

ART OF  
CHANGE  
21 •



# ACTIVITY REPORT 2019



# SUMMARY

<b>FOREWORD</b> .....	<b>03</b>
<b>2019, A YEAR FULL OF TWISTS AND TURNS</b> .....	<b>04</b>
<b>GENERAL PRESENTATION</b> .....	<b>06</b>
<b>1/ MASKBOOK</b> .....	<b>07</b>
<b>Actions in France</b> .....	<b>08</b>
Workshop and March for Climate, Lyon.....	08
Workshop and Marche du Siècle, Paris.....	09
Workshop and exhibition, Sorbonne School of Art.....	10
Workshop, Marbrerie for Solimarket, Montreuil.....	11
Plogging and Workshop, Issy-les-Moulineaux.....	11
Workshop, Fredd Festival, Toulouse.....	12
Workshop, National Student Meetings, Paris.....	13
Exhibition, European Foundation Week Exposition, Paris.....	13
Workshop, Festival We Love Green, Paris.....	14
Workshop, Who's Next X Impact X Crushon, Paris.....	15
Workshop, Recall Start-Up Launch.....	16
Exhibition, Annemasse Mjc Centre, Paris.....	16
Workshop at Festival Atmosphères, Courbevoie.....	17
<b>International Actions</b> .....	<b>18</b>
World Environment Day.....	18
Workshop, Sail to the Cop.....	19
Release of a Spanish Tutorial to Promote Independent Workshops in Hispanic Countries.....	19
Workshop, COP25, Car-Inland, Madrid.....	20
Workshop, COP25, Caixa Forum, Madrid.....	21
<b>Maskrotter</b> .....	<b>22</b>
<b>2/ CLIMATE BEING</b> .....	<b>23</b>
<b>3/ COP25 ACTIONS</b> .....	<b>26</b>
Actions in Madrid.....	27
Actions in Santiago, Chile.....	27
<b>4/ OFB PARTNERSHIP LAUNCH</b> .....	<b>29</b>
<b>5/ COMMUNICATION AND PRESS</b> .....	<b>30</b>
Interventions by Art of Change 21.....	30
Social Media.....	31
Newsletters.....	32
Press Coverage.....	33
<b>6/ TEAM AND BOARD</b> .....	<b>34</b>
Board.....	34
Patrons of the Association.....	34
2019 Team.....	34
<b>7/ PARTNERSHIPS AND FUNDING</b> .....	<b>35</b>
Partners in 2019.....	35
Budget.....	36

# FOREWORD

**In** our 2019 activity report, we express our frustration at having been stopped in our activity tracks with the cancellation of COP25 in Chile... I can't help comparing this event with the coronavirus crisis we are experiencing today; our major projects being put on hold as I write these lines. Was 2019 a taste of 2020 to come?

In 2019, Art of Change 21 was able to skillfully adapt and bounce back. Our 2020 report will reveal how today we are capitalising on this experience, to find the ways and means of moving forward in the current context. Coping with the full force of the consequences of a global environmental and social crisis, which is now disrupting international agendas, now more than ever our team is developing hyper adaptive qualities in the face of an uncertain and dysfunctional world. We feel ourselves to be more agile than others and better equipped to handle the current situation because art and creativity are the very means of overcoming obstacles. Artists know how to enlighten in times of uncertainty; they have always been our guides.

Alice Audouin  
President of Art of Change 21



# 2019, A YEAR FULL OF TWISTS AND TURNS

**T**he year 2019 was marked by a sudden and unexpected event: the cancellation of the 25th Conference of the Parties on Climate (COP25) in Chile. For Art of Change 21 this was a huge blow; COP25 was the most important project of our year. We had already worked intensively for six months, set up partnerships with major players in innovation, art and the environment in Chile, and together with them drawn up a great programme, in three different locations in Santiago de Chile that included the COP25 green zone! COP25 moved late to Madrid, our team then mobilised all its resources to organise our presence here in less than a month! Finally, we succeeded once again in bringing the specificity of Art of Change 21 to the COP, namely: the link between art, major environmental issues, and innovation, as well as bringing together artists and social entrepreneurs. Furthermore, we also maintained a good many actions undertaken in Chile, our Chilean partners ensuring the actions on the spot in Santiago. We are extremely proud of having achieved this double: two actions simultaneously in two countries! Our carbon footprint was thus reduced, which is a good thing, since our team also chose to travel to Spain by train.

A second key event marked our year: Climate Being. Inspired by the manifesto of the same name that emerged during the 'Conclave' organised in 2017, Climate Being is an activist and artistic action officially welcomed in June by Art Basel, the main international fair for contemporary and modern art in Europe. This was the first time a global warming awareness performance was programmed at the heart of Art Basel. It was entirely designed and 'performed' on site by young members of our association and art school students. Many testimonies were collected on the spot, demonstrating the importance of 'raising awareness in the field of art'. It made the cover of the famous Artnet magazine!

