

MASKBook

by
ART of CHANGE 21



MASKBOOK // PRESENTATION

Launched in 2015, Maskbook is the first artistic and citizen action project that aims to draw attention to the existing links between health, pollution and climate.

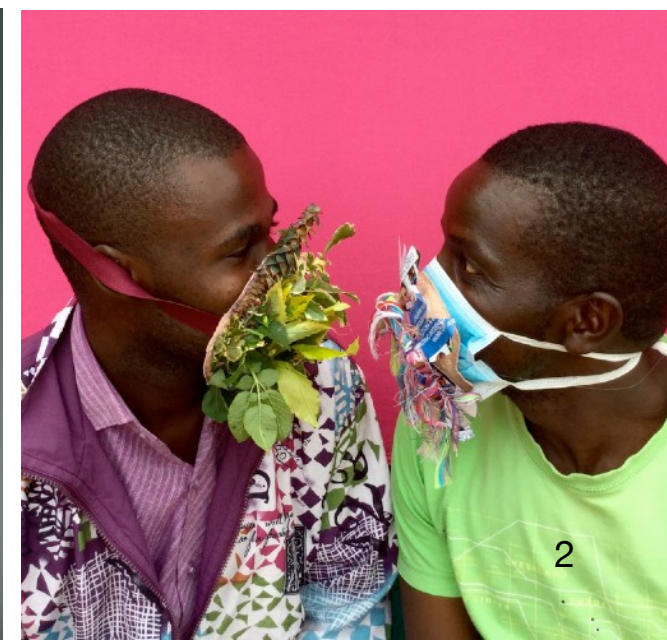
The main premise is the « mask » which acts as a symbol, a collective piece of art and call to action. The public is invited to create and share their own mask in a creative and ecological way digital or using materials from the circular economy.

Maskbook flips the potentially worrisome image of the anti-pollution mask to become a symbol of solutions to the environmental crisis.

Chinese artist and photographer Wen Fang, membre of Art of Change 21, is credited with having thought of the name Maskbook: *"In China we do not have Facebook, but since we are all wearing masks to protect us against pollution, if we had it, Facebook should be renamed Maskbook!"*

Maskbook mobilizes four means of actions: workshops to engage the public in creation of masks, exhibitions, an online portraits gallery (www.maskbook.org) and a mobile app.

Maskbook is supported by the French association Art of Change 21, the first initiative in favor of the environment to merge art, social entrepreneurship and youth movements. Its mains partners are the Foundation Schneider Electric, UN Environnement and the Climate and Clean Air Coalition.



A collage of 12 portraits of people wearing creative, handmade masks. The masks are made from various materials like cardboard, paper, fabric, and natural elements. Some masks have text, some have patterns, and some are shaped like animals or objects. The people are of different ages and ethnicities, and the backgrounds are solid colors. The masks include: a red and black mask with a mouth and teeth; a mask made of cardboard boxes and paper; a mask with a fingerprint and a small animal; a mask made of yellow paper and blue sticks; a red, geometric mask; a mask made of green leaves; a mask made of silver foil and a red headband; a mask made of green paper and blue ribbons; a mask made of silver foil and a red headband; a mask made of silver foil and a red headband; a mask made of silver foil and a red headband; a mask made of silver foil and a red headband.

187 supporters on the Kickstarter campaign in 2015



MASKBOOK // WORKSHOPS

Maskbook workshops are at the heart of the project. They mobilize the creativity of the general public to raise awareness about the links existing between health, pollution and climate.

The workshops allow participants (inhabitant of a neighborhood, artists, students, bystanders, actors of sustainable development...) to engage and actively practice being part of the circular economy, explore the link between art and sustainable development and to seek more information on the links between health, pollution and climate. Last but not least, it unleashes their creative, ecological and technological creative abilities!

A Maskbook workshop is generally based on « upcycling » : the materials used come from the circular economy (expired products, broken toys, unused goodies, plants, waste electrical and electronic equipment, etc). But some workshops are more « digital » with creations of digital masks, 3D printers, 3D scans... so many actions that feed, enhance and enrich the sustainable and creative Maskbook approach, integrating a « makers » dimension in the project.

The workshops are photographed by a professional photographer and the portraits then are shared via the online portrait gallery (www.maskbook.org) and in international exhibitions.



