

ART OF CHANGE 21



PRESENTATION



ABOUT US

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 “Le 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.

More than 60 events have been organized worldwide under the umbrella of these 2 projects, in France, India, China, Kenya, Ecuador and South Korea, to name a few. The second edition of the Conclave is scheduled for October 2017 and will aim to design the next project that will be implemented by the association.

Still in a triple dynamic, the association is an active civil society partner of the UNFCCC, and participated in COP23 in Bonn (Germany), in COP22 in Morocco in 2016 and of course in COP21 in Paris in 2015.

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.



Maskbook



Caire Game



Le Conclave

ART OF CHANGE 21: OBJECTIVES

- **BRING TOGETHER ART, YOUTH AND ENGAGED ENTREPRENEURS IN ORDER TO INFLUENCE SUSTAINABLE LIFESTYLES:**

Imagination, innovation, action and the desire to create an alternative future are complementary forces in the face of environmental crisis.

- **PUT ARTISTS AT THE HEART OF THE PROCESS.**

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

- **TO LEAD A CO-CREATIVE AND COLLECTIVE PROCESS.**

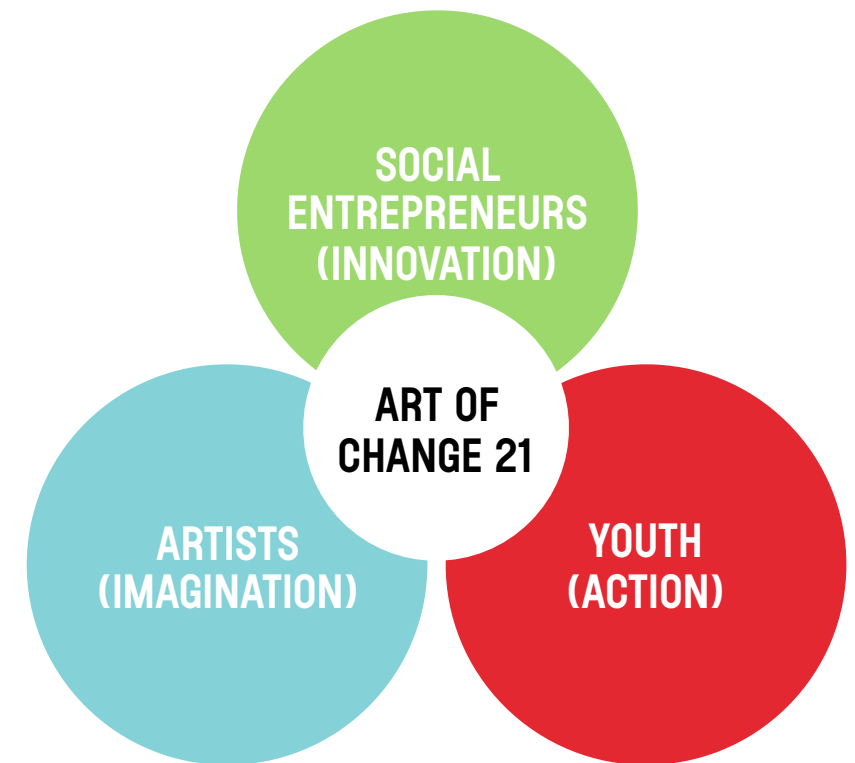
Through our work, we adopt a multidisciplinary approach that is necessary for innovation.

- **DEVELOP CREATIVITY IN ALL CITIZENS AND ENABLE THEM TO IMPLEMENT SUSTAINABLE SOLUTIONS.**

Developing one's own creative potential empowers one to be an agent of change.

“Art of Change 21 brings together the creativity and imagination of artists, the ingenuity and energy of youth and the sense of action of social entrepreneurs. It's a winning combination that has the power to contribute efficiently and positively to the fight against climate change.”

TRISTAN LECOMTE, FOUNDER OF ALTER ECO AND PUR PROJECT,
PATRON OF ART OF CHANGE 21



LE CONCLAVE OF ART OF CHANGE 21

Le Conclave of Art of Change 21 is an international event of co-creation that brings together, artists, social entrepreneurs and youth involved in the ecological transition and sustainable development from all over the world. Over a two-day period, the participants collectively imagine original actions in favor of sustainable development and against climate change, which are then implemented by Art of Change 21 in collaboration with its co-creators.

