



MASKBOOK

ART OF
CHANGE
21

PRESENTATION

Maskbook is a project of the **Art of Change 21** association on a major issue: the link between health and the environment.

Maskbook is both a global **collective work of art** and a **campaign** against air pollution, global warming, pandemics and waste.

Maskbook brings together thousands of international contributors around a strong symbol, the anti-pollution mask.

Through Maskbook, everyone is invited to create a mask from waste in a **creative and ecological** way.

Participation in the project can be done either individually via the Internet, in group workshops, or as part of Masktrotter.

The most beautiful Maskbook portraits are highlighted on the online gallery [Maskbook.org](https://maskbook.org) and are exhibited internationally.

Maskbook was born in 2014 on the occasion of the first "Conclave" of Art of Change 21, in collaboration with the Chinese artist and photographer **Wen Fang**, who is responsible for the name: "In China, Facebook is banned. Since we all wear pollution masks, if Facebook existed, it would be called Maskbook."

Maskbook has been chosen by the **UN Environment** to launch **World Environment Day 2019**.

Maskbook's institutional partner has been the **UN Environment** since 2016 and the **Schneider Electric Foundation** is its main partner.



The Earth will
experience a
possible
increase of
+ 5 ° C in
2100

Only 19% of
the waste is
recycled or
composted

Air pollution
kills 9 million
people each
year



KEY FIGURES

THE 1000 MOST BEAUTIFUL
MASKED PORTRAITS ARE
EXHIBITED IN
THE ONLINE GALLERY
MASKBOOK.ORG

MORE THAN 6000
PARTICIPANTS FROM MORE
THAN 50 COUNTRIES

NEARLY 200 WORKSHOPS IN
OVER 20 COUNTRIES

10 PHOTOGRAPHERS
PARTNERS OF THE PROJECT

20 INTERNATIONAL
EXHIBITIONS



WORKSHOPS

From China to Kenya, through Ecuador and South Korea, around two hundred **mask-making workshops** were held, attended by **thousands of participants**.

Maskbook workshops are aimed at the general public and are organized in a wide variety of places: museums, businesses, universities, villages, international events, public gardens, shopping centers, festivals, etc.

They are open to everyone and free. Their principle is simple: each participant is invited to **create a mask from waste (upcycling principle)** previously harvested (on a beach in Ghana, in a textile workshop in Kenya or simply in the participant's basket...)

The participants are then photographed and fill out a form where they indicate their solution.

The workshops are organized with **local partners**, specialized in art and / or the environment. For example: Plastic Punch (Ghana), Kurka Vodna (Poland), Point Culture (Belgium), Swechha (India)....

Selection of workshops:

INDIA

Bengaluru Fantastic Festival
Jagriti Yatra,
Foundation School

GHANA

Madolly School
New Ningo
Sunflower School.

POLAND

City of Gardens
Dobry Klimat
Fine Arts Academy

FRANCE

Festival Atmosphères 2019
Festival We Love Green 2017,
2018, 2019
Marathon de Paris 2017
Université Sorbonne Paris 2017
Grand Palais-Solutions COP21

CHINA

Beijing Design Week 2015
Tianjin University
We Belong Forum China

SOUTH JOREA

Daegu Photo Biennale

MOROCCO

Forum de la mer El Jadida
Café Clock Marrakesh
Riad Yima

BELGIUM

Point Culture Bruxelles, Namur,
Charleroi...

KENYA

Kangemi Ressource Center
Siège de l'ONU Environnement

ECUADOR

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



Maskbook allows everyone to organize a mask creation workshop by providing all the necessary information and tools: video tutorial, guides, etc



IMPACT OF WORKSHOPS

Art of Change 21 measures the impact of the Maskbook workshops based on questionnaires sent to workshop participants.

Maskbook stands out as a great way to unite, unite, raise awareness and give optimism: at the end of a Maskbook workshop, everyone feels they are agents of change!

Maskbook is particularly successful among young people under 30 who represent around 68% of Maskbook participants with 22% between 40 and 60 years old.

Statistics also show that participants in Maskbook workshops appreciate first and foremost the fun side of the workshops but also the opportunity to work collectively (95%).