MASKBOOK // WORKSHOPS

Maskbook has organized more than 70 workshops all over the world, bringing together thousands of people. They take place in art centers, companies, public places (shopping centers, major events, parks), universities among others.

SELECTION :

FRANCE

La Recyclerie
Village Alternatiba
La Bellevilloise
UN Environment Paris
University Sorbonne-Nouvelle Paris 3
Grand Palais-Solutions COP21
Spaces Generations Climate COP21
World Efficiency Fair
Front de Mode Store
La Paillasse - Noise la Ville
Headquarters of the association Bloom
Headquarters of SNCF Voyages
Headquarters of Greenflex
Novethic
International Weather and Climate Forum

ECUADOR

Pavillon UN - Village Habitat III
La Floresta neighborhood, Quito

SOUTH KOREA

Daegu Photo Biennale



KENYA

Kangemi Resource Centre
(slum ok Nairobi)
UN Environnement Nairobi

MOROCCO

Cafe Clock Marrakech
Riad Denise Masson
Riad Yima of Hassan Hajjaj

CHINA

Shopping Center
CYCAN Offices
University of Tianjin
We Belong Forum
Headquarters of CCDI Group



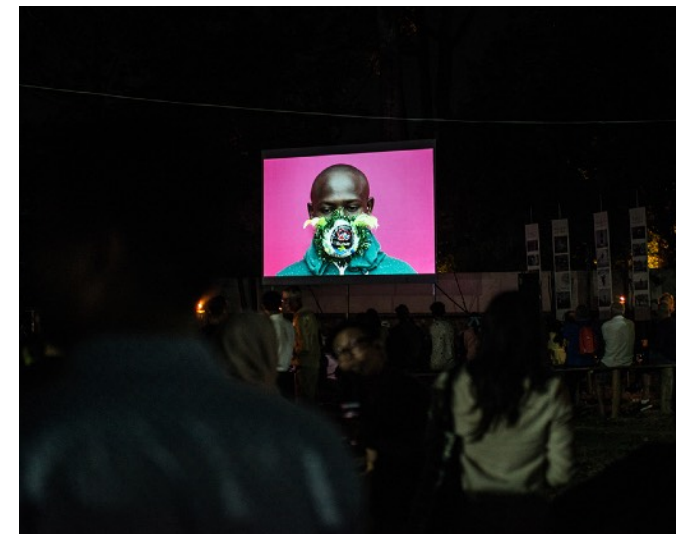
MASKBOOK // EXHIBITIONS

The most riveting images from our online gallery are shared at Maskbook's international exhibitions that take place across the world, especially during major cultural and ecological events like the COP21 at Paris.

SELECTION : La Recyclerie Paris (August 2015) ; University Paris 1 Panthéon Sorbonne (October 2015) ; Grand Palais (COP21, December 2015) ; French Institute of Beijing, China (COP21, December 2015) ; Spaces Generations Climate, Le Bourget (COP21, December 2015) ; Daegu Photo Biennale, South Korea (September-November 2016) ; La Galerie, Hong Kong (July 2016) ; Habitat III, Ecuador (October 2016) ; Angkor Photo Festival, Cambodia (November 2016) ; Cafe Clock Marrakech, Morocco (COP22, November 2016)



Maskbook's exhibition at the Daegu Photo Biennale



Projection of Maskbook's portraits at Angkor Photo Festival



Sigourney Weaver in Hong Kong at a Maskbook's exhibition



Exhibition at the Grand Palais in Paris during COP21

MASKBOOK // ONLINE GALLERY

The website www.maskbook.org includes an international gallery with more than 2500 portraits from nearly 50 countries.

It is available in three languages (French, English and Chinese) and is suitable for tablets and mobiles.

The site offers the possibility for people to send their portraits to the Maskbook's team who then published them online.



