ART OF CHANGE 21

MASKBOOK IS COMING TO INDIA!
FIGHTING AIR POLLUTION WITH CREATIVITY

"Maskbook harnesses every person's creativity and places the circular economy at the heart of the creation process."
Alice Audouin, Art of Change 21 Founder and director

Maskbook - an international project that fights air pollution with creativity - is coming to India. This one-of-its-kind art action project on air pollution and climate change, by Paris-based non-profit association Art of Change 21, brings a series of workshops to New Delhi and Bangalore in December 2017. The Indian capital is dealing with unprecedented levels of air pollution so these events couldn't be any more timely. The workshops will mobilise 1,000 participants and use 25 kilograms of recycled waste materials such as plastic, vegetable waste, clothing waste and e-waste. The Indian workshops are being organised in partnership with Sweccha, Jaaga and Jagriti Yatra.

"Maskbook transforms waste, a marker of pollution, into a work of art that sends a powerful message for the environment," says Afroz Shah, Indian "Champion of the Earth" and patron of the Maskbook programme in India.

Maskbook, launched by Art of Change 21 in 2015 for the COP21, transforms the image of the anti-pollution mask into a means of expression and solution. Since its inception, Maskbook has organised more than 70 workshops worldwide in countries including China, Ecuador, Morocco, and South Korea. Its online portrait gallery offers a selection of over 2,500 masked portraits from over 40 countries.
Maskbook is supported by UN Environment and its main partner is the Schneider Electric Foundation.

- Out of the world's 20 most polluted cities, half of them are located in India.

- Spending a day in New Delhi today is the equivalent to smoking roughly 50 cigarettes.

- On average, there were 3,283 premature deaths per day in India as a result of poor air quality.

BE FANTASTIC FESTIVAL BANGALORE | DECEMBER 15, 3 – 5PM, INVITE ONLY
DECEMBER 17, 11AM – 2PM, OPEN TO FESTIVAL PUBLIC
IN PARTNERSHIP WITH JAAGA
Maskbook will bring both a video-projection and a DIY workshop to the first edition of the Be Fantastic Festival in Bangalore, a biennale that focuses on imagining a positive and sustainable future, integrating creative tech in urban environments. The festival is organised by Jaaga, a collaborative, creative organisation that provides the space and programmes that nurture creativity. More info at jaaga.com

COMMUNITY WORKSHOP WITH PAGDANDI PROGRAMME | NEW DELHI | DECEMBER 19
IN PARTNERSHIP WITH SWECCHA
Maskbook will hold a workshop with students of the Pagdandi programme, a Swechha initiative created in 2007 which became a school, run by Swechha volunteers for the children of the Jagdamba Camp, South Delhi. Swechha is a New Delhi based youth-led organisation dedicated to enabling change-makers and enacting change for a sustainable society.
More info at swechha.in

THE INDIAN SCHOOL AND THE FOUNDATION SCHOOL IN NEW DELHI | DECEMBER 21, 2017
IN PARTNERSHIP WITH SWECCHA
Maskbook is reaching out to middle school students in New Delhi, at the affiliated Indian School and the Foundation School.

JAGRITI ENTERPRISE MELA (JEM) | DECEMBER 28, 10AM – 6PM
IN COLLABORATION WITH JAGRITI YATRA 2017
In the Bengaluru stop of Jagriti Yatra, Maskbook is included in the Jagriti Enterprise Mela, a programme that is being organised for the participants of the 2017 Jagriti Yatra. The Maskbook workshop will be attended by more than 300 young adults.
Jagriti Yatra is an ambitious train journey that takes hundreds of India's highly-motivated youth to meet social and business entrepreneurs across the country. Jagriti Yatra's main partner is the Schneider Electric Foundation. More info at jagritiyatra.com

ABOUT ART OF CHANGE 21
Art of Change 21 is the first non-profit association for sustainable development and the environment that combines art and social entrepreneurship with youth. It carries out the MASKBOOK and CAIRE GAME projects that mobilise the general public into taking action for the environment. The Schneider Electric Foundation is Art of Change 21's main partner.
More info at artofchange21.org

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