Regarding our Maskbook project, which has existed since 2015, the year was extremely rich and here again we had a nice surprise. Maskbook was selected by UN Environment to launch World Environment Day (5 June 2019) on the theme of air pollution. A video, under the artistic direction of Chinese artist Wen Fang, was widely disseminated on social networks and in major squares in capital cities (Times Square, Piccadilly Circus...) by UN Environment, obtaining no less than 2.4 million views on Youtube!

After numerous international workshops in previous years, in 2019 we determined to act on a more national level, with workshops and exhibitions programmed mainly in France: march for the climate in Lyon, the Marche du Siècle in Paris, the We Love Green festival... meeting with great success.



2019 was also the year our association integrated biodiversity more forcefully into its action topics. Art of Change 21 signed a partnership with the OFB, the French Office of Biodiversity (formerly Agence Française pour la Biodiversité, AFB) around a major project: organising an exhibition of contemporary art on the theme of biodiversity, at the next IUCN World Congress in 2020 (postponed to January 2021 because of the coronavirus crisis). To be continued!

In 2019 our team included some fine profiles, like Lorena Hernandez, a Colombian eco-artist who has lived in France for 10 years, or the student Emma Spencer, already specialised in the link between art and the environment through her art history studies. In total in 2019, our team comprised two civic contracts, two interns, and three freelance project managers. We can't wait to be able to offer a permanent contract! In 2020, perhaps?

In January 2019, Marguerite Courtel left the association, where she had worked with us as general secretary for two years. Dynamic, international, with a true understanding of the field and skilled in many communications tools, Marguerite contributed to developing our association. In 2019 we welcomed the arrival of Cécile Lochard, a well-known figure in the field of sustainable development, as treasurer.

Art of Change 21 is pleased to still have on board the Schneider Electric Foundation as its main partner for the fifth year, and UN Environment as institutional partner of the Maskbook project for the fourth year.

Full of surprises, twists and turns, this year has taught us how to react even better.

To bounce back and adapt... a good learning experience for taking action in an uncertain world!



# GENERAL PRESENTATION

## ART OF CHANGE 21



Art of Change 21 was the first association to link art and major environmental issues (global warming, air pollution, waste).

Since its creation in Paris in 2014, in the run-up to COP21, Art of Change 21 has accelerated the role of artists and creativity in the ecological transition and acted on an international level. Workshops, exhibitions, events, collective and participatory actions, meetings, the production of artworks, multimedia materials... the association follows many courses of action aimed at the general public. Big names in contemporary art contribute to the association's projects and events. In addition to its patron Olafur Eliasson, the association has already mobilised committed and internationally recognised artists: John Gerrard, Minerva Cuevas, Wen Fang, Romuald Hazoumé...

Art of Change 21 is a non-profit association (1901 law), founded in Paris by Alice Audouin, pioneer of the link between art and sustainable development.

### **Art of Change 21 has several lines of action:**

- **Maskbook:** the association's flagship project centred on the link between health and the environment, placing creativity and art at the heart of its approach.
- **COP Climate:** every year during these summits, Art of Change 21 organises landmark events bringing together art, innovation and environmental issues.
- **Climate Being:** a manifesto on the link between humans and the climate, the first action in the form of a silent artistic performance took place at the Art Basel fair in 2019.
- **Cairo Game:** launched for COP21, this project continued without developments in 2019 and will not be mentioned in this report.

**Art of Change 21 includes a team based in Paris, as well as many international correspondents.**

**Art of Change 21's patrons are the artist Olafur Eliasson and social entrepreneur Tristan**

**Lecomte. Art of Change 21's main partner is the Schneider Electric Foundation (since 2015) and its institutional partners UN Environment (since 2015) and the French Office for Biodiversity, OFB (since 2019).**

# MASKBOOK

Maskbook is the flagship project of the association Art of Change 21. Both a global collective work of art and committed action against air pollution and global warming, since launching it has brought together thousands of contributor-creators around a powerful symbol: the anti-pollution mask. Maskbook organises workshops based on art and upcycling. The most beautiful Maskbook portraits are presented in the online gallery, [maskbook.org](http://maskbook.org), and exhibited around the world – both during major cultural and ecological events and in emblematic locations. Through Maskbook, everyone is invited to create a customised mask from recycled waste in a creative and ecological way.

Maskbook was born in 2014 on the occasion of the first “Conclave” of Art of Change 21 (event that brings together artists, social entrepreneurs and youth involved in the ecological transition and sustainable development) 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.”

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 open to everyone and based on a simple principle: each participant is invited to create a mask from waste. By getting involved, everyone realises the importance of upcycling. Upcycling allows for the intelligent and creative re-use of waste; this is the magic of the Maskbook workshops, transforming corks picked up on a beach in Ghana, Ecuadorian plastic bottles, scraps of Indian fabric, or even Paris metro tickets as a work of art!

Among the Maskbook exhibitions: Grand Palais, France; UN Pavilion, Habitat III, Ecuador; Daegu Photo Biennale, South Korea; Café Clock, Morocco; Angkor Photo Festival, Cambodia; The Gallery, China; French Institute in Beijing, China.

Maskbook has also been in Poland, Scotland, the United States, India, Germany...

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.

