



MASKTROTTER

MASKBOOK

ART OF
CHANGE
21

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MASKTROTTER IS THE NEW PROJECT OF ART OF CHANGE 21, BORN FROM MASKBOOK

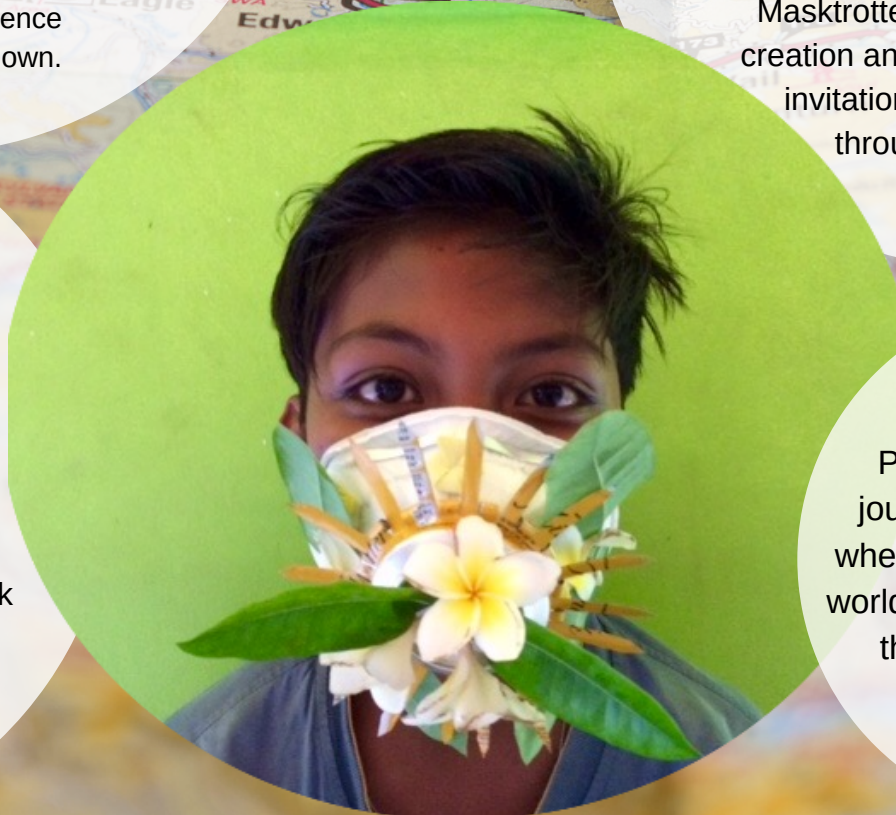
WHAT IS MASKBOOK ?

Launched in 2015 by Art of Change 21, Maskbook is a collective artwork committed to the environment. As both a participatory international art work and a mobilization action, Maskbook uses the mask as a symbol of solutions and reverses the potentially anxiety-provoking image of the mask. Maskbook is organized around workshops in which everyone is invited to make their own mask in a creative and ecological way.

Masktrotter is the more nomadic and inclusive version of Maskbook, which is now taking its independence as a project on its own.

WHAT IS MASKTROTTER?

A masktrotter is a globe-trotter or traveler who wishes to add an element of art, ecology and solidarity to their trip. Its action is to meet others and open the dialogue, with individuals whose daily realities reflects the current environmental crisis. The goal is to create with them a mask and to make their portrait, which will then be shared accompanied by their testimony on Maskbook.org.



The Masktrotter project is an agent of solidarity between populations, and especially between the major carbon emitting countries and the ones most affected by the environmental crisis. Valuable testimonials about health, climate change and air pollution are collected from people around the world, and highlighted through the online portrait gallery. Their masks can even be exhibited in large cultural and environmental events. The Masktrotter project values sharing, creation and collective action, it is an invitation to travel and sharing, through artistic creation.

FOR WHO?

Photographer or student, journalist reporter or tourist, whether at the other end of the world or at your grandparents in the depths of Gevaudan, everyone can join the adventure!

Masktrotters include travelers...

"Air pollution and global warming are common plagues to all citizens of the world, they are borderless. To share an artistic moment also allows to transgress all the differences and borders, because creativity is part of the human being."

Traveling for a month in **Bhutan**, Marie befriended Migma, a Bhutanese young woman who testified that a large part of the local population is a victim of global warming, as their glaciers are melting.



Meanwhile, Nicolas went to **Nepal and India**.

