

MASKBOOK

ART OF
CHANGE

21



ABOUT MASKBOOK

THE PROJECT

Launched in 2015 by Art of change 21, Maskbook is the first international, artistic and citizen initiative that links health, air pollution and climate change, building a collective work of art

THE BIRTH

Co-created by artists, social entrepreneurs, and young Eco-leaders in 2014, it was Chinese artist Wen Fang, who came up with the name, a play on words regarding air pollution in China and the famous social network.

THE PREMISE

The anti-pollution (or dust) mask, a symbol for pollution, is transformed into a symbol for solutions.

THE MEANS

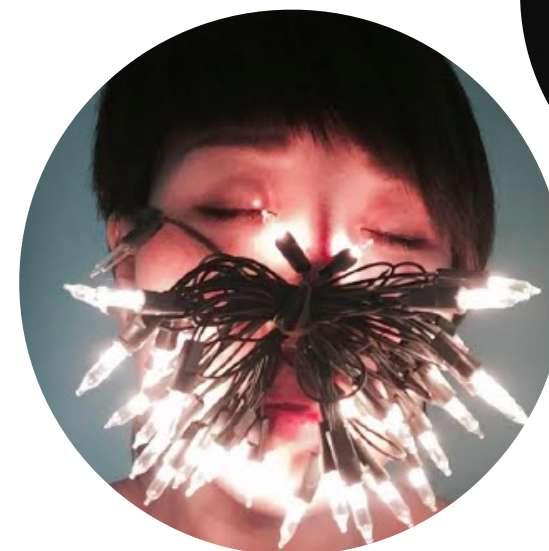
The project has six parts: mask-creation workshops, exhibitions, art performances, online portrait gallery (www.maskbook.org), mobile app and new initiative Masktrotter.

Maskbook is a project by French association Art of Change 21, the first initiative in favor of the environment to merge art, social entrepreneurship and youth movements. Its main partners are the Schneider Electric Foundation and the UN Environnement.

2 billion people may become refugees from climate change by the **year 2100**

Air pollution affects **80%** of world citizens and kills **7 million** people each year.

Air pollution is responsible for **27%** of heart attacks and is the source of **36%** of lung cancer.





KEY FIGURES

OVER **3000** MASKED
PORTRAITS ON
MASKBOOK.ORG

PARTICIPANTS FROM OVER
50 COUNTRIES

MORE THAN **80** MASKBOOK
WORKSHOPS IN OVER **15**
COUNTRIES

20 EXHIBITIONS

MORE THAN **120** ARTICLES
IN THE FRENCH AND
INTERNATIONAL PRESS



MASKBOOK WORKSHOPS

Close to 70 workshops, all over the world, have united thousands of people, in China, Ecuador, South Korea, Kenya, Morocco, and France, to name a few.

Workshops are organized in large variety of locations (art centers, corporate offices, public spaces like expo centers, parks, festivals and universities).

A SELECTION:

FRANCE

Festival We Love Green
Marathon of Paris 2017
Université Sorbonne
Paris
Grand Palais-Solutions
COP21

ECUADOR

UN Pavillion UN -
Habitat III Village
La Floresta
Neighborhood, Quito

CHINA

Bejing Design Week 2015
Tianjin University
We Belong Forum China

INDIA

Bangalore with Jagriti
Yatra
New Delhi with Swechha

SOUTH KOREA

Daegu Photo Biennale

MOROCCO

Café Clock Marrakesh
Riad Yima of Hassan
Hajjaj
Forum de la mer El
Jadida

BELGIUM

PointCulture of Belgium,
such as Brussels, Namur,
Charleroi

KENYA

Kangemi Slum of Nairobi
UN Environment HQ
Nairobi

GHANA

Accra with RecycleUp
Ghana and Plastic
Punch



INTERNATIONAL DEVELOPMENT

Maskbook helps **all publics, all over the world**, to **organize mask-creation workshops** on a local level, by providing all the info and tools necessary: a **tutorial video**, a **guide**, etc.

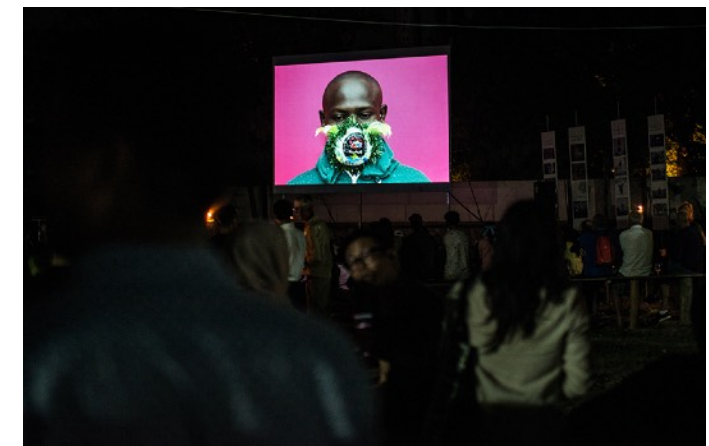
MASKBOOK EXHIBITIONS

The most beautiful Maskbook portraits from our online gallery are displayed at **art biennials**, at **UN Climate Change Conferences**, and in galleries and universities, in **South Korea, Morocco, France** and **Ecuador**, to name a few. The exhibitions reveal the aesthetic and artistic nature of the project and allow it to reach an even larger public.

