



A month on from the Africa Soft Power Summit, it's interesting to see so many of the themes and trends identified by participants playing out on the global stage. As culture moves from gallery walls to policy rooms, it's clear that the creative sphere can have a direct impact on how society is shaped today.

Bold brushstrokes and global acclaim

One artist whose work literally stopped us mid-scroll last week is Ghana's **Amoako Boafo**, who paints portraits that challenge perceptions of African identity and value.

His signature technique? **Finger-painted portraits** layered with bold brushwork, celebrating the individuality and quiet power of Black figures. It's intimate, tactile, and intentionally personal, a direct response to the ways African bodies have historically been depicted in Western art.

Boafo's journey is just as compelling: from Accra to the world stage, he has painted [Jeff Bezos' Blue Origin rocket](#), and even [collaborated with Dior](#). He made his first and latest solo debut at Gagosian London (~~April 10-May 24, 2025~~) with [***"I Do Not Come to You by Chance,"***](#) titled after Adaobi Tricia Nwaubani's novel. The exhibition explores themes of migration, belonging, and imagination, utilizing softness as a form of strength.

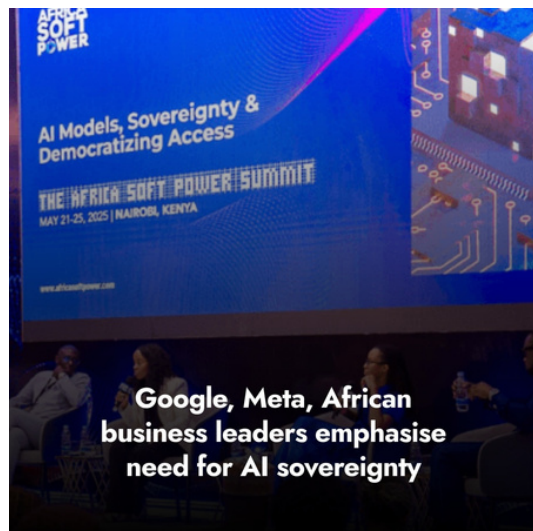
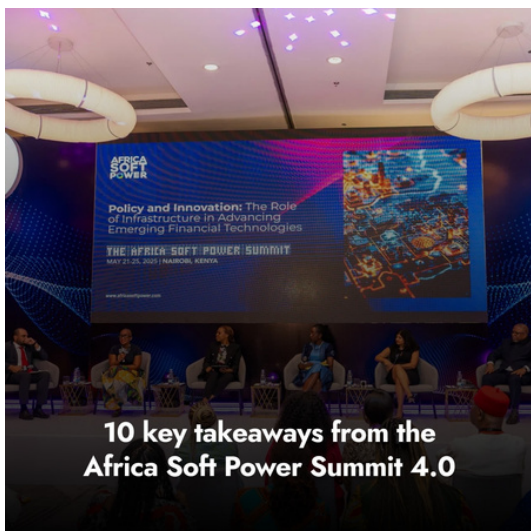
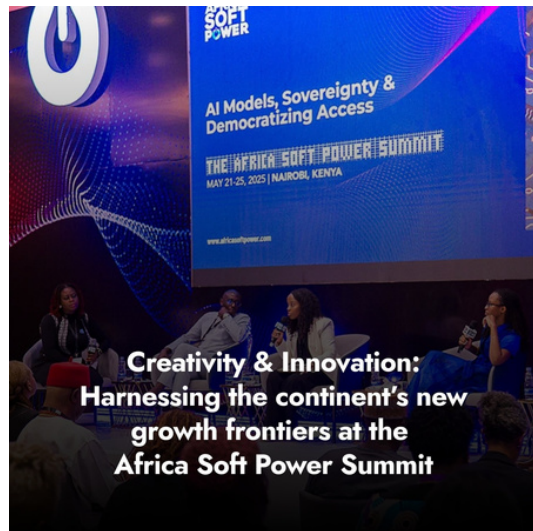
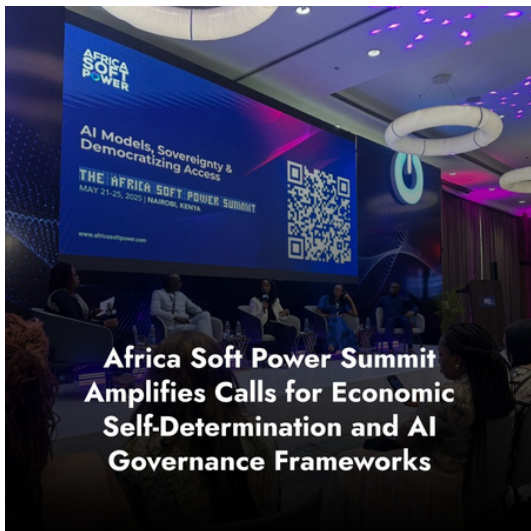
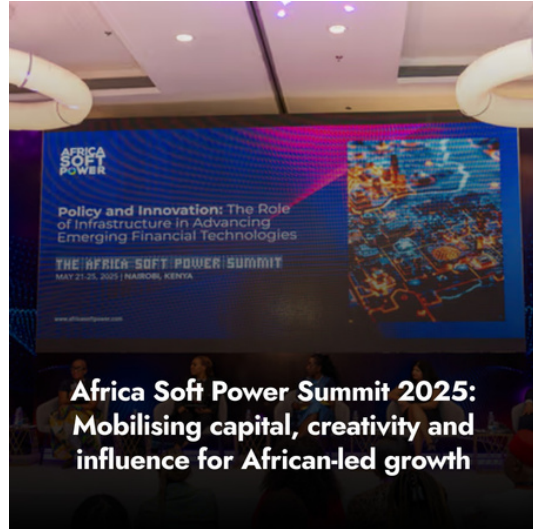
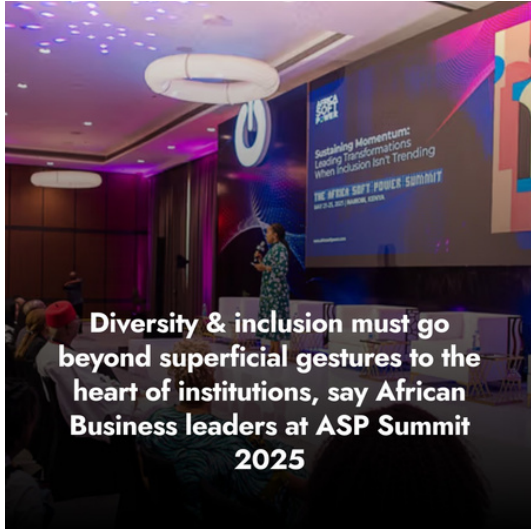