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



**WORKSHOP AND MARCH FOR CLIMATE, LYON**

The Lyon Climat collective and Art of Change 21 together organised a flagship action on air pollution, on 27 January in Lyon: a march and 'huge happening' made up of a masked human chain. Participants were previously invited to create their masks during a giant Maskbook workshop, led by the Art of Change 21 team.

This action mobilised hundreds of participants.

The 'Lyon Climat' collective organises non-violent mobilisations around the climate issue in the metropolitan area of Lyon. It aims to encourage, support, organise and develop all actions aimed at halting climate change and destruction of the living.



## WORKSHOP AND MARCHE DU SIÈCLE, PARIS

Art of Change 21 was co-organiser of the Marche du Siècle alongside many associations and partner collectives such as Citizens for Climate, WWF-France, Rise for Climate France, Alternatiba Paris, and Il est encore temps.

For this unprecedented mobilisation in France, Art of Change 21 was keen to participate in a creative and committed way.

First, a Maskbook workshop was held at Parc Monceau from 11am, before the march set off. Then at around 1pm, workshop participants, volunteers and members of the association marched wearing their masks to promote creativity in the face of various environmental challenges and highlight the link between climate and air pollution.

The workshop was facilitated by the Art of Change 21 team.



**WORKSHOP AND EXHIBITION, SORBONNE SCHOOL OF ART**

📷 Photographer : @maitea.hari

The 30 Visual Arts students on the course 'Art and sustainable development' (taught by Alice Audouin, founder of the association) at the Sorbonne lent their talents to the project in a dedicated workshop, then organised an exhibition inaugurated on 9 April in the entrance hall of Sorbonne School of Art, University of Paris 1 Panthéon Sorbonne.

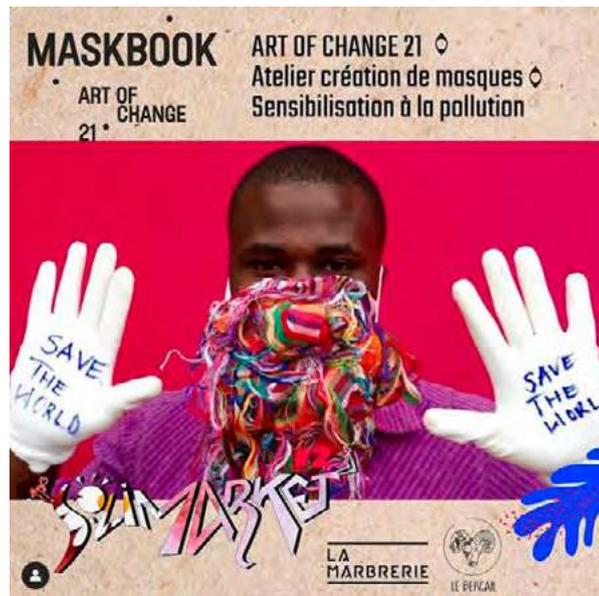


## WORKSHOP, MARBRERIE FOR SOLIMARKET, MONTREUIL

 Partner: Le Bercail

For the second edition of Solimarket, the association Le Bercail, organiser of cultural and solidarity events, invited Art of Change 21 to run a Maskbook workshop.

This one was facilitated by the Art of Change 21 team.



## PLOGGING AND WORKSHOP, ISSY-LES-MOULINEAUX

 Partner: Run Eco Team X Surfrider

Together with Run Eco Team Issy-les-Moulineaux and the Surfrider Foundation – Paris branch, on 7 April 2019 Maskbook organised a plogging session, which involves jogging while picking up waste. Using the waste collected, participants made their own masks. The workshop was facilitated by the Art of Change 21 team.

## WORKSHOP, FREDD FESTIVAL, TOULOUSE

For the 9<sup>th</sup> edition of the festival organised by the association *Film, Recherche et Développement Durable* (FRéDD), Maskbook was invited to organise creative workshops on the theme of biodiversity.

An association for scientific culture, FRéDD focuses on sustainable development issues; it promotes and shows films offering reasoned reflection on these questions to invite debate.

The workshop was facilitated by the Art of Change 21 team.

www.maskbook.org

ART OF CHANGE 21

### MASKBOOK AU FESTIVAL FREDD À TOULOUSE

2 ateliers Maskbook :

- 18 Avril à 14 h - 102 venue de la gloire ( La Glanerie)
- 19 Avril à 14 h - Espace des diversités et de la laïcité (38 rue d'Aubuisson)

1 exposition :

- À l'Espace des diversités et de la laïcité (38 rue d'Aubuisson)

VENEZ CRÉER VOTRE MASQUE À PARTIR DE DÉCHETS ET CONTRIBUEZ À LA PLUS GRANDE OEUVRE MONDIALE SUR L'ENVIRONNEMENT

http://www.festival-fredd.fr



**WORKSHOP, NATIONAL STUDENT MEETINGS, PARIS**

On 18 and 19 May 2019, Maskbook attended the National Student Meetings for Sustainable Development, organised by Refedd, to discuss sustainable development, climate justice, and sustainable food. Around 20 students took part in the Maskbook game. The workshop was facilitated by the Art of Change 21 team.