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LANGUES

 Français

 English

 简体中文

MASKBOOK // THE APP

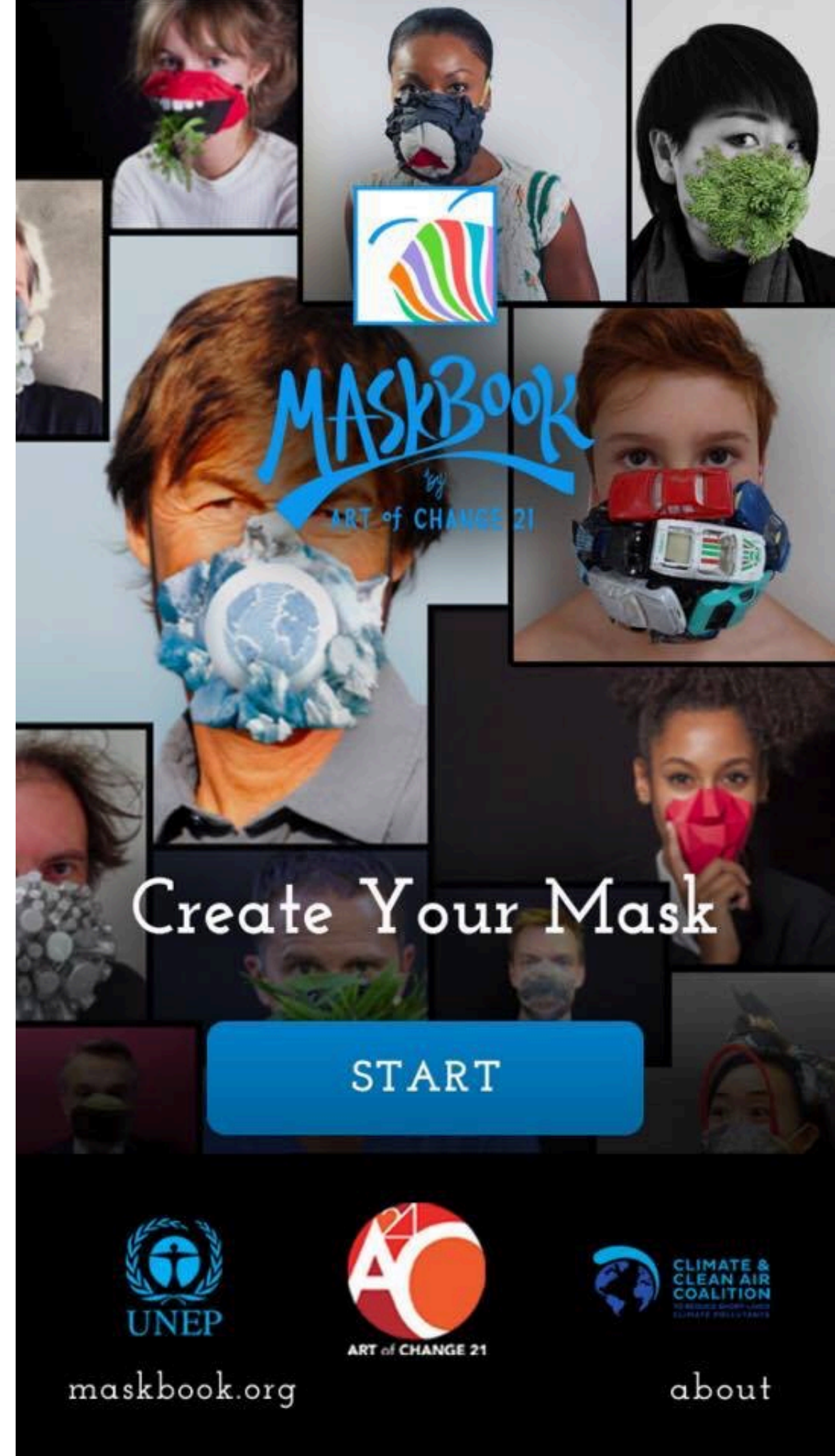
The Maskbook mobile app allows one to create their mask digitally. Using the app, one can place a "virtual anti-pollution mask" on their own portrait, personalize it with a menu of tools (icons, motifs, words, etc). You can then share it on social networks.

The app was launched in May 2016 at the UN Environment Program's headquarter at Nairobi, Kenya, in partnership with UN Environment and in collaboration with Climate and Clean Air Coalition (CCAC).

A second version of the app is under development.



