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 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.
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
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
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.
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

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 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....
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.

“...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!

“...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
Maskbook is regularly present in the French and international press.
PARTNERS

Principal Partner

Institutional partner

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