

ART OF CHANGE 21



PRÉSENTATION

ABOUT US

Art of Change 21 works in the field of sustainable development and art and the interlinkages between art, social entrepreneurs and the youth.

Art of Change 21 started its activities in 2014, with the “Conclave” - an international event of co-creation that brought together 21 artists, social entrepreneurs and leaders in ecological transition from 12 countries. Together they decided on two concrete actions that would mobilize the public for the environment, Maskbook and CAIRE GAME. Today these two actions are now operating internationally.

More than 60 events have been organized worldwide under the umbrella of these 2 projects, namely in France, China, Korea, Kenya, Ecuador and South Korea, bringing together thousands of global participants.

The organization is an active civil society partner and has participated at the COP21 (held in Paris in 2015) and the COP22 (held in Morocco in 2016) organized by the UNFCCC in 2015 and 2016.

Art of Change 21 is a not-for-profit association, created in 2014 and registered in France.



ART OF CHANGE 21: OUR VISION

- **ART OF CHANGE 21 IS THE FIRST INITIATIVE THAT BRINGS TOGETHER ART, YOUTH AND ENGAGED ENTREPRENEURS IN ORDER TO BRING FORTH SUSTAINABLE DEVELOPMENT.**

Imagination, innovation, action and the desire to create a different future are complementary forces in the face environmental crisis.

- **AT ART OF CHANGE 21, ARTISTS ARE AT THE HEART OF THE PROCESS.**

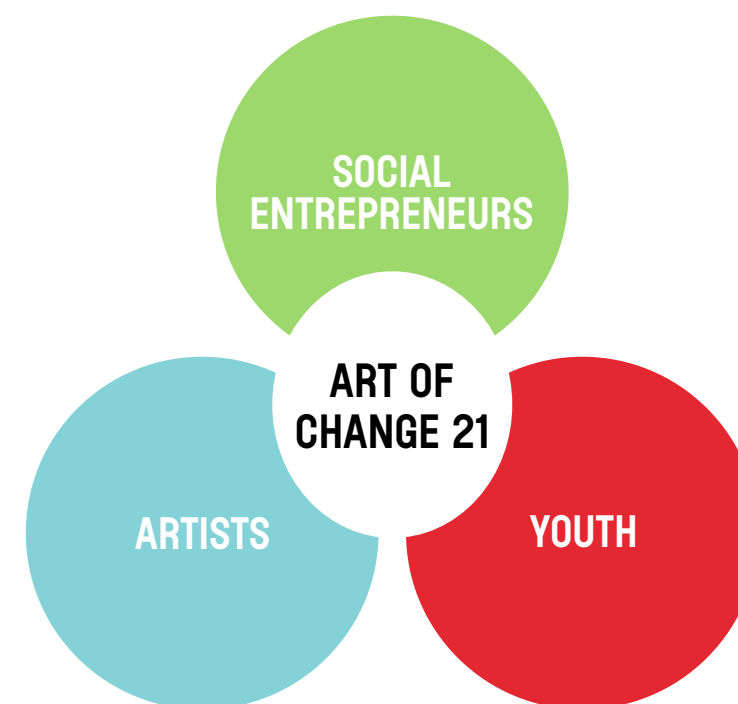
Art is essential to change in society. The ecological transition is a cultural transition where art plays a role as an accelerator of change.

- **ART OF CHANGE 21 CREATED A UNIQUE EVENT, THE « CONCLAVE OF THE 21 » THAT ENABLES OUR ACTIONS TO BE THE FRUIT OF A CO-CREATIVE AND COLLECTIVE PROCESS.**

Traditional environmentally focused NGOs are not taking a multidisciplinary approach necessary to innovation.