At 78%, participants also explained that they appreciated being able to give free rein to their creativity and 72% to learn more about environmental problems.

Finally, 55% say that the workshops caused a change in their behavior towards the environment.

The Maskbook workshop made 56% of the participants more optimistic about their possibility as a citizen to act in the face of environmental problems.

To the question "to what extent has Maskbook influenced your behavior in favor of the environment or favor an eco-gesture?" ". Participants say they are 42% highly influenced and 42% relatively influenced.

Finally, after having practiced upcycling during a Maskbook workshop, 50% of the participants express a desire to continue practicing it!

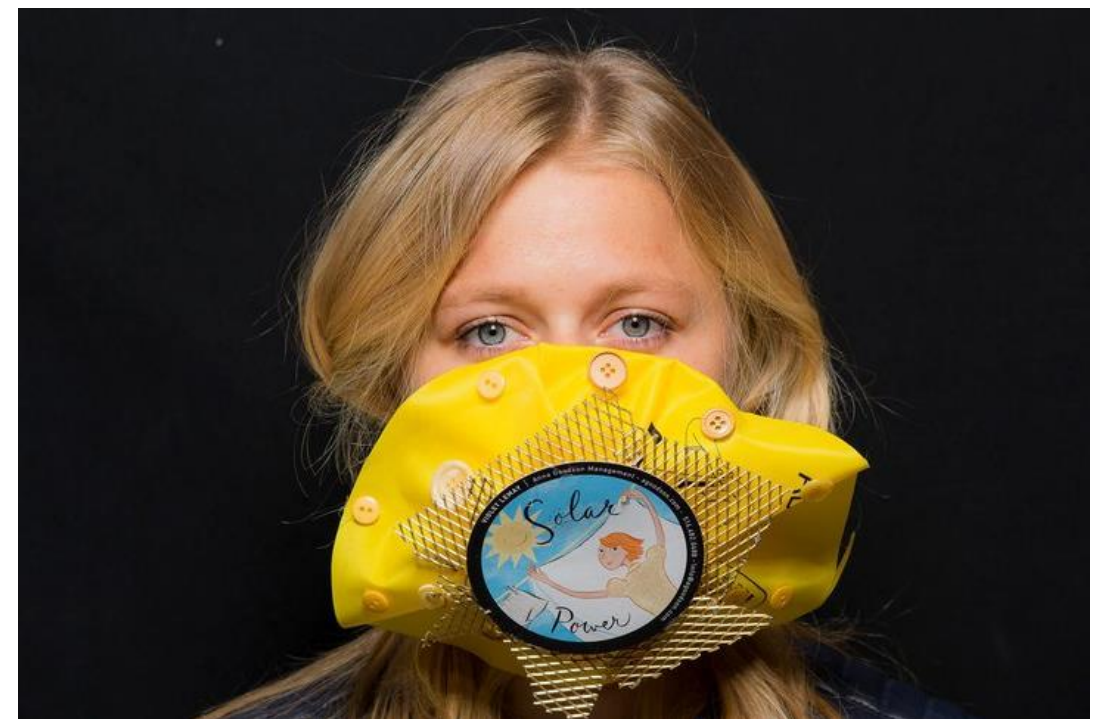
"By designing and implementing popular and accessible projects, art reveals everyone's resources: each of us has the opportunity to create and therefore to change."

Alice Audouin, Founding President of Art of Change 21.



Develop
creativity
and discover
upcycling
through art

Raising
awareness
of air
pollution
and waste



THE EXHIBITIONS

The most beautiful portraits of Maskbook are **exhibited around the world**, both in the context of major cultural and ecological events and in emblematic places.

FRANCE (selection): Grand Palais; University of Paris 1 Panthéon Sorbonne; La Recyclerie Paris; Climate Generations, Le Bourget...

INTERNATIONAL (selection): Daegu Photo Biennale, South Korea; University of Edinburgh, Scotland; The Gallery, Hong Kong; Habitat III, Quito, Ecuador; Angkor Photo Festival, Cambodia; Café Clock Marrakech, Morocco; French Institute, Bonn, Germany; French Institute in Beijing, China; Art minus 1, Katowice, Poland...



