



## Here's to an astonishing 2016!

Born in the pre-COP21 context, **Art of Change 21** has grown beautifully in 2006, with over 15 worldwide events all leading up to Marrakech's COP22. The non-profit has, in a mere couple of years, grown into an international reference in uniting Art and Environment. This success was made possible thanks to exceptional supporters: **UN Environment**, the **Schneider Electric Foundation**, and the **Climate and Clean Air Coalition**.

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### BALAD\_E during COP22, result of the successful encounter between Art and Sustainable Development

BALAD\_E is a wide scale artistic event put together by **Art of Change 21** for Marrakech's COP22, born from a unique collaboration with one of Morocco's greatest artist and "upcycler" Hassan Hajjaj. Within **Riad Yima**, the artist's home and exhibition venue, on a big stand in the **green zone** and at **cultural coffee shop Clock**, BALAD\_E was made of workshops, pannels, exhibits, art performances, exceptional encounters around art, innovation and sustainable development, with **Paleo-énergétique**, **Low Tech Lab**, **Yann Toma**, ...

During COP22, Art of Change 21 was able to launch the Arabic version of its new fun tool Caire Game to share one-time easy actions to help reduce CO2 emissions, suitable to Maghreb's lifestyles.

Lastly, Art of Change 21 will pursue its actions permanently in Morocco with the creation of the Art of Change 21 Morocco association, which will develop Maskbook and Caire Game's actions in the MENA region.

The Schneider Electric Foundation and UN Environment were BALAD\_E's main supporters.

### BALAD\_E at COP22 (Clip by Art of Change 21 - 1'30)

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### Maskbook international development in 2016



Launched in 2015 on the eve of COP21, Maskbook, citizen action on the health – pollution – climate connections and work of art all in one, met an unprecedented acceleration in 2016, with over **10 grand workshops** in Africa, Asia, America and Europe, the launch of the **Maskbook mobile app** and was presented during major international cultural events.

The Maskbook workshops in Kibera's slum in **Nairobi**, the Floresta neighborhood in Quito, at the We Belong Forum in **Pekin and Shanghai**, at cultural coffe shop Clock in **Marrakech**, in **Daegu's** Art center in South Corea, and at UN Environment's offices in Paris, have allowed hundreds of participants to put their talents to use on "Do It Yourself" and "Upcycling" to give life to their own solutions to the environmental crisis on "anti-pollution" masks and contribute to the collective art work, viewable online at Maskbook.org.

**Quito's workshop video (Clip by Art of Change 21 - 2'30)**

**Marrakesh's workshop video (Clip by UN Environment - 1'30)**

**The Maskbook app**, which was also launched this year, allows you to easily take part in the project with just a few taps (available on Google Play and the Apple Store) and has already won over numerous users. Developed by Les Agents Spéciaux / Kiss the Future, it was supported by UN Environment and the CCAC, and was also a part of OMS and CCAC's #BreatheLife campaign.

The best Maskbook portraits were **shown** at high-profile artistic events such as the **Angkor Photo Festival**, **Dageu's 6th photography biennial**, and in **Hong-Kong** in July 2016, in partnership with **Green Peace** and **National Geographic**.

Early 2017, Maskbook will begin a long serie of workshops in **Belgium**, in partnership with Point Culture, and will then head to the **United States** and **India**!



Sigourney Weaver visiting the Maskbook exhibit in Hong Kong.

## **Art of Change 21 is extending and is taking up new challenges**

In 2016, the Art of Change team was enriched with new talents in **international event planning, press relations, graphic design and audio-visual medias**. Welcome and thank you to Elise, Leslie, Samy, Arnaud, Marguerite, Nicolas and Jonathan. Welcome also to Sanae, Aniss, Saïd and Intissar, founding members of the **Art of Change 21 Morocco Association** !

**2017 – New challenges for Art of Change 21 and its partners**, UN Environment and the Schneider Electric Foundation. The Conclave of the 21 organized in 2014 has borne fruit. The two actions that came out of it, Maskbook and Caire Game, have been launched and are taking roots? So why not do it again? How about a new session of co-creativity around art, social entrepreneurship and youthfulness to spring new ideas in action? ... **Stay tuned in 2017!**



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