

Afrikaland Arts & Design

The journal was founded in 2024 by Paul-Henri S. Assako Assako (founder and editor-in-chief). The first issue (no. 0), presented at LABA Douala on 26 November 2025, was made possible thanks to the partnership, collaboration, and support of Institut Français Cameroun (IFC); Afro Fashion Association (AFA) Milano; African and European colleagues; and the transnational network Exploring Visual Culture (EVC).

The journal, the first scientific journal in Central Africa exclusively dedicated to visual arts, design, and visual culture, publishes one issue per year. Chapters in French and English are accepted and are peer-reviewed before publication.

A. Editorial Line of the Journal

Published by the **Libre Académie des Beaux-Arts** in Douala, Cameroon, the journal serves as a platform dedicated to **visual arts and design**. It addresses specific issues related to artistic practices, design, and visual culture in Africa. Its main objective is to shed light on the interactions that shape these practices and their characteristics within different African societies.

Particular emphasis is placed on research and the structuring of artistic, design, and visual culture issues that carry social significance and justify creative practices. The journal explores the world of African creativity—its manifestations and the interactions that link its development both within and beyond the continent—focusing on transformational dynamics and diverse cultural influences.

It also prioritizes questions that examine transformations over time, external influences, and various appropriations reflected in art and design. The journal encourages original research on artistic and design practices, as well as critical analysis of promotional policies, thereby highlighting creativity and the socio-economic and cultural stakes of creative activities in Africa.

Finally, the journal develops a major line of inquiry into the environments in which creators and their works circulate, both within Africa and internationally. It offers insights into how art and design contribute to the preservation of cultural heritage, innovation, sustainable development, and the strengthening of international relations through visual culture.

B. General Information

- **Contributors:** researchers, academics, artists, critics, cultural professionals, museum specialists, etc.
- **Languages:** French, English
- **Publication frequency:** annual
- **Type:** scientific journal focused on art — history, theory, and practice in art, design, and visual cultures
- **Specialization:** visual arts, design, and heritage in Africa
- **Target audience:** academics and researchers, artists and designers, heritage experts, art promoters, specialists in design and visual culture
- **Illustrations:** color
- **Format:** approximately 100 pages per issue

- **Funding:** self-funded, with opportunities for paid advertising
 - **Publication policy:** articles are peer-reviewed and published upon decision of the scientific committee
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C. Thematic Areas

1. Knowledge of visual arts and design practices

The journal focuses on understanding artistic and design practices, their key players, and the social and cultural contexts from which they emerge.

2. Creativity and socio-economic issues

We are interested in the impact of creative activities on sustainable development and cultural challenges in Africa.

3. Interactions and mobility of creators

The journal explores the environments in which African creators circulate across the continent and around the world. It highlights the contribution of art, design, and African heritage to international and intercultural relations.

4. Priority Themes

We particularly welcome:

1. Original research on artistic and design practices in Africa
 2. Critical analyses of policies that support or promote creativity and artistic heritage
 3. Studies of the socio-economic appropriation of visual arts and design in African development processes
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D. Sections

1. Dossier

Thematic section bringing together contributions around the journal's central topic, with diverse perspectives and approaches.

2. African Creativities in the World

Papers addressing art and design issues outside the African continent.

3. Art, Design, and Societies

Contributions exploring the relationships between creators and society, innovation, and heritage.

4. Focus

Critical viewpoints and in-depth analysis on key issues or promotional policies related to art and design in Africa.

5. Exhibitions, Publications, and Events

Reviews and reports on relevant cultural and artistic activities.