

NEWS RELEASE  
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### **Telling the African Stories of Cultural Performance and Soft Power**

A seminal work titled “*Re-centering Cultural Performance and Orange Economy in Post-colonial Africa*” has been released by Palgrave Macmillan. The book focuses on policy, soft power, and sustainability. A project coordinated by scholars of African descent based in Canada and Nigeria: Dr. Taiwo Afolabi, Dr. Olusola Ogunnubi, and Dr. Shedrach Teryila Ukuma. The e-book version of the book was released on September 30, 2022. The goal of the book is to address the single stories told by scholars about Africa cultural experiences and soft power.

The project began two years ago as a result of the activities of the lead editor, Dr. Taiwo Afolabi at Theatre Emissary International (TEMi), Research Hub in Nigeria in over a dozen countries across four continents, and recently at the Centre for Socially Engaged Theatre (C-SET) at the University of Regina, Canada. As the Canada Research Chair in Socially Engaged Theatre, Dr. Afolabi’s impetus for initiating the compilation was to strengthen cultural sector, performances and creative industries.

Dr. Cynthia Schneider, the former US Ambassador to the Netherlands, Professor in the Practice of Diplomacy and Co-Director of The Laboratory of Global Performance and Politics at Georgetown University, and Co-Director of The Timbuktu Renaissance, a contributor to the volume, noted that “The Table of Contents looks fantastic. I’m especially interested in your article, and the others on Nollywood, including -- what a creative idea-- the article on in-flight entertainment...” Both Drs Ogunnubi and Ukuma note that “all the 16 chapters in this volume contribute to the discourse on the value of culture and creative practices in reshaping perceptions about Africa.” The book covers areas such as culture and policy, creative practice, soft power and diplomacy, cultural performance, and sustainability.

You can order for the e-book through this link <https://link.springer.com/book/10.1007/978-981-19-0641-1>. Alternatively, you can purchase individual chapters that may be of interest to you. The hard copies are expected to be released by November 2022.

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