**EXHIBITION, EUROPEAN FOUNDATION WEEK EXPOSITION, PARIS**

Art of Change 21 had the pleasure of exhibiting a fine selection from the Maskbook portrait gallery during European Foundation Week at the Marriott Rive Gauche.

The purpose of this day was to raise awareness and recognise the commitment of foundations to public interest, the extraordinary richness and variety of this sector, as well as the role and economic weight it represents in every participating country.

Across Europe, foundations are invited to actively participate and present to the general public their mission and activities for civil society.



**WORKSHOP, FESTIVAL WE LOVE GREEN, PARIS**

 Photographer: Chloé Crepel

Once again this year, Art of Change 21 was one of the associations at the We Love Green festival, in the NGO village space for two whole days. We Love Green is a French electro-pop music festival organised in Paris since 2011. It proves that major events and respect for the environment can be successfully combined. Also on the programme: several music stages, a think tank lab stage for green ideas, committed restaurants, over 100 concerts, DJ sets, and inspiring conferences. In the heart of Bois de Vincennes, around 50 masks were created in a gloriously festive atmosphere.

The workshop was facilitated by the Art of Change 21 team.



**WORKSHOP, WHO'S NEXT X IMPACT X CRUSHON, PARIS**

 Photographer: Elise Outteryck

On Monday 9 September, Art of Change 21 organised a Maskbook workshop in partnership with CrushON, in the IMPACT zone dedicated to sustainable development at the Who's Next fair, Porte de Versailles. The CrushON Vintage Fest' x Who's Next & Impact is the sustainable and ethical fashion meeting of the year for discovering the best French thrift stores. With the spotlight on ethical fashion, the Maskbook workshop focused on the theme of the environmental impact of fashion, textile waste, and animal welfare.

At a time when the textile industry is the second biggest source of pollution after oil, vintage and slow fashion are overtaking fast fashion. This is the message channelled by many participants through their masks!

The workshop was facilitated by the Art of Change 21 team.



## WORKSHOP, RECALL START-UP LAUNCH

Maskbook was guest of honour for the launch of the Recall start-up application, in the magnificent 17th century Château de Lantheuil. The app is a network tool designed to tackle deforestation by reducing business cards.

The workshop ran over one afternoon, in a festive atmosphere, accompanied by music, exhibitions, and performances such as the one by performance artist Olivier Urman.

The workshop was facilitated by the Art of Change 21 team.



## EXHIBITION, ANNEMASSE MJC CENTRE, PARIS

Every year since 2017, the MJC at Centre d'Annemasse has organised a themed festival.

This project was born out of a desire to give the MJC a festive dimension, without renouncing its militant dimension, its values of popular education and awareness of citizenship.

For this edition on culture and commitment, the MJC presented a Maskbook exhibition showing 15 large format portraits.



## WORKSHOP AT FESTIVAL ATMOSPHERÈS, COURBEVOIE

Art of Change 21 was invited to run a Maskbook workshop on 12 October at Festival Atmosphères.

Every year, this event is an occasion to rethink the world through film screenings, meetings, conferences, workshops, and stands run by various organisations...

The Maskbook workshop caught the attention and stimulated discussion with visitors.

Thirty masks were created.

The workshop was facilitated by the Art of Change 21 team.






### ATELIER MASKBOOK

FESTIVAL ATMOSPHERÈS

Samedi 12 octobre - Courbevoie - Centre événementiel - 1<sup>er</sup> étage

	
<i>Chayana, Blue</i>	<i>Georgio, Seashell</i>
	
<i>Swapnil, Gender equalism</i>	<i>Melissa, Wrapping</i>





Contacter  
Inès Hardy - Chargée de projet  
07 88 47 22 63



WORLD ENVIRONMENT DAY

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

World Environment Day is the most important day celebrated by the United Nations to encourage awareness and global action to protect our environment. Since its launch in 1974, it has become a global public awareness platform celebrated in over 100 countries.



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.

