At a moment where the artistic milieus grew tired of the refinements and vapidity of the Art nouveau, the profound aesthetical need for rejuvenation through contact with a radically different culture that was still qualified as "primitive" was felt. The advent of Art
deco between the wars became as such an avatar of primitivism. It is essentially in this
current that appeared most Africanist painters and photographers (Auguste Mambour,
Alexandre Iacovleff, Fernand Lantoine, Pierre de Vaucleroy, Allard l'Olivier, Marc
Allégret, Casimir Zagourski, etc.) who each discovered Africa in their own eyes during
this period. Less well known than the radical primitivists like Picasso or certain
expressionists who are their contemporaries, their names and the works merit
rediscovery.