

MASKBOOK

ART OF
CHANGE
21



ABOUT MASKBOOK

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

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 by using materials from the circular economy.

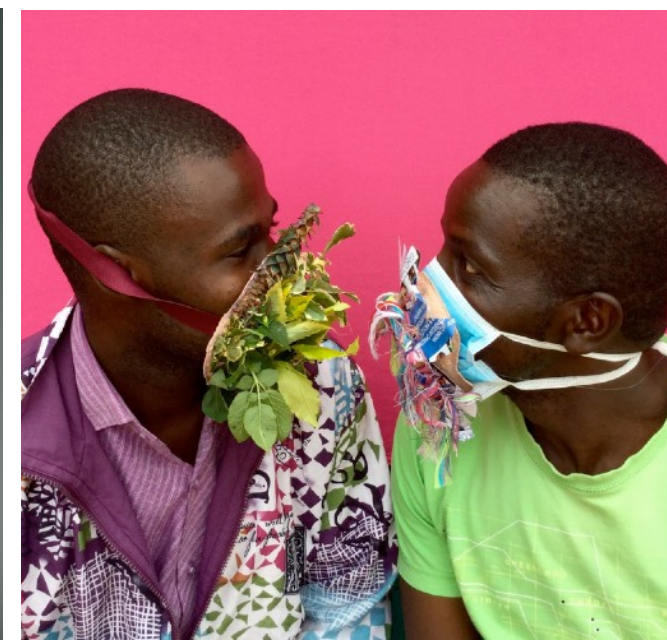
Maskbook flips the potentially worrisome image of the anti-pollution mask to become a symbol of solutions to the environmental crisis.

Maskbook mobilizes five means of actions: workshops to engage the public via the creation of masks, exhibitions, an online portrait gallery (www.maskbook.org), a mobile app and Mask-trotter.

Chinese artist and photographer Wen Fang, member of Art of Change 21, is credited with having thought of the name Maskbook: "In China, since we are all wearing masks to protect us against pollution, Facebook should be renamed Maskbook!"

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 UN Environment and the Schneider Electric Foundation.



KEY FIGURES

Over **2500** masked portraits on the
online gallery maskbook.org

Participants from over **50** countries

More than **70** Maskbook workshops in
over **10** countries

10 exhibitions

More than **60** articles in the French and
international press

Over **200** donors for the crowdfunding
campaign



THE STAKES

AIR POLLUTION – HEALTH – CLIMATE CHANGE

COMBINED EFFECTS

Air pollution has an impact on the environment and on health, with immediate and long-term effects.

Climate change not only increases air pollution but also its effects on health.

Pollutants such as ozone and fine particulate matter play a major role in both air pollution and global warming. Some pollutants are more harmful than others such as black carbon (produced by diesel engines, coal stoves, etc.) and methane (40% of emissions come from agriculture and livestock).

WHAT ARE THE CONSEQUENCES ON HEALTH?

Breathing daily air pollutants such as fine particulate matter or ozone has many health effects notably - adverse effects on the heart (responsible for 27% of heart disease), liver, brain (34% of deaths due to cerebral stroke), lungs (responsible for 36% of lung cancers) or the reproductive system.

Air pollution affects 80% of urban citizens around the world and kills over 7 million people a year.

In France, 10,954 people die each year because of air pollution.

Climate change also poses a serious risk on health by affecting air quality, food production and the quality of drinking water.

Sources: Breathe Life, UN Environment, WHO



MASKBOOK WORKSHOPS

Maskbook workshops are the core of Maskbook. They mobilize people's creativity to raise awareness on the link between air pollution - health - climate change.

Workshops allow the participants (urban dwellers, students, employees, actors of sustainable development...) to experience a pleasant and convivial moment, practice the actions for a circular economy while exploring first-hand the link between art and sustainable development. Last but not least the workshops allow participants to unleash their artistic, ecological and technological creative abilities!

The creative process is based on the concept of upcycling, sewing, painting, recycling, technological innovation, DIY, etc. The ingredients used will vary and for the most part originate from recycling circuits: fabric samples, old toys, unused "goodies", plants, electronic and electrical equipment, waste, flowers, empty capsules, etc. Some workshops are more "techno" with creations of digital masks, 3D printers, 3D Scans ...

The photos of the participants are then included in the extraordinary online portraits gallery (www.maskbook.org) and displayed at international exhibitions.