- **ART OF CHANGE 21 INSPIRES CREATIVITY IN ALL CITIZENS AND ENABLES THEM TO IMPLEMENT SOLUTIONS.**

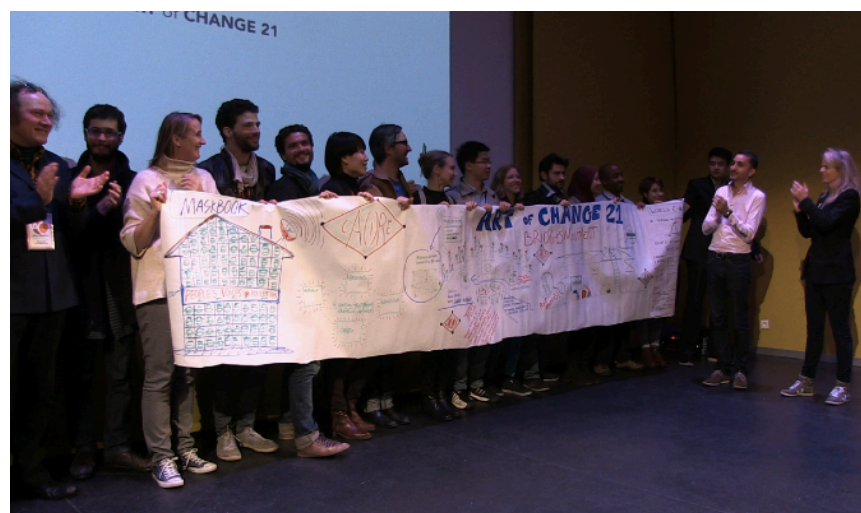
Sustainable development gives back power to the people. The solution does not come from the top-down but from the whole. A creative, collaborative and collective approach are at the heart of change.



THE CONCLAVE OF ART OF CHANGE 21

21 «accelerators of change», artists, social entrepreneurs and engaged youth came together November 28th and 29th 2014, a day before the COP21, at the Gaîté Lyrique in Paris. Advocating against climate change in their respective fields, the « 21, » representing over 12 countries, were selected for their artistic or entrepreneurial talent, their engagement in sustainable development or the innovative quality of their work. Throughout the two days, the « 21 » collectively imagined and elaborated on fun and accessible actions to raise awareness and incite the public to act for the environment, on an international scale resulting in the creation of Maskbook et CAiRE GAME.

In 2017, Art of Change 21 will organize a 2nd edition of the Conclave at the Grand Palais in Paris where a new action will be created.



AMONG THE 21:



Wen Fang
(China)



Yann Toma
(France)



Natalie Jeremijenko
(USA, Australia)



Tariq Al-Olaimy
(Bahrain)

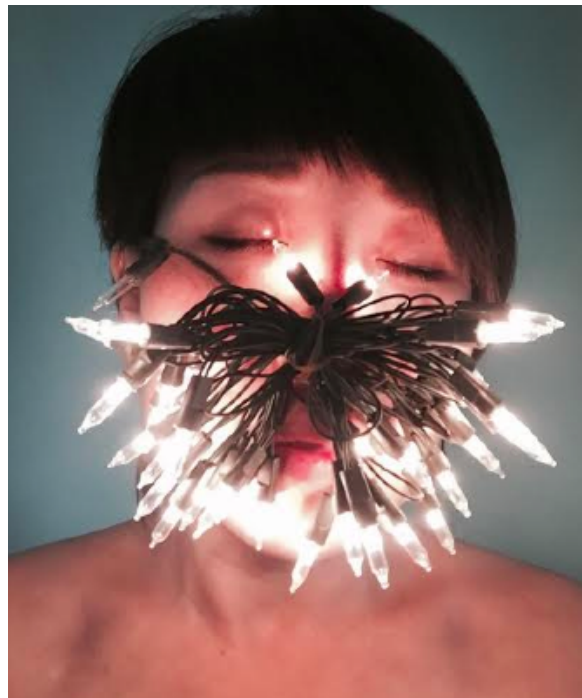


David Kobia
(USA, Kenya)



Cédric Carles
(France, Switzerland)

MASKBOOK



MASKBOOK IN FIGURES

OVER **2500** MASKED PORTRAITS ON
MASKBOOK.ORG
PARTICIPANTS FROM OVER **50** COUNTRIES
ABOUT **70** MASKBOOK WORKSHOPS IN **10**
COUNTRIES
10 EXHIBITIONS

Born out of the Conclave of the 21 and launched in 2015, Maskbook is the first artistic and civil action that links health, pollution and climate, using the mask as a symbol — the potentially anxiety-inducing image of the mask is transformed into a canvas upon which we can express our solutions to the environmental crisis.