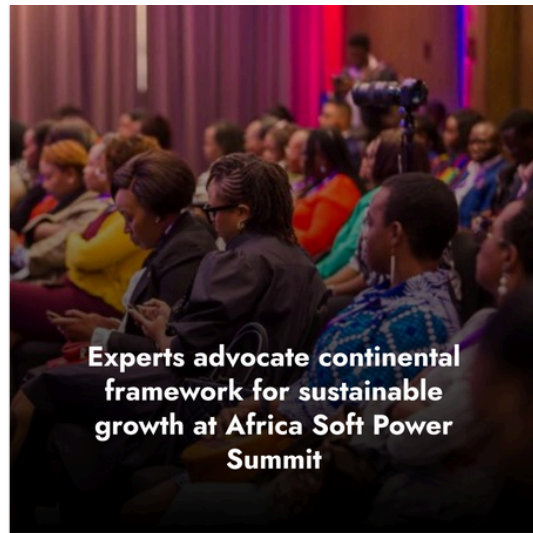
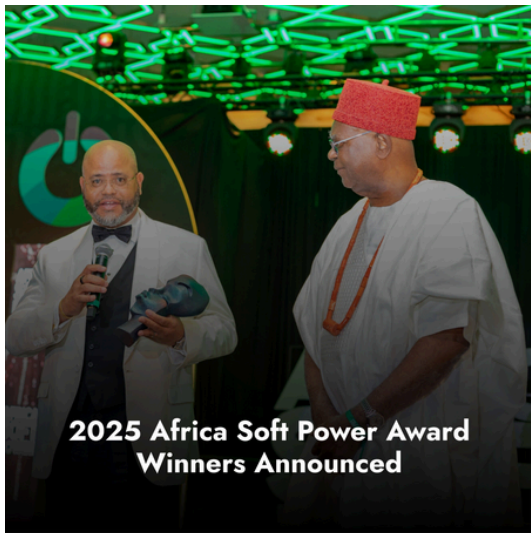
Power fact: Africa is the world's youngest continent and by 2030 over 40% of global youth [will be African](#)

African soft power in press

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Of course today, being 'in press' is not simply about hitting the global headlines, but operating in a constant state of content creation yourself, to help shape the contemporary dialogue. But particularly since summit, we've noticed a significant uptick in the number of press articles featuring the Africa Soft Power movement, and have curated a selection for you here:





New York... UNGA 80

An established staple of the Africa Soft Power events calendar has become our annual appearance on the fringes of the main United Nations General Assembly (UNGA). It's a way for african soft power to assertively show up in and around such global conversations, highlight what the continent's creative prowess can bring to the table, and have thought-provoking [dialogue with people from all over the world](#).

This year's UNGA event will take place on September 23rd, and as a special bonus this year, we'll also be bringing our [Climate Change Photo Essay Prize](#) for the New York leg of its exhibition residency! Stay tuned for more info!

Thank you!
Team ASP