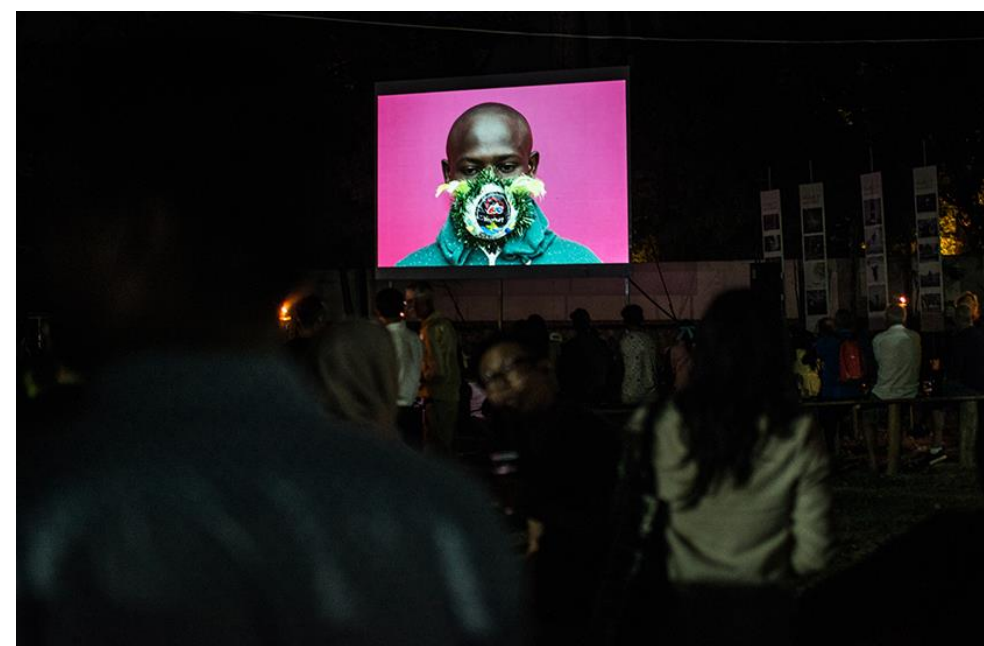
Grand Palais, Paris, France



Sigourney Weaver visiting the exhibition at La Galerie, Hong-Kong



Daegu Photo Biennale, South Korea



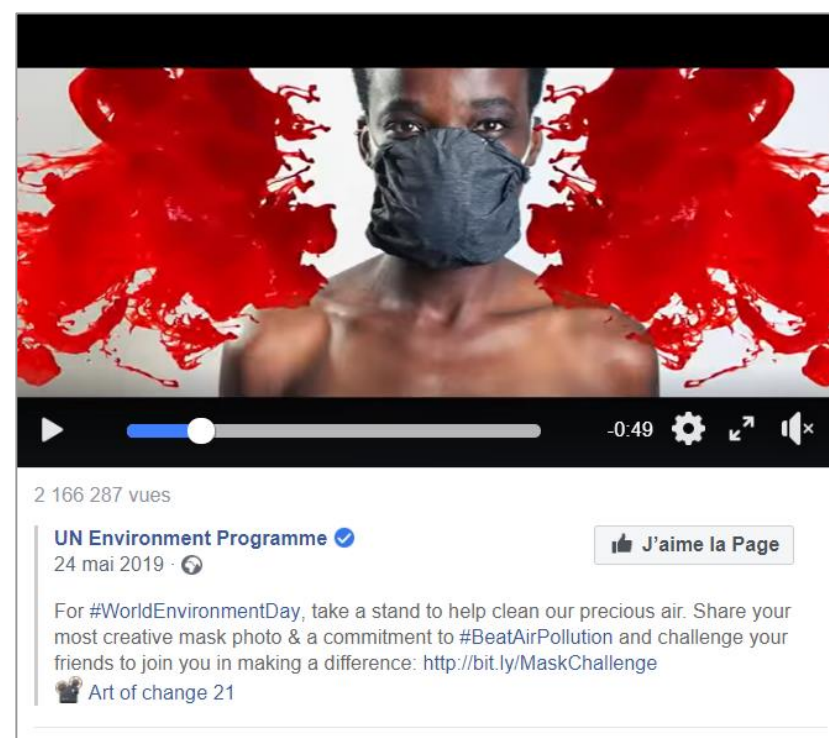
Projection, Angkor Photo Festival, Cambodia

WORLD ENVIRONMENT DAY 2019

Maskbook has been chosen by the **UN Environment** to announce World Environment Day 2019 on the theme of air pollution.

