



COP21 in Paris: Art of Change 21 will put creativity front and centre on three key locations, from the Grand Palais to the Bourget!

Paris, November 30th 2015: Art of Change 21 will be at the three exhibition spaces of the COP21 dedicated to solutions for climate and open to the general public during the official negotiations: at the Bourget, on the [Climate Generation](#) spaces, from the 1st to 11th of December and at the heart of [The Galerie by World Efficiency](#) from the 2nd to 9th of December. In Paris, at the Grand Palais at [Solutions COP21](#) from the 4th to 10th of December.

At each space, exhibits of masks and masked portraits, a dedicated space for our [Maskbook](#) workshops and photocalls as well as an area for the fun discovery [Caire Game](#).



These two weeks will be scattered with multiple important events: daily mask creation workshops followed by photography sessions with a professional photographer; a meeting with Wen Fang, the leading artist behind Maskbook; an interactive session around Caire Game as well as a meeting with the 21 artists, social entrepreneurs and young leaders involved in the fight against climate change coming from all four corners of the globe, members of Art of Change 21.

Beijing will have an important role in Art of Change 21 during the COP21: a huge projection of masked portraits on the facade of the French Institute in Beijing and an exhibition of masked portraits inside the building was inaugurated yesterday on November 29th. This event will last the duration of the COP21, with the support of the French Embassy to China and the French Institute.

A FEW WORDS ON MASKBOOK

Maskbook is the first international, creative action on an individual scale on the link between health and climate. Its site www.maskbook.org is an extraordinary gallery of masked portraits in three languages (French, English and Chinese) that already includes nearly 500 participants from all over the globe. Artists, designers, makers, ecologists, children, elderly people, citizens and celebrities are part all of this adventure. Launched by Art of Change 21 on the occasion of the COP21, Maskbook will last up until the COP23 through exhibits, workshops and

masked balls.



ON CAIRE GAME

Caire Game is the second large scale project of Art of Change 21 for the COP21. The site www.cairegame.org is a fun tool which allows everyone to act on an individual level against global warming. It offers more than 150 punctual, accessible and sometimes surprising actions, both beneficial for the climate and for individuals, their health, their wallets, their social life, etc. Launched by Art of Change 21 in early November, Caire Game already includes more than 900 players and nearly 11 tonnes of CO₂ saved. Its launch was supported by a poster campaign in the entire capital, by the Ville de Paris, partner of the project, with the tagline "COP or not COP?"



ABOUT ART OF CHANGE 21

The association Art of Change 21 has the goal of mobilising the public through innovation and creativity by allowing everyone to be an actor for change. Based in Paris and founded in 2014 by Alice Audouin, Art of Change 21 organises 4 actions on climate from COP21 to COP26: Maskbook, Caire Game, World-Cop and Bridges. These 4 projects were imagined during the "Conclave of the 21", organised by Art of Change 21 in late 2014, by 21 artists, social entrepreneurs and young leaders in climate and the environment coming from 12 countries. This first initiative combining art, social entrepreneurship and the youth is supported by the artist Olafur Eliasson and the social entrepreneur Tristan Lecomte.

The actions of Art of Change 21 are labelled "COP21" by the French government and "Paris for Climate" by the Ville de Paris and supported by the Schneider Electric Foundation, Enercoop, the ADEME, Orange, Région Ile de France, Rexel, Generali, Blue Solutions, Fimea, etc. It counts within its involved partners in its Solution COP21 actions, World Efficiency, L'Agence Française, SET Event, les Agents Spéciaux, Place to B, Belong & Partners, Green Raid...

All the details of our programmes are available on our special [Facebook event](#) for COP21.

www.artofchange21.com



#cairegame, @Artofchange21



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