Alice Audouin, president of Art of Change 21, in May 2016, presenting the mobile app during the UN Environmental Assembly conference in Nairobi (UNEA2)



MASKBOOK // THE « MASKED ARCHITECTS PROJECT »

Launched in 2016, the « Masked Architects Project » is an initiative by the UN Environment and Art of Change 21 which mobilizes major international architects committed to the environment and sustainable development. Among them were Ken Yeang (Malaysia), Sheila Sri Prakash (India), Jeanne Gang (United States), Tadao Ando (Japan), Shahira Fahmi (Egypt) and Manal Rachdi (France, Morocco). These masks were exhibited in the UN pavilion of Habitat III (UN Conference on Housing and Sustainable Urban Development) in Quito, Ecuador, in October 2016.



From left to right: Tadao Ando, Manal Rachdi, Shahira Fahmy, Ms. Sheila Sri Prakash

MASKBOOK // PRESS

More than 90 articles in the French and international press



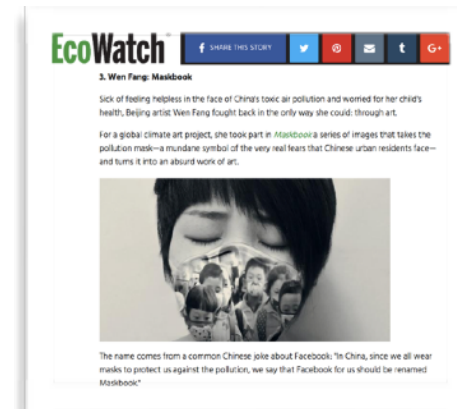
Grazia



Télérama



ELLE

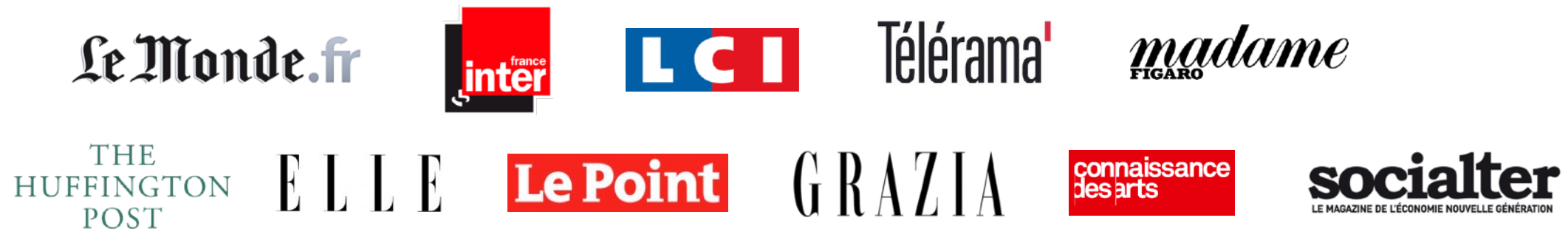


EcoWatch.com



Madame Figaro

FRENCH PRESS:



INTERNATIONAL PRESS:



MASKBOOK // BY ART OF CHANGE 21

Art of Change 21 is the first environmentally focused initiative that merges art, social entrepreneurship and youth movements. It brings together 21 artists, social entrepreneurs and young pioneers of the ecological transition from 12 countries.

In 2015, Art of Change 21 launched two actions, MASKBOOK and CAiRE GAME, and deploys them today on an international scale. Very active on the issue of global warming, the French association has also played a key role in the last two COP (United Nations Climate Change Conferences) by organizing major events.

Art of Change 21 is a non profit association created in 2014 in Paris. It was founded by Alice Audouin, its current president, a pioneer in exploring the relationship between art and sustainable development in France. Art of Change Z1 is sponsored by the artist Olafur Elisson and the social entrepreneur Tristan Lecomte.



Les « 21 » réunis à la Gaité Lyrique, à Paris, en novembre 2014



« By conceiving and putting in place social and accessible projects, art can reveal our own personal ressources: each one of us has the ability to create and thus to make the change we wish to see. »

Alice Audouin, president and founder of Art of Change 21

MASKBOOK // PARTNERS AND LABELS

A PROJET BY:



MAIN PARTNERS (2016 - 2017) :



INSTITUTIONALS PARTNERS:



COP21 & COP22 LABELS:



PATRONAGE:



Maskbook was also the subject of a campaign on Kickstarter in 2015 and received many supports.



MASKBOOK // CONTACTS

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