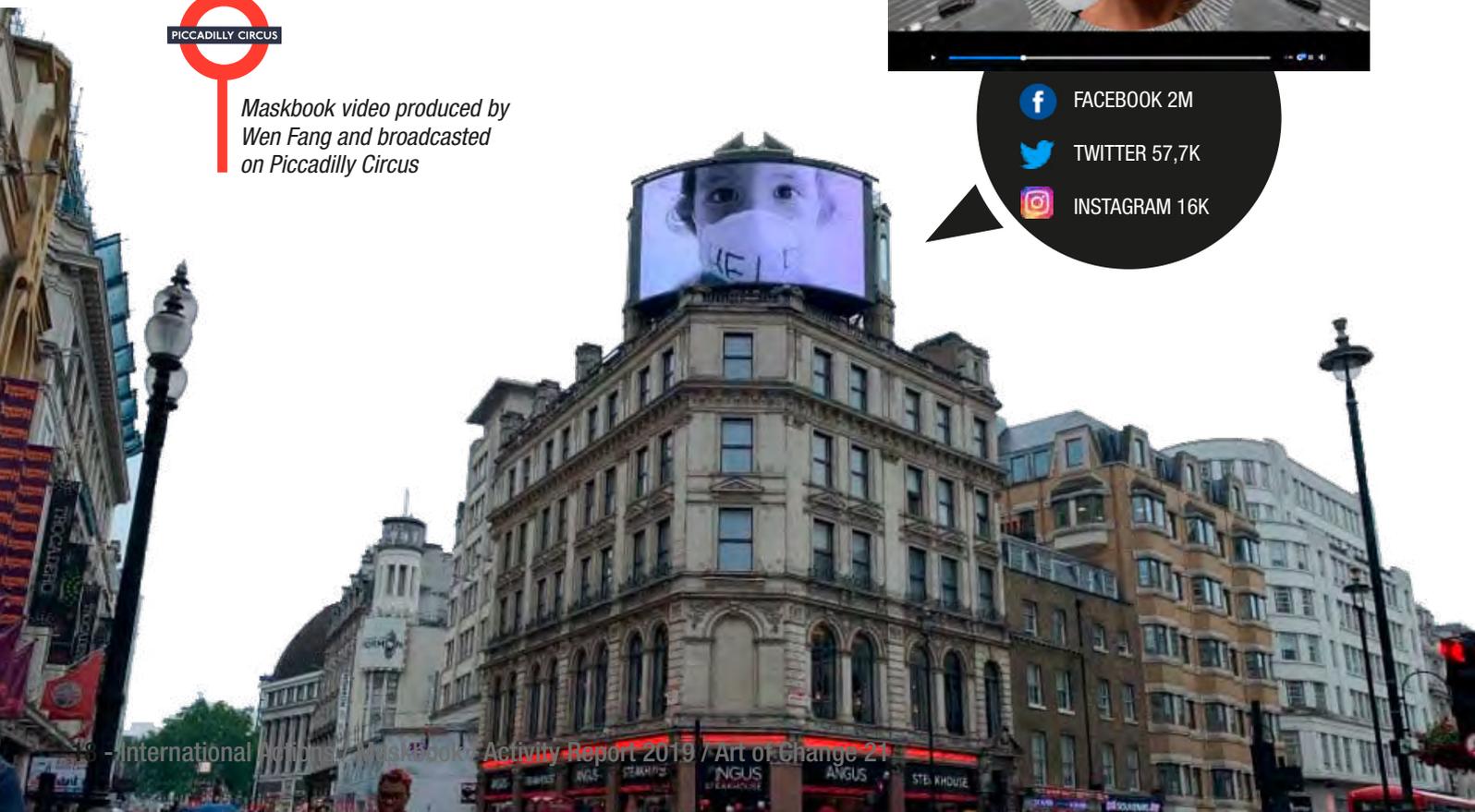
Millions of passers-by and Internet users have been affected.



Maskbook video produced by Wen Fang and broadcasted on Piccadilly Circus



-  FACEBOOK 2M
-  TWITTER 57,7K
-  INSTAGRAM 16K



## WORKSHOP, SAIL TO THE COP

 Photographer: Rosa Hofgartner

Sail to the COP is a group of 36 young environmentalists who set sail from Amsterdam to COP25 in Chile to demand a fair and sustainable future for travel. On their way, they picked up trash from the ocean and shorelines for the masks they made in the middle of the Atlantic. Halfway through their journey, the group found out the COP had been relocated to Madrid: the winds didn't allow them to turn back, yet they still managed to take action in other ways, with Maskbook, for instance.

*"We found most of the garbage on the coast of Cape Verde (when we went hiking), some other in Tenerife. These were two of our stops before we began the great Atlantic crossing. Sometimes we saw garbage floating in the ocean, we tried to pick it up but it was difficult because of the currents, the waves and the boat that was constantly moving."*