The first exhibitions took place in 2015 for COP21, with three simultaneous exhibitions at the **Grand Palais** in Paris, at the **Institut Français of Beijing** and in the heart of COP21 civil society Green Zone at **Le Bourget**. Maskbook is also regularly selected by curators from around the world, such as was the case in 2016 for the **Daegu Photo Biennale** in South Korea, the **Angkor Photo Festival** in Cambodia and at **Hong Kong art gallery La Galerie's** exhibition organized by GreenPeace East Asia, in which Sigourney Weaver was in attendance!



Maskbook's exhibition at the Daegu Photo Biennale



Projection of Maskbook's portraits at Angkor Photo Festival



Exhibition at the Grand Palais in Paris during COP21

MASKBOOK ONLINE PORTRAIT GALLERY

The website www.maskbook.org includes an international gallery with more than 2500 portraits from 50 countries. Through the website, everyone can submit their portrait which then joins the international ranks of Maskbook. Portraits include major players in the fields of art and the environment, such as **French minister of Ecology Nicolas Hulot**, famed architect **Tadao Ando** and artist **Lucy Orta**.

In the Autumn 2017, a new Maskbook website will be launched, focusing more on various ways to participate in the project and offering optimal viewing of portraits. It will still be available in three languages (French, English and Chinese) and will be adapted for tablets and mobiles.

MASKBOOK MOBILE APP

Launched in May 2016 at the UN Environment headquarters in Nairobi, Kenya, in partnership with the UN Environment, the maskbook mobile app allows everyone to create and share their mask digitally! A new version is currently in development...



MASKBOOK LINKS TOGETHER ALL PEOPLE OF THE WORLD



Masktrotter Marie (right) and Migma from Bhutan (left)

MASKTROTTER

“Masktrotter” is a new component of the Maskbook project that allows citizens to act for the environment during their travels while simultaneously opening up Maskbook to all citizens, even those in the most remote regions of the world. A Masktrotter is a globetrotter who brings a Maskbook kit in their suitcase. During their travels, the Masktrotter encourages the locals they meet to participate in Maskbook, guiding them through their mask creation, and engaging in an **intercultural dialogue on health, air pollution and climate change**.

Marie and Nicolas, both French, ushered in the Masktrotter experience with trips to the Himalayan countries of Bhutan and Nepal where they connected with locals on a more meaningful level — over environmental issues. Through Masktrotter, individuals like Migma from Punakha, **Bhutan** and Sanam from Pokhara, **Nepal** were able to join the **Maskbook community** and voice their concerns for their environment.



SPECIAL MASKBOOK PROJECTS WITH INDIGENOUS PEOPLES

Along with Masktrotters, Maskbook also **promotes inclusion** through connecting with personalities and organisations in the artistic and cultural fields doing dedicated work in remote regions. The **Badjao people of Borneo**, hit hard by climate change, got involved with Maskbook thanks to the action of **photographer Pierre de Vallombreuse**, member of Art of Change 21, who collaborated with them to make their mask.

In works is another extraordinary collaboration : the **Paresi tribe** are getting involved with Maskbook with an unprecedented workshop organized by renown **anthropologist Emilie Barrucand**. Stay tuned for more details...

PRESS

The press continues to cover Maskbook. Over 120 articles have been published in major international and French media.

THE
HUFFINGTON
POST



EcoWatch®



Le Monde.fr



onEarth The magazine of the
Natural Resources
Defense Council

E L L E

Diário de Notícias



greenreport.it
quotidiano per un'economia ecologica



GRAZIA

madame
FIGARO

Le Point

connaissance
des arts

INQUIRER.net

Télérama'

socialter
LE MAGAZINE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION

E L L E
عربية



rtbf.be



up NAIROBI

PARTNERS AND LABELS

MAIN PARTNER:



INSTITUTIONAL PARTNER:



PROJECT PARTNERS:



LABELS COP21 AND COP22:



PATRONAGE:



Maskbook was also financed in part by a 35000 euros Kickstarter campaign in 2015 given by 187 supporters.



ART OF CHANGE 21 •

Art of Change 21 is a one-of-a-kind association that brings together artists, social entrepreneurs and young leaders who are deeply committed to sustainability and the environment, in order to create original, impactful solutions that address climate change and promote sustainable lifestyles.

Art of Change 21 started its activities in 2014 ahead of COP21, with the “Conclave” - an international event of co-creation that brought together artists, social entrepreneurs and leaders of the ecological transition from all over the world. Together they decided on two concrete actions to mobilize the public for the environment, and so the « Maskbook » and « Caire Game » projects were born. Today these two projects operate on a global scale, reaching out to over 10,000 people since their inception. The French association also plays a key role in the COP (United Nations Climate Change Conferences) and has participated in the COP21 (held in Paris in 2015), the COP22 (held in Morocco in 2016) and will be at COP23 in Bonn, Germany.

Art of Change 21 is a not-for-profit association, created in 2014 and registered in France. Its main partners are UN Environment and the Schneider Electric Foundation. Its patrons are artist Olafur Eliasson and social entrepreneur Tristan Lecomte.



« **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.

CONTACTS

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