- **The first Conclave, Gaîté Lyrique Paris, 28-29 November 2014**

Le Conclave took place ahead of the Paris Climate Change Conference (COP21). Throughout the two days, they collectively imagined two original and impactful projects: Maskbook and Caire Game. Among the participants: Chinese artist Wen Fang, Kenyan entrepreneur David Kobia and contemporary visual artist Lucy Orta.

- **The second Conclave, Grand Palais Paris, 9-10 October 2015**

The second edition was supported by UN Environment. This new edition aims to harness the same creative and entrepreneurial spirit in order to create impactful actions. It brought together outstanding personalities, such as Afroz Shah, Indian Champion of the earth, Illac Diaz, founder of Liter of Light, artist Romuald Hazoume, ethical fashion designer Tiffany Pattinson etc... Together they imagined the project “Climate Being” that will be soon implemented by Art of Change 21



MASKBOOK

Born out of the Conclave of the 21 and launched in 2015, Maskbook is a unique project that links health, air pollution and climate change, using the mask as a symbol. The potentially anxiety-inducing image of the mask is transformed into a canvas upon which one can express solutions to the environmental crisis.

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.»

Serving as an international and collective work of art, as well as a call to action, Maskbook invites everyone to create a mask, in a creative and ecological way, by using materials from the circular economy or via digital creation.

Maskbook includes mask-creation workshops, exhibitions, an online portrait gallery (www.maskbook.org: available in French, English and Chinese), a mobile app and Mask-Trotter.

Mask-creation workshops have been held in India, Ecuador, China, Kenya, France, Bali amongst others.

MASKBOOK

2500+ MASKED PORTRAITS ON MASKBOOK.ORG FROM
OVER **50** COUNTRIES

70 WORKSHOPS IN **10** COUNTRIES

10 EXHIBITIONS





CAIRE GAME

Caire Game is an interactive online tool and game that enables citizens to take 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, develop new skills, 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 adapted to the Maghreb lifestyle.

Caire Game is currently being developed as a tool to promote sustainability within organizations.

The website Caire Game exists in French, English and Arabic.

CAIRE GAME

3500 PLAYERS

150 ACTIONS PROPOSED

187 TONS OF CO2 SAVED



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) organized by the UNFCCC in the years 2015, 2016 and 2017. It was selected to be in the Green Zone and had the official labels of the COP21 and COP22.