A specific video produced in collaboration with the Chinese artist **Wen Fang**, co-initiator of Maskbook, was broadcast on the screens of NYC (Times Square), London (Piccadilly Circus), Rabat, Santiago, Mexico... in Milan transport, Oslo, and on UN Environment social media.

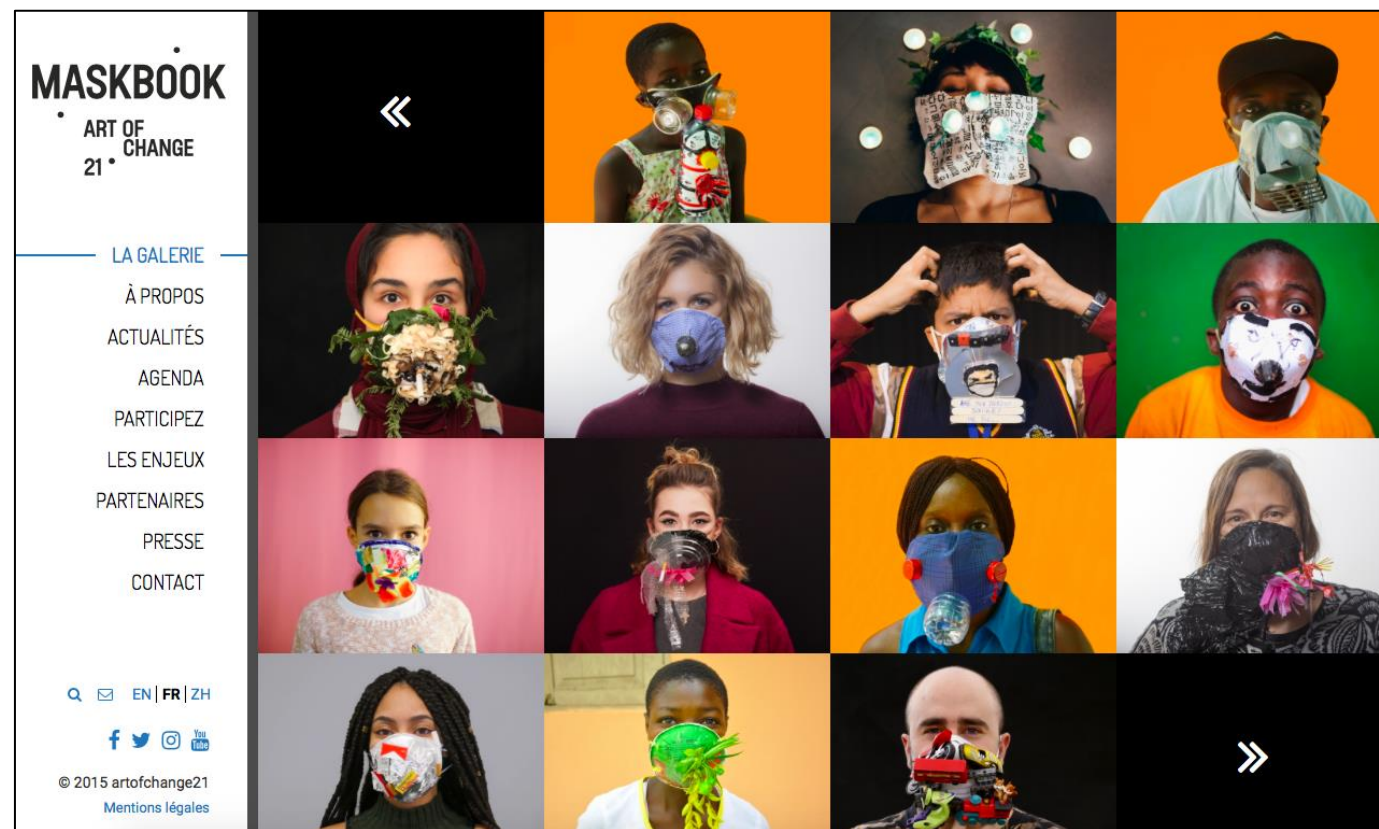
Millions of passers-by and Internet users have been affected.



