



A PROJET BY ART OF CHANGE 21 AND THE UN ENVIRONMENT



**THE SECOND CONCLAVE  
OF ART OF CHANGE 21  
OCTOBER 8-9, 2017  
GRAND PALAIS, PARIS, FRANCE**

MAIN PARTNER: THE SCHNEIDER ELECTRIC FOUNDATION

# AN INTERNATIONAL MEETING BASED ON ECO-CREATION

The Conclave of Art of Change 21 is an unprecedented event that brings together **21 artists, social entrepreneurs and youth involved in the ecological transition and sustainable development**. Over a two-day period, the « 21 » collectively imagine an original action that supports the environment. This action is then implemented by the association Art of Change 21.

## OBJECTIVE

Brainstorm and pop out different ideas of original and positive actions in order to creatively mobilise the general public in favor of sustainable development and against climate change.

## ORIGINALITY

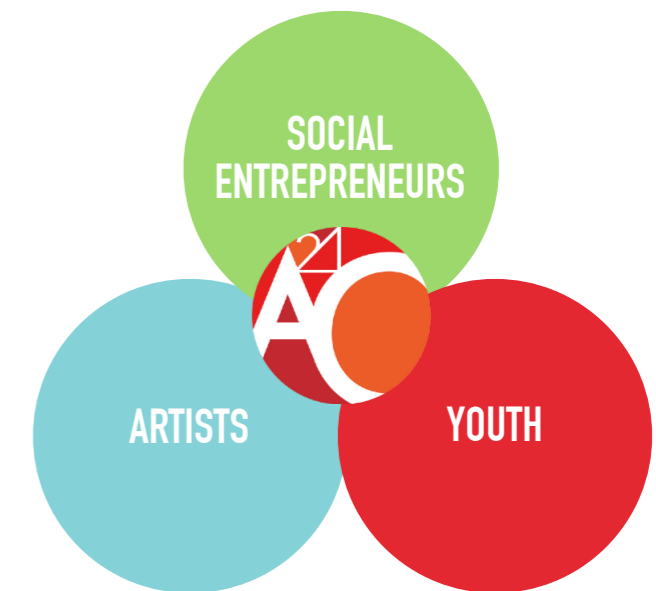
Bringing together three different and complementary groups of participants, trailblazers and and leaders of the post-carbon world. Artist's imagination meets with the action-oriented experience of entrepreneurs, both infused with the propelling force of eco-innovative youth. The joining of these three groups leads most certainly to the creation of unprecedented actions.

## METHOD

A multidisciplinary approach with multi-stakeholders and based on co-creation. With a **collaborative approach**, the "21" design actions together. At the end of the two days, they decide unanimously on the action that is to be conceived. The Conclave is a closed session, without any external observer.

With the Conclave, Art of Change 21 is changing the face of citizen mobilization, making it more creative, cheerful and participative, **spreading optimism in the fight against global warming**.

Le Conclave was created by **Art of Change 21** in 2014. The second edition of the Conclave will take place in Autumn of 2017. The Conclave of Art of Change 21 takes place **every 3 years**.



## THE FIRST CONCLAVE IN 2014

The first Conclave of Art of Change 21 took place on the occasion of the **COP21** (the UN's 21st annual Conference of the Parties on Climate Change), one year before the big event, at the **Gaîté Lyrique** in Paris at the end of **November 28-29, 2014**.

**Twenty-one selected participants from over five continents**, each inspirational and committed to environmental and social causes, travelled from their respective countries (China, Brazil, New Zealand, Bahrain, Canada, Egypt, Kenya, USA, UK, and France) to meet and collectively imagine innovative actions. The meeting was hosted in English by **Stéphane Riot**, pioneer of co-creation methods and by **Alice Audouin**, founding president of Art of Change 21. Group harmony was also guaranteed thanks to coach **Anita Barankovitch**.



Key players in the fields of sustainability and culture also contributed to the Conclave in the form of dedicated workshops.

The outcomes of the Conclave were two action-oriented projects- **MASKBOOK** and **CAIRE GAME**- both of which were launched on an international scale and reached out tens of thousands of people. In addition, the projects were also present at key climate events -COP21 in Paris and COP22 in Marrakech, Morocco.

The **presse** heavily covered the event and its following actions. Over 90 articles were published in major international and French news outlets: Le Monde, Huffington Post... Two films were shot during the Conclave, including interviews of the participants.

The first Conclave was supported financially by the **French Ministry of Foreign Affairs, LVMH, Groupe CDC, Greenflex** and **Orange**. It obtained the COP21 label and benefited from the patronage of the French Ministry of Culture and Communications.

