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# We are Sk'n

SKINdeep is an international, topic-oriented journal focusing on translational dermatology, clinical studies, state-of-the-art reviews, and perspectives with insights into mechanisms of skin diseases and their therapeutic relevance. The journal addresses an international scientific readership. Open access only.

## **Any questions?**

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# Sk'n<sup>deep</sup>

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# Evolution of Austrian Dermatology

While the Austrian Society of Dermatology and Venereology (ÖGDV=Österreichische Gesellschaft für Dermatologie und Venerologie) acquired its current name only in 1984, it was originally founded in 1890 under the name of Viennese Dermatological Society (Wiener Dermatologische Gesellschaft). This, however, was not the beginning of dermatovenereology in Austria. Already hundred years earlier, Joseph Plenck was among the first to establish a nosologic classification of skin diseases which, coinciding with the ongoing gain of knowledge, was and still is continuously modified and extended. Figureheads of the Society such as Ferdinand von Hebra, Moriz Kaposi, Ernest Finger, Isidor Neumann, Philipp J. Pick and many others have critically and decisively contributed to the development of our discipline on a worldwide scale. This golden era came to an end after the so called „Anschluss“ of Austria to Nazi-Germany which resulted in an enormous brain drain, caused by the persecution, emigration and expulsion of leading representatives of our field such as Erich and Frederick Urbach, Leopold Arzt, Wilhelm Kerl and others. After WW 2, remarkable efforts were made to tie in with the glorious past by combining morphology-based dermatology with a new type of science-driven dermatology originating in the english-speaking world. Led by Klaus Wolff, many young Austrian der-

matologists had the privilege of being trained at top universities and research institutes in the U.S.A. where they learned basic principles and methods of biochemistry, cell and molecular biology, immunology, photobiology and other disciplines. Upon return to their home country, they succeeded in making Austria, in the opinion of our peers, a major player in the field of clinical and investigative dermatovenereology. Editing and publishing a hopefully high quality journal is a further step in this strive for excellence.

## Digital Revolution

The digital revolution is affecting many aspects of life, including the generation, spread and communication of information. In the world of science and research, classic vehicles such as printed books and journals are slowly disappearing and being continuously replaced by their electronic counterparts. These allow the presentation of big data sets, the collection of the relevant literature as well as the distribution of knowledge at unprecedented speed. At the same time, measures such as a rigid peer review process must be taken to ensure the authenticity and quality of the published material. Having a

strong academic commitment, the Austrian Society of Dermatology and Venereology is in the process of establishing an international double-blind, peer reviewed, open access online-only journal, termed SKINdeep. It aims at becoming a high quality platform in the field of clinical and investigative dermatovenereology as well as related disciplines. Original articles, reviews and case reports, preferably in a topic-focused fashion, will form the core of the magazine and will be supplemented by brief summaries of cutting edge articles in other journals and by editorials on important issues in clinical and experimental medicine, preferably dermatovenereology. A panel of chief and deputy editors as well as of distinguished advisory and associate editors from Austria and abroad will be responsible for the scientific content, novelty, timeliness and high quality of the published material and, together with the publishing house of the Austrian Academy of Sciences, will ensure the accuracy of the publication process. We are confident that SKINdeep will be an attractive publication forum for clinicians, physician scientists as well as PhDs and are looking forward to your submissions starting in fall 2024.

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