70 Maskbook workshops

10 countries

2 500 participants



ABOUT MASKBOOK WORKSHOPS

Close to 70 workshops have united thousands of people around the world. Workshops are organized in large variety of locations (art centers, corporate offices, public spaces like expo centers, parks, festivals and universities, etc.) and can be easily adapted to the space.

SELECTION :

FRANCE

Marathon of Paris 2017
UN Environment Paris
Grand Palais-Solutions COP21
International Weather and Climate Forum
Université Sorbonne Paris

MOROCCO

Forum de la Mer
Café Clock Marrakech
Riad Denise Masson
Riad Yima of Hassan Hajjaj

BELGIUM

Special collaboration with Pointculture association in 8 Belgian cities, including Brussels

CHINA

Shopping Mall, Design Week
University of Tianjin
We Belong Forum
CCDI Group Headquarters

SOUTH KOREA

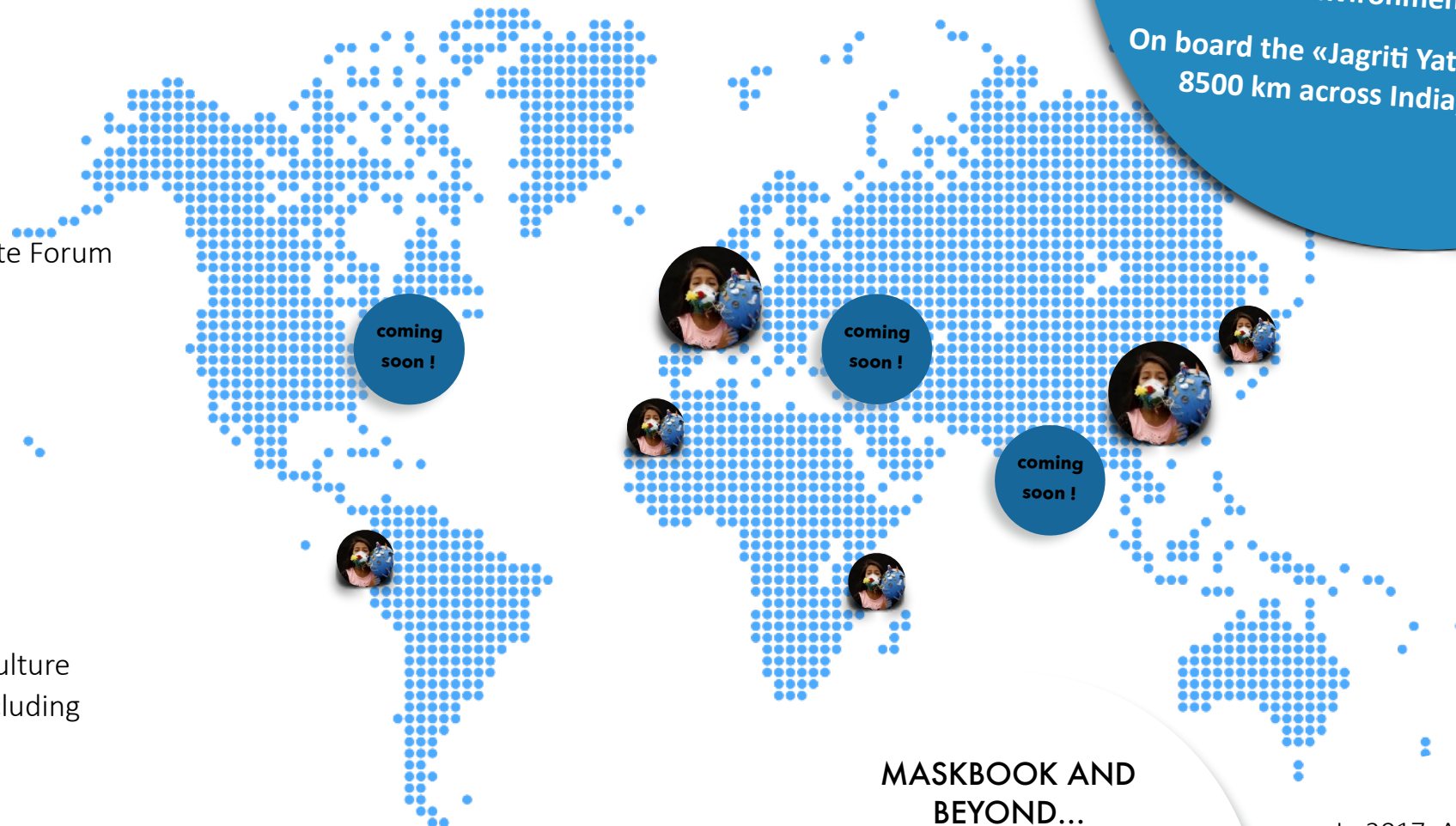
Daegu Photo Biennale

ECUADOR

Pavillon UN - Village Habitat III
la Floresta Neighborhood, Quito

KENYA

Kangemi Resource Centre (Nairobi slum)
Headquarters of the UN Environment



**COMING SOON :
WORKSHOPS IN THE US,
INDIA AND LEBANON!**

Beirut, Lebanon in June 2017

*Eco festivals and events across France including
We Love Green in Paris, June 2017*

