



A PROJET BY ART OF CHANGE 21 AND THE UN ENVIRONMENT



THE SECOND CONCLAVE OF ART OF CHANGE 21

OCTOBRE 8-9, 2017
PARIS, FRANCE



MAIN PARTNER: THE SCHNEIDER ELECTRIC FOUNDATION



PRESS KIT

AN INTERNATIONAL MEETING BASED ON ECO-CREATION

The Conclave of Art of Change 21 is an unprecedented event that brings together **21 artists, social entrepreneurs and youth involved in the ecological transition and sustainable development**. Over a two-day period, the « 21 » collectively imagine an original action that supports the environment. This action is then implemented by the association Art of Change 21.

OBJECTIVE

Brainstorm and pop out different ideas of original and positive actions in order to creatively mobilise the general public in favor of sustainable development and against climate change.

ORIGINALITY

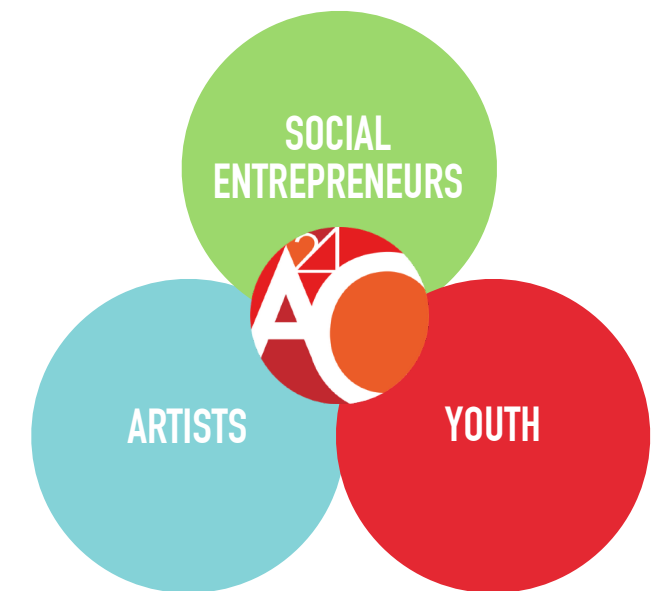
Bringing together three different and complementary groups of participants, trailblazers and and leaders of the post-carbon world. Artist's imagination meets with the action-oriented experience of entrepreneurs, both infused with the propelling force of eco-innovative youth. The joining of these three groups leads most certainly to the creation of unprecedented actions.

METHOD

A multidisciplinary approach with multi-stakeholders and based on co-creation. With a **collaborative approach**, the "21" design actions together. At the end of the two days, they decide unanimously on the action that is to be conceived. The Conclave is a closed session, without any external observer.

With the Conclave, Art of Change 21 is changing the face of citizen mobilization, making it more creative, cheerful and participative, **spreading optimism in the fight against global warming**.

Le Conclave was created by **Art of Change 21** in 2014. The second edition of the Conclave will take place in Autumn of 2017. The Conclave of Art of Change 21 takes place **every 3 years**.



THE FIRST CONCLAVE IN 2014

The first Conclave of Art of Change 21 took place on the occasion of the **COP21** (the UN's 21st annual Conference of the Parties on Climate Change), one year before the big event in Paris at the end of **November 28-29, 2014**.

Twenty-one selected participants from over five continents, each inspirational and committed to environmental and social causes, travelled from their respective countries (China, Brazil, New Zealand, Bahrain, Canada, Egypt, Kenya, USA, UK, and France) to meet and collectively imagine innovative actions. The meeting was hosted in English by **Stéphane Riot**, pioneer of co-creation methods and co-author of « *Vive la Co-Révolution!, pour une société collaborative* » or *Long Live the Co-Revolution: for a collaborative society* and by **Alice Audouin**, founding president of Art of Change 21. Group harmony was also guaranteed thanks to coach **Anita Barankovitch**.



Key players in the fields of sustainability and culture contributed to the Conclave in the form of dedicated workshops. Amongst them : Mathieu Baudin (Institute for Desirable Futures), Anne-Sophie Novel (journalist), Paul Ardenne (exhibition commissioner), Sylvie Bénard (LVMH), Raphaël Ménard (EGIS).

The actions **MASKBOOK** and **CAIRE GAME** were born during this Conclave. Art of Change 21 implemented them on an international level the following year, organizing over 60 events worldwide, in France, China, Kenya, Ecuador, South Korea and Morocco, bringing together thousands of people.

The **presse** heavily covered the event. Over 15 articles were published in major international and French news outlets : le Monde, Huffington Post...