At the edge of a path at Phewa Lake in Pokhara, largely borrowed by local students, he organized his mini Maskbook workshop.

Explanatory panels that he had translated made the dialogue with the participants easier.

Back from the trip, he declared:
"By being Masktrotter I have collected incredible testimonials from people who are among the first to be impacted by pollution and global warming and who do not have the means to communicate about these issues, neither to be heard by many."

... but also globetrotters!

The Molcard brothers are travelers determined to positively impact the planet wherever they go. Since December 2018, Joseph and Raphael have traveled through Asia by bicycle, with the goal to ride 14,764 kilometers from Vietnam to France, and plant 10,000 trees along the way.

To add even more meaning to their journey, as well as more occasions to share with locals they meet along the way, they decided to join the Masktrotter network and implement upcycling across borders. They started by organizing a collective workshop in a cultural coffee shop in Vietnam, that reunited a dozen of participants of several nationalities.



Adventurous souls, Apolline and Mathilde are business school students who, motivated by their desire to act against the pollution that they felt every day a little more in their daily lives, decided to bring their personal touch to the protection of the planet and life on Earth, by setting up their own solidarity project through Asia, the most polluted continent. The Bike to Act duo was born! They left for five and a half months across Asia, with a program that is as useful as it is enriching: sensibilizing the local populations to the respect of environment, but also organising waste collections, and promoting ecotourism. They have already created their own masks, representing their message: everyone can act responsibly against the environmental crisis! !

Making Maskbook masks is about:

Do It Yourself (DIY), upcycling as well as traditional and artistic craftsmanship (sewing, embroidery, carpentry, painting, modeling...). The creation also introduces **circular economy** (upcycling, recycled materials...). The ingredients come from local sources: waste!
So you contribute to cleaning the places you visit!

The Masktrotter kit mainly includes tools to stick the ingredients together. You can either make your own kit or we can provide you with one before you leave to your exciting journey.

My Masktrotter kit includes :

- scissors
- wire
- glue
- paperclip
- brushes, pencils
- sewing kit
- anti-pollution masks
- waste is picked up along the way!



BECOME A MASKTROTTER !

You have a camera and are motivated to meet new people?
Don't hesitate anymore!

You can join the masktrotters community by contacting us at:
maskbook@artofchange21.com

The team of Art of Change 21 will provide you a **mini guide** with more detailed information about the organisation of Maskbook workshops, even in case of impromptu encounters in the middle of the jungle!

Examples of questions from your mini guide, to start a dialogue on environmental issues :

- *What does climate change mean to you?*
- *How does your environment affect your health? Regarding your daily life do you take any steps to consider the environment? In your consumption of resources or goods? In the way you deal with waste?*
- *What do you think is the number one thing we can do to resolve these problems?*

IN THE FIELD : SUMMARY IN 5 STEPS

- 1) **Dialogue** : start a discussion on environmental issues
(cf example of questions in the mini guide)
- 2) **Collect the testimony** of your interlocutor
- 3) **Creation** of your mask(s) together
- 4) **Portrait photography** of the person with their mask
(cf photography advices in the mini guide)
- 5) **Sending** us everything (photo, testimony)
and that's it!

We will then make sure to share and promote your experience.

"Masktrotter allows dialogue about urgent issues like global warming. The creativity and the need to express oneself on these topics is universal; creating a mask together allows to overcome the obstacles of communication and to quickly build a joyful and optimistic movement, based on sharing and learning from each other, to face this borderless environmental crisis."

Pierre de Vallombreuse, patron of Masktrotter, is a traveler and worldwide renowned photographer specialized in tribal people.



MEANWHILE... AND AFTER YOUR TRIP

Art of Change 21 follows its masktrotters throughout their journey. The organisation commits to:

- promote them on social media
- publish articles about them on the website (www.maskbook.org)
- add the new portraits made to the online gallery
- include the masktrotters in the exhibition programs
- invite them to speak during events organised by Art of Change 21 or in which the organisation participates...
- And very soon, the big annual masktrotters party!

WHO ARE WE ?

Art of Change 21 unites contemporary art, creativity and environmental issues (global warming, air pollution, waste). Launched in Paris in 2014 in the perspective of COP21, the association highlights the role of artists and creativity as accelerators of ecological transitions, and already held actions in more than 20 countries.

Art of Change 21 has an international team. Its patrons are artist Olafur Eliasson and social entrepreneur Tristan Lecomte. Its financial partner is Schneider Electric Foundation and its institutional partner is UN Environment.

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