*Mega Workshop in NYC during Climate Week
with the UN Environment, September 2017*

*On board the «Jagriti Yatra» train, traveling
8500 km across India, January 2018*

MASKBOOK AND BEYOND...

An international network of affiliates is currently being developed to expand Maskbook's global reach! Maskbook teaching tool kits and tutorial videos are in the works to bring Maskbook to the masses.

In 2017, Art of Change 21 is also collaborating with the **UN Environment**, **UNESCO** and **WHO** on development of **education kit for middle schools in France and India** on the theme of health - air pollution - global warming .

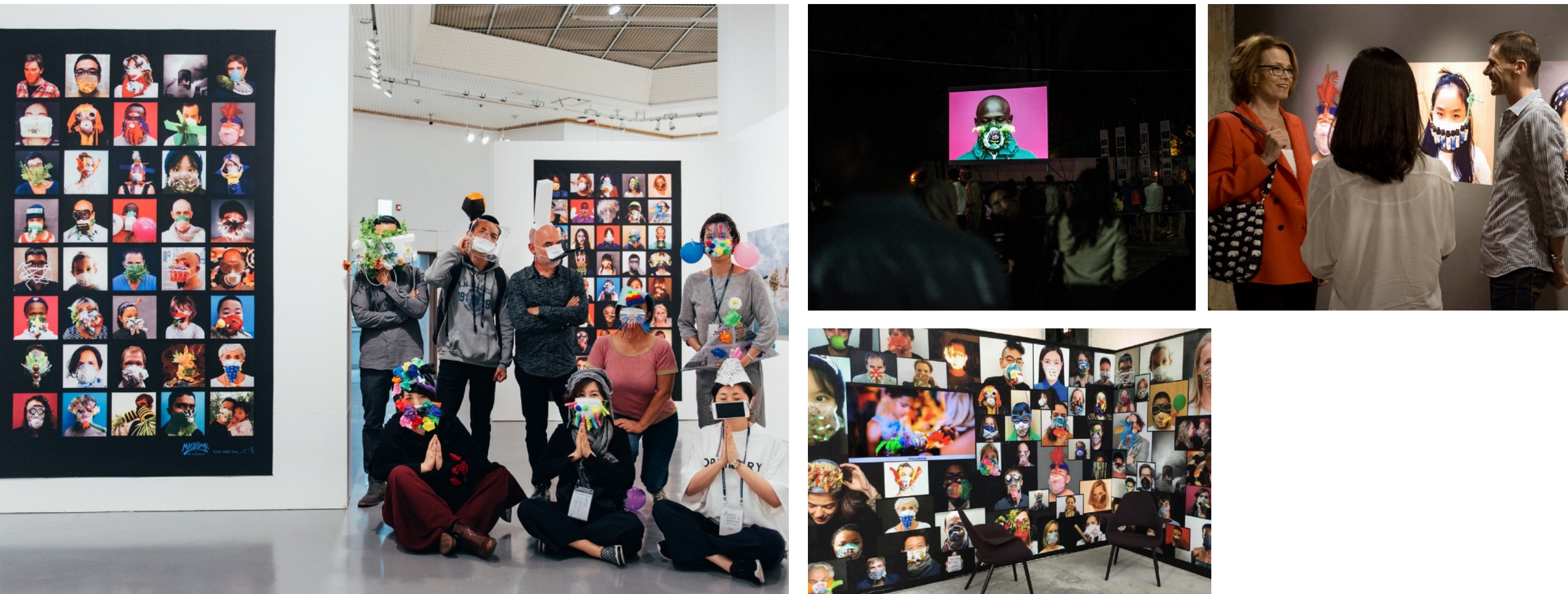
MASKBOOK EXHIBITIONS

10 exhibitions

8 countries

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

SELECTION : Daegu Photo Biennale, South Korea (2016) ; Habitat III, Ecuador (2016) ; Angkor Photo Festival, Cambodia (2016) ; La Galerie, Hong Kong (2016) ; Café Clock Marrakech, Morocco (COP22, 2016) ; Université Paris Panthéon Sorbonne (2015) ; Grand Palais in Paris (COP21, 2015) ; Institut Français de Pékin, China (COP21, 2015) ; Espaces Générations Climat, Le Bourget (COP21, 2015) ; La Recyclerie Paris (2015).



