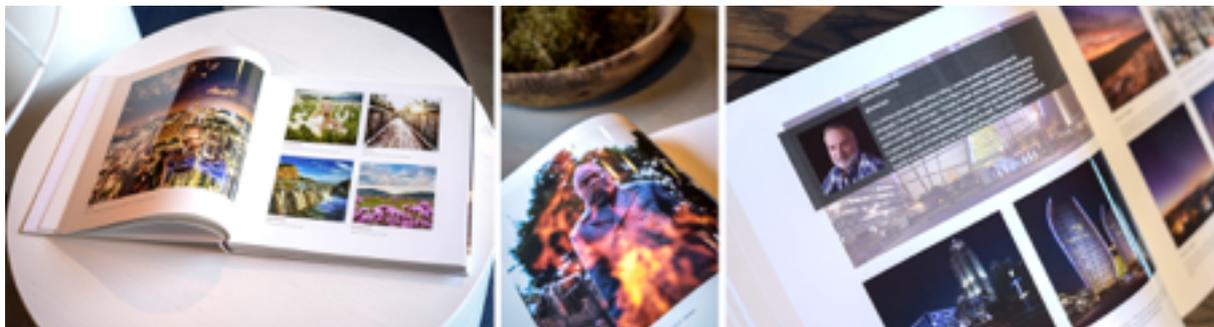
Johannesburg, Gauteng, 14 November 2016

Liberty partnered with local photographer Christy Strever to launch the first of its kind book, “Joburg - Through the eyes of Igers” on 2nd November 2016. The IgerBook features the photographic talents of local Instagram enthusiasts, also known as Igers; and showcases the city of Johannesburg in a new and artistic light.

The IgerBook is the brainchild of Strever, an avid instagrammer, who developed it from an Instagram account she started called @iheartjoburg. The account features local artists renderings of the inner city and surrounds in a new and creative way. More than just a collection of professional photographers, this account also shares the work of passionate amateurs and local young talent. As the range and quality of the content grew, Strever realised that there was scope for this project beyond the digital platform of Instagram.



Strever professes to an overwhelming love for Johannesburg, and says, “I don’t appreciate it when people criticise Joburg and call it dirty, it’s a beautiful city - it just needs to be viewed through the right eyes.” Armed with her passionate belief in the possibility of the project, and with the support of the Joburg Instagram community, Strever approached Liberty with the potential of the IgerBook project. With Liberty’s roots firmly based in Joburg, and their passion to see the city and its inhabitants flourish, they were the ideal partner for a project such as this. Group Executive of Liberty, Johan Minnie describes their partnership with Strever as ‘a way to tell the story of this unique city and to show its hidden treasures.’



The IgerBook is a groundbreaking effort which crosses the divide from digital to print and the beautifully printed, large-format book contains a diversity of images within its glossy pages. From street scenes and urban architecture to powerful portraits, it captures the essence of the city in all its raw glory. In addition, all the proceeds of the book go to BirdLife South Africa and the IBA (Important Bird and Biodiversity Areas).

Only 800 copies of the book are available to the public. Copies can be purchased at www.igerbook.com

Find out more about the project on Instagram @IgerBook or Facebook www.facebook.com/igerbooks . Watch out for details of the next project in the pipeline, showcasing the beauty of Cape Town.



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