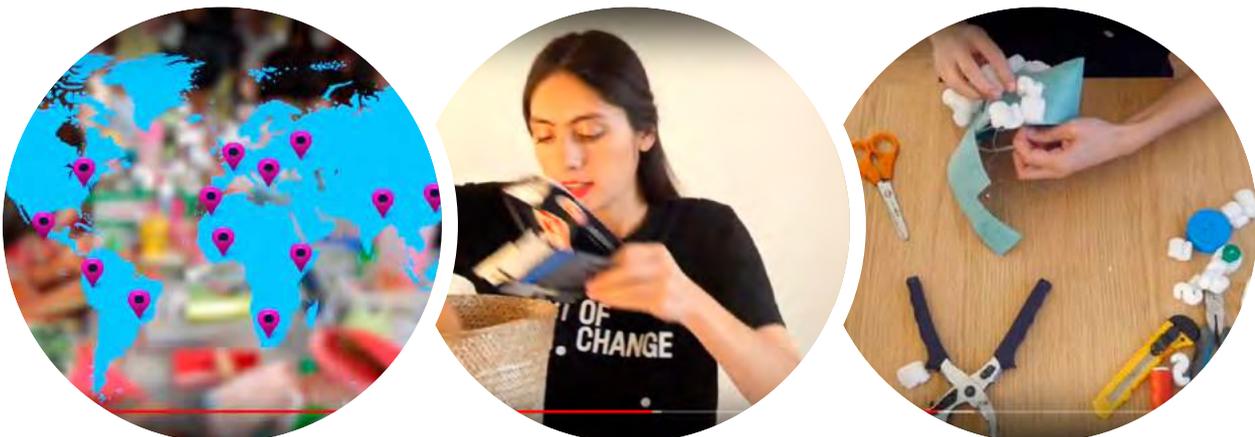


## RELEASE OF A SPANISH TUTORIAL TO PROMOTE INDEPENDENT WORKSHOPS IN HISPANIC COUNTRIES

For COP25 (2-13 December 2019) scheduled to take place in Chile, then Spain, Art of Change 21 wanted to further integrate the global Hispanic community into its international Maskbook project. For this, a teaser dedicated to COP25 and a long version were created and distributed on 3 December 2019.

On screen, Lorena Hernandez, eco-artist and COP25 project manager, Art of Change 21.

As of November, the tutorial was posted on all the association's social networks to encourage independent, individual, or group workshops. The goal is to collect a maximum of portraits and publish them on the online gallery – [www.maskbook.org](http://www.maskbook.org) – as well as showing them as itinerant works in upcoming exhibitions.



## WORKSHOP, COP25, CAR-INLAND, MADRID

On December 10<sup>th</sup>, Art of Change 21 organized a Maskbook workshop in partnership with Inland, an emblematic and committed artistic project in favor of ecology in Spain Founded by the artist Fernando Garcia Dory, it includes many artistic and ecological campaigns in the rural domain.

The workshop was held at CAR, the Madrid entity of Inland, an open, dynamic and inclusive space dedicated to training, research and cultural production to do with territory and social change. This workshop held in the afternoon welcomed students from Cenit College, an educational structure in Madrid that regularly collaborates with Inland CAR.

In addition to the practice of upcycling and the creation of masks from waste previously collected by the students, this workshop was also a time to raise awareness about air pollution, the climate, waste and the importance of preserving the environment.

During the workshop, 25 masks were created by students between 11 and 12 years old.



**WORKSHOP, COP25, CAIXA FORUM, MADRID**

 Photographer: Monica Sanchez

During COP25, Art of Change 21 organised a Maskbook workshop at the emblematic Caixa Forum museum in Madrid.

Workshop participants were invited to bring their waste to create their masks, and to be photographed by Spanish multidisciplinary artist Mónica Sánchez Robles.

On this occasion, the artist selected eco-designed and handcrafted fabrics to create the photo studio.

The Art of Change 21 team also carried out a local waste collection, in supermarkets, Fab Labs, at florists, printers, as well as at the COP25 venue, thus increasing the variety of ingredients available for the workshop.

The thirty participants for this particular workshop included students, COP25 participants, changemakers from the Ashoka network, committed creators who fully played the game and created remarkable and powerful masks in their message. These portraits can be found in the [maskbook.org](http://maskbook.org) portrait gallery.

The workshop was facilitated by the Art of Change 21 team.



## 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.

With Masktrotter, 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.

New Masktrotters hit the road in 2019!

- Raphaël and Joseph Molcard left Ho Chi Minh City in Vietnam during 2019 to rejoin France. During their trip, their objective was to plant edible forests in around 17 countries, meet communities, mainly orphanages, and carried Maskbook in their luggage. And to get the journey off to a good start they organised a Maskbook workshop in Ho Chi Minh City! The second took place on 8 December at Ao Thalane after collecting rubbish with Trash Heroes.
- Bike To Act is the project of two students from Lille, Apolline and Mathilde, who left to cycle only across Southeast Asia in six months. Their objective? To lobby for eco-tourism and sustainable development. All along their 8,000km cycling route, the two students collected garbage and organised Maskbook workshops on their way.
- During a month of travelling in Thailand, Lucie Babin ran two workshops: the first on 27 November in Chiang Rai, with a participant in a youth hostel.



# CLIMATE BEING

**The Climate Being manifesto states:** human beings cannot exist without a climate that ensures their living conditions, i.e. a climate neither too hot nor cold nor polluted. It raises the alarm: a 5°C rise in temperatures by 2100 represents a direct threat to human life on earth.

This manifesto arose from a co-creation process at the Art of Change 21 Conclave, which brought together artists and social entrepreneurs from around the world at the Grand Palais in 2017.

Sharing this message, especially in the field of art, is a priority for the association Art of Change 21.

**Thus in 2019, Climate Being was the focus of an initial action** – a silent, positive and committed **artistic performance** to raise awareness of global warming – specifically designed for **Art Basel**, Europe's leading international fair for contemporary and modern art.

This performance was created and produced by a team of young environmentalists and artists, all members of Art of Change 21.

Climate Being was officially welcomed by the management of Art Basel and programmed twice a day for four days.

It consisted of three paintings and a walkabout around the fair.



## ACT 1: THE FUTURE IS BEING DECIDED NOW

The acceleration of global warming has many consequences: rising sea levels, loss of biodiversity, heatwaves, etc. Faced with the threat of collapse, two options are open to individuals: indifference or awareness leading to action.