THE ONLINE GALLERY

The international online gallery Maskbook exhibits the 1000 most beautiful masked portraits from more than 50 countries.

It is available in three languages (French, English and Chinese) and is suitable for tablets and mobiles.



Architect, artist, scientist, environmental player, internationally renowned, they participate in Maskbook: the Japanese architect Tadao Ando, the climatologist Valérie Masson-Delmotte, the American architect Jeanne Gang, the Egyptian actress Shahira Fahmy, the Prince Louis Albert de Broglie, creator William Amor, Nicolas Hulot, architect Ken Yeang, artist Lucy Orta....



MASKTROTTER

Launched in 2017, **Masktrotter** is a component of the Maskbook action.

The Masktrotters are globetrotters who carry the Maskbook project in their luggage. They offer Maskbook workshops as they meet around a dialogue on health, global warming and air pollution.

The Masktrotter project has values of **inclusion, solidarity, creation and collective action**, it is an invitation to travel and meet through artistic creation.

Maskbook gives a voice to people living in the most remote regions and sometimes without the Internet and often the first to be impacted by the environmental crisis.



Pierre de Vallombreuse, sponsor of Masktrotter.

The Badjaos of Borneo, affected by climate change, participated in Maskbook thanks to the action of the famous French photographer Pierre de Vallombreuse, specialist in early peoples, who created with them their digitally masked portraits.

"My journey took on even more meaning with the Maskbook workshops. I was quite amazed and moved by the children's awareness of environmental issues, the creativity of each participant and the discussions that these workshops fostered."

Lucie Babin, one month Masktrotter in Thailand in 2019



"If I had not been a Masktrotter, I would not have known how much the inhabitants of Kathmandu are impacted, and I would not have made the link with my own way of life, because it is he who created all these problems. It accelerated my awareness. "

Nicolas Madec, Masktrotter in Nepal in 2018



Masktrotter is part of the **Bike to act project**, a six-month bicycle trip in Asia around solidarity and the environment, initiated by two students in 2017. A second pair of committed cyclists has been on the roads since January 2019 with his Masktrotter Kit!

MASKBOOK IN MEDIA

Maskbook is regularly present in the French and international press.



THE
HUFFINGTON
POST



EcoWatch®

onEarth

The magazine of the
Natural Resources
Defense Council

Diário de Notícias

greenreport.it
quotidiano per un'economia ecologica

INQUIRER.net

E L L E

madame
FIGARO

Le Monde.fr



Télérama'

ELLE
عربية



socialter
LE MAGAZINE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION

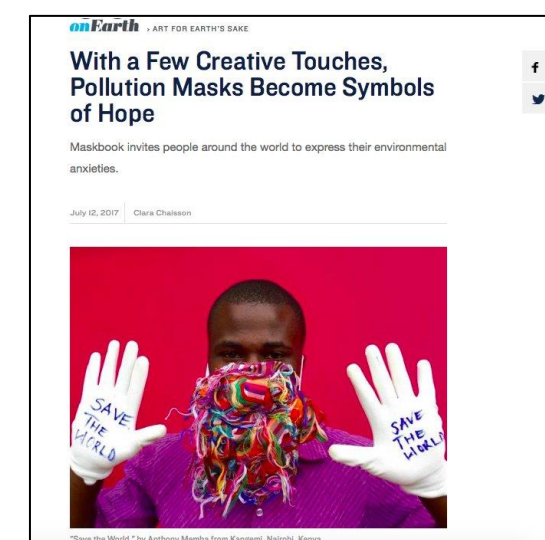
GRAZIA

up NAIROBI

Le Point



connaissance
des arts





PARTNERS

Principal Partner



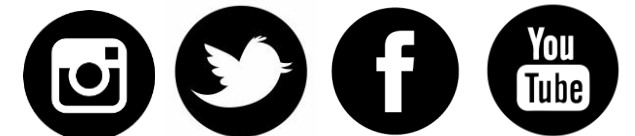
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