# THE CAST OF THE FIRST CONCLAVE

## SOCIAL ENTREPRENEURS



Tariq Al-Olaimy  
3BL  
Bahrain



David Kobia  
USHAHIDI - BRCK  
Kenya



Cédric Carles  
SOLAR SOUND SYSTEM  
France



Luhui Yan  
CARBONSTOP  
China



Ben Knight  
LUMIO  
New-Zealand



Frédéric Bardeau  
SIMPLON  
France

## ENGAGED ARTISTS



Lucy Orta  
UK



Opavivará ! Colectivo  
Brazil



Filthy Luker  
UK



Nathalie Jeremijenko  
USA



Laurent Tixador  
France



Wen Fang  
China



Yann Toma  
France



Pierre de Vallombreuse  
France

## YOUNG ECO-MINDED LEADERS



Linh Do  
THE VERB  
Australia



Juliette Decq  
CLIMATES  
France



Mariam Allam  
AYICC  
Egypt



Wang Tian Ju  
GREENOVATION HUB  
China



Slater Jewel-Kemler  
MOVIE DIRECTOR  
Canada



Charles Adrien Louis  
AVENIR CLIMATIQUE  
France

A black and white photograph of a man with short dark hair, smiling. He is wearing a dark scarf, a light-colored trench coat with a shoulder strap, and dark pants. He is standing in a doorway with a window behind him that has horizontal blinds.

**« A UNIQUE INTERNATIONAL EVENT WHERE I MET  
EXCEPTIONAL PERSONALITIES IN THE FIELDS OF THE  
ENVIRONMENT, TECHNOLOGY AND THE ARTS. »**

**LUCY ORTA**

A color photograph of a woman with long blonde hair, wearing a blue denim jacket. She is leaning over a table, focused on painting a colorful floral design on a piece of paper. There are other papers and a small container on the table. The background is a rough, stone wall.

**« AN EXCITING EXPERIENCE, WITH PEOPLE FROM  
ALL OVER THE WORLD, SHARING A DESIRE TO  
ACT TOGETHER FOR THE ENVIRONMENT »**

**PIERRE DE VALLOMBREUSE**

## THE SECOND CONCLAVE, 2017

After the success of the first edition, Art of Change 21 is organizing with the UN Environment a second Conclave this fall at the Grand Palais in Paris, October 8-9, 2017, with the goal of creating a new, positive action that incites change for sustainable development.

This meeting will once again unite 21 changemakers from across the globe : 1/3 artists, 1/3 entrepreneurs, and 1/3 eco-minded youth leaders, chosen for their artistic or entrepreneurial talent, their innovative approach or their involvement in sustainable development.

The rules of the game will remain the same : two days of closed-session, collaborative creation workshops resulting in a decision won by unanimous vote by all « 21 ». One small change : **only one idea will be selected.**

Over two days, the Conclave will consist of a lively program of co-creativity and brainstorming, and will be hosted by professionals in collaboration and collective creation.

The action chosen by the 21 will be announced at the end of the Conclave and implemented by Art of Change 21, in collaboration with its co-creators.

The main partner of the second Conclave is the Schneider Electric Foundation.



# MASKBOOK, A PROJECT BORN FROM THE FIRST CONCLAVE

MASKBOOK was born out of a workshop during the Conclave in which Chinese artist **Wen Fang** humorously stated : « *In China we don't have Facebook, but if we did, it would be called MASKBOOK, since we all wear anti-pollution masks.* »

MASKBOOK, because of its **universality** was the unanimous choice of all 21 participants.

**Presenting the Idea** - Take the potentially anxiety-inducing image of the mask and flip the script : allow it to become a means of expressing solutions for the environment. Open the idea to all publics, the idea being based on the principle of inclusion, to create a mask in a creative and ecological way, either digitally or by using materials derived from the circular economy, in order to assemble an immense portrait gallery. Create unprecedented awareness on the link between health, air pollution and climate.

**Implementing the idea, by Art of Change 21** - Art of Change 21 launched MASKBOOK internationally in 2015, just ahead of the COP21. It was immediately a success. Just one year later MASKBOOK brought together thousands of people through its comprehensive four-part action plan : Maskbook workshops (more than 60 have taken place across the world), exhibitions, an online portrait gallery and a mobile app. More information is available at [maskbook.org](http://maskbook.org).



Wen Fang during a co-creativity work session









« 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**



## ART of CHANGE 21

artofchange21.com



### CONTACTS :

Elise Rucquoi

Project Manager

[elise.rucquoi@artofchange21.com](mailto:elise.rucquoi@artofchange21.com)

+33(0)679775736

Alice Audouin

President, Art of Change 21

[alice.audouin@artofchange21.com](mailto:alice.audouin@artofchange21.com)

+33(0)663542179