International and collective work of art, a call to action, Maskbook invites everyone to create a mask, in a creative and ecological way, by using materials from the circular economy and even by integrating digitally made masks.

Maskbook is composed of four elements: Maskbook creation workshops, exhibitions, an online portrait gallery (www.maskbook.org, available in French, English and Chinese) and a mobile app.

The Chinese photographer and artist Wen Fang, present at the Conclave of the 21, is to credit for the name: «In China we don't have Facebook, but as we all wear anti-pollution masks, it should be called Maskbook.»



CAIRE GAME

CAIRE Game is an interactive online tool and game that enables citizens to take their own action(s) against global warming by reducing their CO₂ emissions. The game suggests concrete measures that can be adopted by players to help reduce overall global warming.

The website www.cairegame.org proposes over 150 one-time accessible and sometimes surprising actions, beneficial for the climate and for individuals.

CAIRE GAME is also tailored for the individual experience. The player is invited to choose a benefit (save money, meet people, etc.) and a difficulty level (easy to advanced) before they “spin a virtual wheel” which randomly assigns three actions that he/she can take to reduce their carbon footprint.

In 2016, an Arabic version of the game was launched for the occasion of the COP22 which included actions that were adapted to the Maghreb lifestyles.

CAIRE GAME IN FIGURES

3000 PLAYERS
150 ONE-TIME ACTIONS PROPOSED
MORE THAN 6000 ACTIONS
SUCCESSFULLY COMPLETED
97 TONS OF CO₂ SAVED

The website CAIRE GAME exists in French, English and Arabic.



ART OF CHANGE 21 AT THE COP

The organization is a leading civil society partner in the fight against global warming and has been one of the leading actors in the Conference of Parties (COP) organised by the UNFCCC in the years 2015 and 2016.

At the COP21 held in 2015 in Paris, the association organized an exhibition at the Grand-Palais, an artistic performance at Le Bourget (the venue of the COP21) and an outdoor exhibition in Beijing (China).

During the COP22 held in Morocco in 2015, the association teamed up with eminent local artist Hassan Hajjaj and launched “BALAD_E,” an event that united the fields of art, innovation and sustainable development.

BALAD_E IN FIGURES

14 DAYS OF ACTION

OVER **5000** VISITORS

5 ROUND-TABLE DISCUSSIONS

32 PANEL-SPEAKERS

6 WORKSHOPS

16 BIKE TRIPS INTO THE CITY

3 EXHIBITIONS



Maskbook exhibition at the Grand Palais during COP21



BALAD_E event at Marrakech for COP22





« HOW LUCKY WE ARE. WE HAVE THE SCIENTIFIC DATA, AND AS ART OF CHANGE 21 SHOWS, WE HAVE THE CREATIVITY OF THE WORLD IN OUR HANDS. WE ARE LUCKY BECAUSE WE STILL HAVE TIME TO CHANGE. »

ARTIST OLAFUR ELIASSON, PATRON OF ART OF CHANGE 21

THE TEAM



Alice Audouin
President & Founder



Karine Niego
Vice-president



Guillaume Robic
Vice-president



Élise Rucquoi
Project Manager



Erica Johnson
Project Manager



Marguerite Courtel
Communications



Samy Anoi
Communications



Aditi Sahay
Project Manager



Arnaud Panhelleux
Project Manager



Nicolas Madec
Production



Mohamed Aniss Elaoufir
Art of Change 21 Morocco



Sanae Bentahar
Art of Change 21 Morocco



PARTNERS AND SUPPORT

MAIN PARTNERS

Since 2015



Since 2016



LABELS COP21 - COP22



PATRONAGE



SINCE ITS CREATION, ART OF CHANGE 21 HAS RECEIVED MUCH FINANCIAL SUPPORT:

Companies



Institutions



Citizens



PRESS

OVER 90 ARTICLES IN THE FRENCH AND INTERNATIONAL MEDIA

Le Monde.fr



Télérama'



THE
HUFFINGTON
POST

madame
FIGARO

Le Point

L'OBS

GRAZIA

EcoWatch®



socialter
LE MAGAZINE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION



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