Taking action means giving the future a chance to be different, through more responsible consumption, reducing carbon emissions, renewable energies... At the heart of this new roadmap is the committed artist. He and she embody this post-carbon future, giving it form and meaning.

Keywords used for this action: global warming, heatwaves, rising sea levels, disregard, collapse, action, awareness, green energy, committed artist, your choice.



« **It is your  
choice** »



## ACT 2: THE ARTIST POLLUTER

With the art market still going global and growing, artists today are now being considered 'artist polluters', with their works being flown around the world and production methods often incorporating those of traditional and non-ecological industries.

Materials that harm the environment and health, transport... The carbon footprint of art is becoming an issue and an invitation to rethink the art sector as a polluting industry. Artists cannot shy away from this new dilemma: how to create without polluting?

Keywords used during this action: CO<sub>2</sub>, flying, plastic, acrylic, carbon, pollution, solvent, trucks, oil.



### ACT 3: THE COMMITTED ARTIST

Artists, collectors, gallery owners, and consumers are all playing a part in the frenetic acceleration of the world around them; they are ending up losing their way.

Commodification, globalisation and consumption are gaining ground in the field of art. Emerging from this headlong rush, the committed artist represents a figure of resistance. He and she open up opportunities and reveals new horizons to the players of their ecosystem. Around the committed artist, collectors, gallery owners and consumers have the power to contribute positively to change.

Keywords used during this action: gallery owner, collector, consumer, committed artist.

The performance received plenty of positive feedback.

Climate Being featured on the cover of the contemporary art magazine Artnet.



*"Art Basel is the perfect place to get this kind of message across"*



*"It's an effective way to challenge. Choosing Art Basel was a bold move"*



*"Young artists are committing to the most important issue of our time"*



*"Global warming is something we must talk about, it's a breakthrough"*

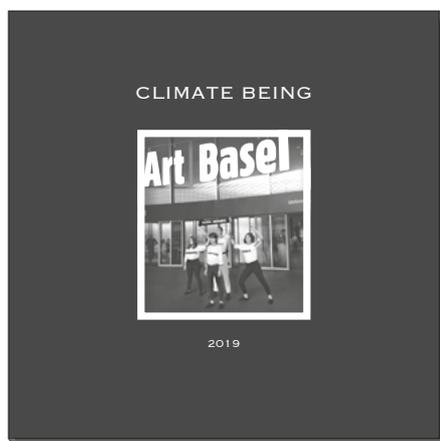


*"An impromptu performance that raises crucial questions"*



*"They're committed, it's great to see"*

A book was published following the performance. The story of this exceptional event brought together the most beautiful photos and testimonies.



# 3 COP25 ACTIONS

- ✓ The 25<sup>th</sup> edition of the COP Climate took place in Madrid in Spain in December, following its cancellation in Santiago, Chile. Art of Change 21 has been putting art and innovation at the heart of COP Climate every year since 2015 with the support of its main partner, the Schneider Electric Foundation.

The Chilean campaigns that had been long prepared by Art of Change 21 and its Chilean partners went ahead, despite cancellation of the COP. What's more, following this cancellation, Art of Change 21 designed and organized a full campaign program in Madrid at very short notice.

## Goals:

- Valuing the role of art, creativity and social innovation as solutions to global warming and the environmental crisis.
- Promoting artists involved in the environment.
- Accelerating synergies and "cross fertilization" between scientists, artists and entrepreneurs.
- Integrating, involving and developing the talents of the local population.

Art of Change 21 co-organized the Sinergia25 action in Santiago. Sinergia25 is the program designed and carried out for COP Climate by the original alliance between Art of Change 21 and two innovative major Chilean Players in the environment:

- ✓ The Mar Adentro Foundation: this major organization in Chile is developing synergies in the field of art and science to raise awareness of environmental issues.
- ✓ The Fab Lab in Santiago is an emblematic place for innovation in Chile, focused on ecodesign research and innovative technologies promoting ecological transition and social innovation.

Sinergia25 has three components: a Global Forum, a residency program followed by an exhibition, and creation and environmental awareness workshops.

Sinergia25 took place in Santiago, Chile from December 3<sup>rd</sup> to 30<sup>th</sup>, 2019.

Art of Change 21 organized two campaigns in Madrid:

- ✓ December 12th, 2019 - ¿ Más grados° más arte ? - International conference and Maskbook workshop in partnership with CaixaForum. A half day event around art, innovation and climate change, at the premises of Madrid's famous CaixaForum the city's cultural center known for its famous green wall.
- ✓ December 10th, 2019 - Maskbook workshop in partnership with INLAND in collaboration with an emblematic Spanish actor.



## ACTIONS IN MADRID

The international conference organized at the CaixaForum by Art of Change 21 was moderated by Alice Audouin, founder of Art of Change 21. It was held in Spanish and English with simultaneous translations. Entrance was free and open to everyone.