From left to right, Maskbook exhibition at the Daegu Photo Biennale, Projection of Maskbook portraits at the Angkor Photo Festival, Sigourney Weaver at the opening night of the exhibition in Hong Kong , Exhibition at the Grand Palais in Paris during the COP21

MASKBOOK ONLINE PORTRAIT GALLERY

The website www.maskbook.org includes an international gallery with more than 2500 portraits from nearly 30 countries. It is available in three languages (French, English and Chinese) and is adapted for tablets and mobiles.

Many celebrities from the world of art, culture and sustainable development have already participated in the Maskbook project, including the artist Lucy Orta, the French Minister of Ecology Nicolas Hulot and the architect Tadao Ando.



« Osons » by Nicolas Hulot

For those who want to create a mask in just a click, the Maskbook mobile app is available, development in partnership with the UN Environment.

AN INCLUSIVE PROJECT

MASK-TROTTER



Bhutan, March 2017



Nepal, May 2017

Launched in March 2017, “Mask-trotter” is a new dimension of the Maskbook project that allows people from all over, even those in the most remote regions of the world, to participate in the Maskbook project.

A Mask-trotter is a globetrotter who encourages locals and fellow travelers they meet to participate in Maskbook. A Mask-trotter travels with a Maskbook kit in their suitcase and guides people through the process while engaging in an intercultural dialogue on health, air pollution and climate change.

Mask-trotter was started by Marie Pierre, a multi teacher-researcher, lawyer, painter with a strong commitment to sustainability. She ushered in the Mask-trotter experience with her trip to Bhutan.



WORKSHOPS WITH THE INDIGENOUS PEOPLE



Emilie Barrucand with the Paresi tribe



Young masked Badjao by
Pierre de Vallombreuse

Maskbook also promotes inclusion and the participation of people living in the most remote regions, sometimes cut-off from the Internet.

The Badjao people of Borneo, hit hard by climate change, got involved with Maskbook thanks to the action of the famous French photographer Pierre de Vallombreuse, expert in the first people, who collaborated with them to create their masked portraits.

In works is another extraordinary collaboration : the Paresi tribe from Brazil are getting involved with Maskbook with an unprecedented workshop that will be organized by renown French anthropologist Emilie Barrucand.

MASKBOOK'S «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 Fahmy (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

PRESS

Over 60 articles in the French and international press



Grazia



Télérama



ELLE



EcoWatch.com



Madame Figaro

FRENCH PRESS:

Le Monde.fr



Télérama

madame FIGARO

THE HUFFINGTON POST

ELLE

Le Point

GRAZIA

connaissance des arts

socialter
LE MAGAZINE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION

INTERNATIONAL PRESS :

INQUIRER.net

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greenreport.it
quotidiano per un'economia ecologica



ART OF CHANGE 21

Art of Change 21 is the first international, environmentally focused initiative that merges art, social entrepreneurship and youth movements.

In 2015, Art of Change 21 launched two projects, MASKBOOK and CAiRE GAME, and deploys them now on an international scale. The organization is an active civil society partner on the issue of climate change and has played a key role at the climate change conferences COP21 (held in Paris in 2015) and the COP22 (held in Morocco in 2016) organised by the UNFCCC.

Art of Change 21 is a non-profit association, created in 2014 in Paris, founded and presided by Alice Audouin, a major player in sustainable development and a trailblazer on the link between art and sustainability. Art of Change 21's patrons are the artist Olafur Eliasson and social entrepreneur Tristan Lecomte.

8 200 likes on Facebook
2370 subscribers on Twitter
8 labels and awards



« By imagining and implementing accessible, grassroots projects, art reveals the resources that everyone possess : each one of us has the possibility to create and therefore to make change.»

Alice Audouin, Founding President of Art of Change 21.

PARTNERS AND LABELS

MAIN PARTNERS (2016 - 2017):



INSTITUTIONAL PARTNERS :



LABELS COP21 AND COP22 :



PATRON :



Maskbook was also financed in part by a Kickstarter campaign in 2015 and received a great amount of support.



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