

PAN AFRICAN HERITAGE WORLD FESTIVAL 2025

(Organized by PAHW Museum in collaboration with PANAFEST & PANAFRICA-GHANA)

THEME: OUR OWN STORIES SHAPE OUR FUTURE

DATE: 28TH JULY – 2ND AUGUST 2025

CONCEPT NOTE

Introduction

The **Pan African Heritage World Festival 2025** is a significant cultural event that aims to celebrate the rich heritage and shared identity of Africa and its diaspora. Scheduled to take place from **Monday 28th July to Saturday 2nd August 2025** at the **Heritage City on the Pomadze Hills near the Winneba Roundabout in Ghana**, this festival will serve as a platform for African communities worldwide to come together and connect through art, culture, history, and innovation.

In collaboration with the **Pan African Historical Theatre Festival (PANAFEST)** and **PANAFRICA-GHANA**, the Pan African Heritage World Museum seeks to position the festival as a cornerstone for cultural diplomacy, education, and the promotion of African unity, and this Concept Note outlines the collaborative initiative to empower African voices and narratives to shape the continent's future.

The festival's theme, **Our Own Stories Shape Our Future**, underscores the importance of owning and sharing the authentic African story to reshape perceptions and build a collective future rooted in cultural pride and innovation while bridging gaps between the continent and its global diaspora.



Objectives of the Festival

The objectives of the festival are to:

- **Reclaim African narratives:** To educate the world about Africa's history, innovations, and influence through curated exhibitions and conferences and thereby counter dominant narratives and foster a deeper understanding of African experiences, histories, and aspirations.
- **Amplify African voices:** To provide a platform for diverse voices and perspectives to be heard, celebrated, and amplified.
- **Promote global engagement:** To create a space for the African diaspora and global allies to reconnect with their roots and foster cultural exchange.
- **Inspire future generations:** To inspire young Africans to embrace their heritage, cultivate their creativity, and contribute to the continent's development.
- **Foster cultural exchange:** To facilitate cross-cultural dialogue and understanding within Africa and with the global community.

Key Components of the Festival

1. Exhibitions

The festival will host diverse exhibitions that highlight Africa's past, present, and future:

- ✓ **African Heritage:** Showcasing artifacts, cultural items, and narratives that define the African story.
- ✓ **Art Gallery:** A platform for contemporary African artists to display their work.
- ✓ **Fashion:** Celebrating African textiles, designs, and traditional attire.
- ✓ **Kings & Queens:** Highlighting the legacies of Africa's royal dynasties.
- ✓ **Inventors and Innovators:** Featuring groundbreaking contributions of Africans in science and technology.



2. **Conferences and Panel Discussions**

Intellectual engagement will be a key aspect of the festival, with a focus on the following:

- **Academics:** For academics, the importance of telling our own stories lies in the ability to challenge dominant narratives, particularly those imposed during colonial times. African scholars can reshape knowledge production by emphasizing indigenous knowledge systems, African philosophies, and histories that have often been marginalized or distorted. African scholarly works should inspire future generations to critically engage with both historical and contemporary African issues through research that is rooted in African lived experiences and local contexts. In addition, African universities and research institutions are expected to showcase interdisciplinary studies that incorporate African traditions and contemporary realities to create a more balanced and equitable global knowledge system.
- **African Writers and Poets:** African writers and poets play a critical role in shaping narratives about identity, culture, and history. Through novels, poems, and essays, they can reclaim African traditions, challenge stereotypes, and represent the lived experiences of the continent's diverse peoples. Writers like Ngũgĩ wa Thiong'o, Wole Soyinka, Chinua Achebe, Chimamanda Ngozi Adichie, Ama Ata Aidoo, and Ayi Kwei Armah have already begun this journey, but there is still much more to be done. African literature should be celebrated not only for its artistic merit but also for its capacity to illuminate Africa's role in the global story. In doing so, writers can inspire future generations to be proud of their heritage while engaging critically with modernity.
- **African Musicians and Composers:** Music is a powerful tool for cultural expression and political activism. It can unite, educate, and empower, making it a vital force for social and cultural change. African musicians and composers have long used music to narrate the struggles, joys, and aspirations of the continent. African music communicates both local and global concerns, helping define African identity in our modern world. By continuing



to create and share music rooted in African rhythms, languages, and traditions (from Fela Kuti's Afrobeat to Burna Boy's global fusion), musicians shape not only the continent's present but its future.

- **African Artists:** Visual artists across Africa have been at the forefront of reclaiming cultural heritage and pushing boundaries in contemporary art. Whether through painting, sculpture, digital media, or performance, African artists can communicate powerful stories of resistance, hope, and innovation. Their work contributes to the creation of a global narrative that redefines Africa and shapes how the continent will be understood by future generations.
- **African Curators:** African curators have an important role to play in shaping cultural institutions that reflect the richness and diversity of the continent's history and future. Curators can create exhibitions that tell African stories from an African perspective, challenge the biases of traditional Western institutions, and present African art and culture in a global context. By using the power of curation, they help construct spaces for dialogue, reflection, and understanding, allowing the public to engage with African narratives in ways that are authentic, inclusive, and visionary.
- **African Film Makers:** Film is a dynamic medium that allows African stories to be told through visual storytelling. This offers audiences a deeper connection to the continent's diverse cultures and histories. Filmmakers in Africa, whether through documentaries, feature films, or animation, can shape the global perception of Africa by redefining African identities, challenging stereotypes, and creating narratives that reflect the complexities and beauty of African life. They have to inspire future generations to understand and appreciate their heritage while addressing contemporary global issues.



- **African Herbal Scientists:** African herbal scientists are key to the future of sustainable health and environmental practices on the continent. They are integral to preserving and advancing traditional herbal knowledge, with the power, through research, to address pressing challenges of modern-day health crises, including the rise of chronic diseases, pandemics, and antimicrobial resistance. As herbal medicine becomes increasingly relevant, herbal scientists in Africa are expected to integrate traditional wisdom with modern science and contribute to global scientific advancement.

3. **Performances and Cultural Showcases**

The festival will feature vibrant performances, including:

- **Dancers**
- **Masqueraders**
- **Musicians**
- **Brass Bands**
- **Storytellers**

4. **Youth innovation showcases to spotlight emerging talent.**

Submission of Proposals and Guidelines

Proposals are encouraged to address the various key objectives as outlined above.

Proposals should clearly articulate the **objective area/focus, proposed presentation modality (in-person or virtual)**, and relevance to the overall conference theme.

Submissions should include a **brief bio of the presenter(s) and contact information.**



Important Dates:

- Proposal Submission Deadline: **16 June 2025**
- Notification of Acceptance: **30 June 2025**
- Conference Dates: **28th July – 2nd August 2025**

Contact Information

For inquiries and submission of proposals, please reach out to info@pahmuseum.com, or visit <https://pahmuseum.org/> for more details.

