

LAUNCH OF THE COVID-19 SPECIAL MASKBOOK CAMPAIGN BY ART OF CHANGE 21

Paris, 20 April 2020: Maskbook, an action by the association Art of Change 21, mobilizes the creativity of artists and citizens globally since 2015 on the link between health and the environment, using the protective mask as its symbol. Art of Change 21 and the Chinese artist Wen Fang, co-creators of Maskbook, have already taken many actions on air pollution. Now they are launching the COVID-19 Special Maskbook campaign to build-up the largest international gallery of creative, masked portraits on the theme of COVID-19. Hundreds of participants are already contributing, both in China and around the world. The aim? To combine creativity and environmental challenges. A large touring exhibition will be organised post-pandemic.

MASKBOOK, THE ONLY GLOBAL ART ACTION ON THE LINK BETWEEN HEALTH AND THE ENVIRONMENT

Launched during COP21 in 2015, Maskbook seeks to raise public awareness of major health and environmental issues (air pollution, global warming, pandemics), using the protective mask as its symbol. With Maskbook, the potentially stressful image of the protective mask is transformed into a symbol of optimism and commitment. The action is about truly collective art, with masked portraits from all over the globe. Nearly 200 collective Maskbook workshops to create masks have been organised in over 20 countries worldwide (India, Ecuador, South Korea, China, Kenya, Germany, Ghana, France...), implementing the circular economy. Each mask is a personal creation, made from recycled materials or digitally. The online gallery of masked portraits – Maskbook.org – showcases the 100 most striking portraits.

Today, Covid-19 is revealing the link between health and the environment on an unprecedented scale. The current crisis is confronting and connecting humanity and biodiversity. The consumption and trafficking of wild animals are the core challenges of this ongoing pandemic. In response, the co-creators of Maskbook – Art of Change 21 and the Chinese artist Wen Fang – have joined forces to launch the COVID-19 Maskbook campaign. to bring together the largest international gallery of masked, creative and committed portraits on the theme COVID-19.



Selection of masks: 'And God created Zoonosis', Alice (Paris, France); 'Western Supremacy', Lamyne (Saint-Denis, France); 'Defense army', Hu (Chengdu, China).

COVID-19 SPECIAL MASKBOOK CAMPAIGN – HOW TO TAKE PART

Simply unleash your creativity and make a unique masked portrait. Also, share your solution to the current health and environmental crisis.

All the details are on Maskbook.org, in the 'Special COVID-19' section.

www.maskbook.org/fr/special-covid-19

The mask must be created based on circular economy principles, i.e. using waste materials (or those to hand at home) or digitally. What does this pandemic reveal? What 'post-pandemic' world do you want to live in? There are so many starting points for self-expression! Join us to enrich an international portrait gallery committed to ecological and social change.

PLEASE NOTE: it is an artistic and not a sanitary approach! These are not masks to protect you against the virus. During this pandemic, real protective masks are reserved for frontline workers. You must make your own artistic mask (using paper, cardboard, fabric...).

Family portraits are welcome. Given the confinement situation, Maskbook has made an exception to its rules: participants can also create portraits of couples, families or roommates confined together.

The gallery on Maskbook.org will showcase the most striking portraits from the COVID-19 campaign. After the pandemic, the MASKBOOK COVID-19 portraits will then be displayed as part of a touring exhibition. Art of Change 21 is currently in discussion with several prominent venues.



*The COVID-19 Special Maskbook campaign in China, led by artist **Wen Fang**, co-creator of Maskbook, and her new collective Windowfish Artist. Hundreds of participants have expressed themselves through masked portraits and messages on Chinese social media.*

ABOUT: linking art and the environment, Art of Change 21 highlights the role of artists and creativity as drivers of ecological change. Collective and participative actions, exhibitions... the association takes international initiatives aimed at the general public. Founded and chaired by Alice Audouin, it is sponsored by Olafur Eliasson and Tristan Lecomte. Schneider Electric Foundation is the main partner; UN Environment and the French Office for Biodiversity are institutional partners.

www.maskbook.org

www.artofchange21.com

MASKBOOK COVID-19: <https://www.maskbook.org/en/special-covid-19>

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