- **COP21, 2015, Paris**

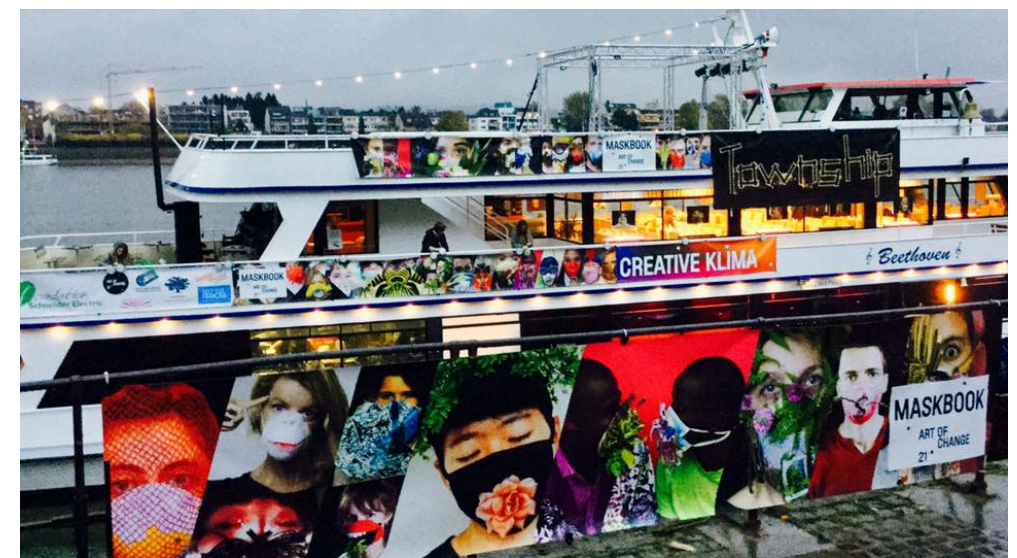
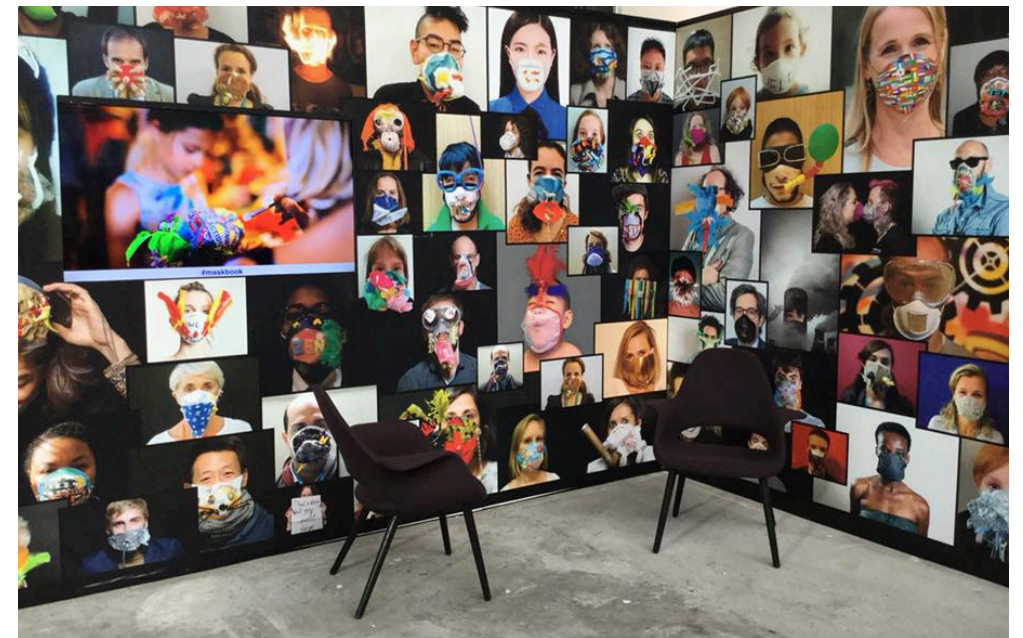
The association organized a Maskbook giant exhibition at the Grand Palais, an artistic performance with the artist Wen Fang at Le Bourget (the venue of the COP21) and an outdoor exhibition in Beijing (China).

- **BALAD_E, COP22, 2016, Marrakesh, Morocco**

Outside of the Green Zone, the association teamed up with eminent local artist Hassan Hajjaj and launched “BALAD_E,” an official COP22 side-event that united the fields of art, innovation and sustainable development with round tables, workshops, thematic bike trips into the city and exhibitions.

- **Creative Klima, COP23, Bonn, Germany**

Creative Klima offered exhibitions, conferences, workshops, debates, award ceremonies, musical programming and numerous festivities just a few hundred meters from the international conference center, on the MS Beethoven Township boat on the banks of the Rhine and at the Institut français Bonn. The Maskbook program was labeled Art4Climat by the UNFCCC & Julie's Bicycle.





“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

INTERNATIONAL TEAM



Alice Audouin
President & Founder



Marguerite Courtel
General Secretary and
Communications



Erica Johnson
Maskbook Project
Manager



Nicolas Madec
Production



Aditi Sahay
Project Manager



Arnaud Panhelleux
Production



Mohamed Aniss Elaoufir
Art of Change 21 Morocco



Karine Niego
Board Member



Guillaume Robic
Board Member

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 120 ARTICLES IN THE FRENCH AND INTERNATIONAL MEDIA

Le Monde


THE HINDU


Smithsonian
MAGAZINE

EcoWatch®


france
inter


Libération

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HUFFINGTON
POST

madame
FIGARO

onEarth The magazine of the
Natural Resources
Defense Council

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G R A Z I A

Le Point


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connaissance
des arts

socialter
LE MAGAZINE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION


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