

The cover image

Imagem da capa

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"Oja oja ni awon mejeji."

The market counter has two sides¹.

Èṣú², who is on the cover of issue 23 of the journal *Diálogo com a Economia Criativa*, is the Òrìṣà bearer of the Àṣe³, the regulator of justice, honor, and prosperity of a community. Èṣú may prove to be sweet, sour, or bitter, but that depends solely on us. He is always willing to point us to the best path. His blessings are given with caution, as free will allows us to make any choice, including the worst. He never leaves us, but neither does he exempt us from the consequences of our actions. His sense of justice lies in ensuring that each action is reciprocated by fair retribution, be it positive or negative. His sense of honor lies in staying true to the consequences.

His sense of prosperity lies in guiding the path to prosperity. Contrary to the cumulative logic of capitalism, a space of accumulation that often involves expropriation and exploitation, the Èṣú market is based on the creation of bonds of responsibility in relation to the work of other people who produced, produce, and will produce what we need, but which we are unable to produce at a given moment. His acumen is capable of transforming misconceptions into correct answers, achieving two objectives with a single movement. Èṣú has a dense, but viscerally transforming pedagogy, which is based on the non-tolerance to error, not to punish, but rather to teach how to avoid mistakes. His nature is joyful, but make no mistake, for Èṣú is not naive. He is serious, but never moody.

According to William (2020), Èṣú speaks all languages, eats everything the mouth eats, drinks everything the mouth drinks. Èṣú is African, Yoruba, black, but his presence can be felt anywhere and in any form. His omnipresence is one of the many aspects that define him, moving through a logic between space and time, hitting a bird yesterday with the rock he only threw today, making even a past mistake become correct in the

1 Concept formulated by Professor PhD Babalorixá Sidnei Nogueira.

2 Whenever possible, I will use Yoruba words in italics, as they are spelled. Beniste (2006) clarifies that, in some letters, a dot is used underneath them. Ṣ acquires the sound of X or CH. Without the dot, it has the original sound of the letter S. I make this choice understanding the relevance of orality in the preservation of this language, while recognizing the importance of disseminating its written form as another contribution to the vast knowledge that circulates in worship spaces.

3 It is spelled as: *axé!* It means life, the vital force that sets everything in motion. We would not be able to provide a simple definition of what it actually is, because of the wider dimension of its meaning. Every particle of life, every thought force, every creative impulse, every feeling, whether positive or negative, is a driving force that is only permeated by the Àṣe.

present. Èşú strengthens us to achieve our best achievements, versions, and inspires us to creativity. Èşú is the dynamic principle of life, the communication in motion, the messenger between worlds. Èşú, in addition to his multifaceted nature, also has an intimate connection with creativity. He is a patron of the arts and creative expression, inspiring those who seek to explore their imagination and innovation. Èşú brings with him the energy of creative flow, encouraging people to think outside the box and to find original solutions to the challenges they face. His presence on this cover reflects this relationship with creativity.

The image creation process began with the exploration of a variety of drafts related to Èşú, his elements and distinctive characteristics. Then, I established a solid concept to guide the entire visual set, mainly focusing on the idea of exchanges and interactions associated with Òrìşà. As aforementioned, the market is intrinsically linked to these exchange dynamics, involving payment and receipt actions. Thus, I made the decision to incorporate references from market posters, incorporating vernacular typography into the project, in order to convey a more authentic and territorial message. Using visual elements that refer to design and cultural references, I sought to convey the essence of Èşú as a catalyst for ideas and inspiration and to demonstrate his inspirational force.

The cover proposes the exploration of creative potential and freedom of expression, encouraging readers to embark themselves on a journey of discovery and experimentation. The presence of Èşú in the illustration also represents the importance of honoring and valuing our cultural roots in the search for creative expression. The cover is an invitation for us to explore, experience, and celebrate the richness of artistic expression, guided by the positive and transformative influence of Èşú. It is a visual and symbolic representation of the Òrìşà, conveying the essence of his characteristics and his connection with creativity, because it is He who enhances human creativity, reinforcing what is intrinsic to human beings: we are all creative!

Láàróyè, Èşú! (Long live the messenger, Èşú!)

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