The first Conclave was supported financially by the French Ministry of Foreign Affairs, le **Ministère des Affaires Etrangères**, **LVMH**, **Groupe CDC**, **Greenflex** and **Orange**. It obtained the COP21 label and benefited from the patronage of the French Ministry of Culture and Communications, le *Ministère de la Culture et de la Communication*.



THE CAST OF THE FIRST CONCLAVE

SOCIAL ENTREPRENEURS



Tariq Al-Olaimy
Bahrain



David Kobia
Kenya



Cédric Carles
France



Luhui Yan
China



Ben Knight
New-Zealand



Frédéric Bardeau
France

ENVIRONMENTALLY-ENGAGED ARTISTS



Lucy Orta
UK



Opavivará ! Colectivo
Brazil



Filthy Luker
UK



Nathalie Jeremijenko
USA



Laurent Tixador
France



Pierre de
Vallombreuse
France



Wen Fang
China



Yann Toma
France

YOUNG ECO-MINDED LEADERS



Linh Do
Australia



Juliette Decq
France



Mariam Allam
Egypt



Wang Tian Ju
China



Slater Jewel-Kemler
Canada



Charles Adrien Louis
France

MASKBOOK, A PROJECT BORN FROM THE FIRST CONCLAVE

MASKBOOK was born out of a workshop during the Conclave in which Chinese artist **Wen Fang** humorously stated : « *In China we don't have Facebook, but if we did, it would be called MASKBOOK, since we all wear anti-pollution masks.* »

MASKBOOK, because of its **universality** was the unanimous choice of all 21 participants.

Presenting the Idea - Take the potentially anxiety-inducing image of the mask and flip the script : allow it to become a means of expressing solutions for the environment. Open the idea to all publics, the idea being based on the principle of inclusion, to create a mask in a creative and ecological way, either digitally or by using materials derived from the circular economy, in order to assemble an immense portrait gallery. Create unprecedented awareness on the link between health, air pollution and climate.

Implementing the idea, by Art of Change 21 - Art of Change 21 launched MASKBOOK internationally in 2015, just ahead of the COP21. It was immediately a success. Just one year later MASKBOOK brought together thousands of people through its comprehensive four-part action plan : Maskbook workshops (more than 60 have taken place across the world), exhibitions, an online portrait gallery and a mobile app. More information is available at maskbook.org.



Wen Fang during a co-creativity work session



THE SECOND CONCLAVE, 2017

After the success of the first edition, Art of Change 21 is organizing with the UN Environment a second Conclave this fall in Paris, October 8-9, 2017, with the goal of creating a new, positive action that incites change for sustainable development.

This meeting will once again unite 21 changemakers from across the globe : 1/3 artists, 1/3 entrepreneurs, and 1/3 eco-minded youth leaders, chosen for their artistic or entrepreneurial talent, their innovative approach or their involvement in sustainable development.

The rules of the game will remain the same : two days of closed-session, collaborative creation workshops resulting in a decision won by unanimous vote by all « 21 ». One small change : **only one idea will be selected.**

The action chosen by the 21 will be announced at the end of the Conclave and implemented by Art of Change 21, in collaboration with its co-creators.

The main partner of the second Conclave is the Schneider Electric Foundation.



« A UNIQUE INTERNATIONAL EVENT WHERE I MET EXCEPTIONAL PERSONALITIES IN THE FIELDS OF THE ENVIRONMENT, TECHNOLOGY AND THE ARTS. »

Lucy Orta, member of the first Conclave

PRE-PROGRAM

Over two days, the Conclave will consist of a lively program of co-creativity and brainstorming, and will be hosted by professionals in collaboration and collective creation.



The « 21 » at the Gaîté Lyrique at the end of the second day.



« AN EXCITING EXPERIENCE, WITH PEOPLE FROM ALL OVER THE WORLD, SHARING A DESIRE TO ACT TOGETHER FOR THE ENVIRONMENT »

Pierre de Vallombreuse, member of the first Conclave

NIGHT BEFORE THE CONCLAVE :

Welcome Drink & Hors d'oeuvres for Participants

FIRST DAY

9h30 - 10h30

Welcome Address

Presentation of the Participants

10h30 - 13h30

Co-Creativity Work Session

13h30 - 14h30 Lunch

14h30 - 17h

Co-Creativity Work Session

17h - 17h30 Break

17h30 - 19h

Co-Creativity Work Session

SECOND DAY

9h - 9h30

Create Teams

9h30 - 11h30

Co-Creativity Work Session

11h30 - 13h

Select Action

13h - 14h Lunch

14h - 17h

Develop Chosen Action

17h- 17h30 Break

17h30

Press Conference
Presentation of the Action
Cocktail



« 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



ART of CHANGE 21

artofchange21.com



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