Figures of art, innovation and environmental issues, the conference brought together prestigious artists, entrepreneurs and international innovators:

- José Luís Díez, partner of the Spanish start-up of biomaterials Feltwood
- Cédric Carles, founder of the Paleo Energy project and the Solar Sound System
- Fernando García Dory, founder of Inland, Spanish artist engaged in the environment
- John Gerrard, Irish artist whose famous 'Western Flag' was exhibited during COP25 at the Thyssen Bornemisza Museum
- Yan Luhui, founder of the Chinese firm Carbonstop
- Michael Pinsky, English environmental artist who exhibited his "Pollution Pods" in the COP25 green area
- Romina Belen Puglisi, young Spanish entrepreneur of the ecological project Imagym
- Valeria Valverde, Costa Rican founder of the committed platform Abora



## ACTIONS IN SANTIAGO, CHILE

### → Polygonal International Forum

On December 3<sup>rd</sup>, the Global Forum gave the floor for a whole morning from 9:30am to 12:30pm to national and international guests from the worlds of art and science, at the prestigious CIENA auditorium (Center for Extension of the National Institute).

The theme of the morning: "Approaching nature through creativity, encouraging people to reconnect with nature."

Firstly three artists presented their environmental work: the Ecuadorian artist Paul Rosero Contreras, the Danish artist Jacob Kirkegaard and the illustrator Geraldine Mackinnon.

These presentations were followed by a debate on the climate and social crisis in which the artists participated alongside **Catalina Amigo** specialist in socio environmental studies at the Energy Poverty Network of the University of Chile, and **Andrés Briceño** director from the Fab Lab Santiago.



## → Cabo Residences / Fab Lab Santiago

- CABO is a residency program designed by the prestigious Fab Lab Santiago for COP25 in partnership with Art of Change 21, and one of the highlights of the SINERGIA25 program.

Emphasizing interdisciplinarity, innovation and diversity, this program mobilized young creators and designers on the theme of my “sensitive material” (Materia Sensible).

Residents were welcomed during the months of October and November 2019 at the Fab Lab, a center of innovation in Chile, benefiting from tailor-made support. Their objective was to offer creations and prototypes geared to global environmental and social issues, in connection with COP25. The result of their work was then exhibited during the COP.

### Residents:

- Claudia Vásquez, Artist / [www.claudia-vasquez.com](http://www.claudia-vasquez.com)
- Luis Guzmán, Bioarchitect/ [www.naturalsigns.net](http://www.naturalsigns.net)
- Tamara Schwarz, Designer / [@tamaraschwarza](https://www.instagram.com/tamaraschwarza)
- Violeta Paus, Director / [www.violetapaus.com](http://www.violetapaus.com)
- Sistema Simple Studio, Designer / [@sistemasimplestudio](https://www.instagram.com/sistemasimplestudio)



# 4 OFB PARTNERSHIP LAUNCH

In the fall of 2019, the French Office for Biodiversity (OFB, formerly Agence Française pour la Biodiversité – AFB) mandated and awarded the association Art of Change 21 a grant to organise an exhibition of contemporary art in the Nature Generations Areas at the IUCN World Conservation Congress, to be held in Marseille in June 2020 (postponed because of the coronavirus crisis).

Art of Change 21 has started seeking out the most emblematic artists and works of art on the theme of biodiversity.

Organised every four years, the IUCN World Conservation Congress is the world's largest meeting on biodiversity. After Hawaii, United States in 2016, the next Congress was scheduled to take place in France, in Marseille, at Parc Chanot, from 11-19 June, 2019. The congress is organised around four highlights: the Forum, General Assembly, Nature Generations Areas, and a space dedicated to exhibitors (UNESCO, companies, etc). It will be the first time a World Conservation Congress provides an area for the general public: the Nature Generations Areas, free and open to all.

Another first, the IUCN Congress has officially included contemporary art in its programme.

This exhibition will occupy 130 square metres indoors (two spaces, 30 sq. metres and 100 sq. metres) and 100 sq. metres outdoors.



# 5 COMMUNICATION AND PRESS

## INTERVENTIONS BY ART OF CHANGE 21

Art of Change 21 regularly participates in events in its capacity as expert on the link between art and the environment.

### → **'Does art warm the climate?', Silencio, Paris, 14 November**

First conversation: 'New generation of artists'. Art of Change 21 and Silencio continued their collaboration in 2019 with the conference cycle 'Does art warm the climate?' organised and chaired by Art of Change 21, 'New generation of artists' was the first conversation between four, young French artists – Fabien Léaustic, Julia Gault, Jérémy Gobé, and Isabelle Daëron – who integrate environmental issues into their work. This cycle is organised and led by the association's president, Alice Audouin.



### → **'What transition for culture?', Centre Georges Pompidou, Paris, 28 November**

On 28 November 2019, Alice Audouin was invited as founding president of the Art of Change 21 association to participate in a debate on culture and sustainable development. Alongside her: Angelika Markul, artist; Monique Barbaroux, senior sustainable development official at the Ministry of Culture; Louisane Roy, in charge of partnerships at Réserve des Arts. To close, a social sciences student, Manon Piazza, was invited to talk about Libérons Le Louvre.



### → **'Climate Warming and Heritage' by ICOMOS, Paris, 25 March**

Alice Audouin, president of Art of Change 21, was invited to speak at the conference 'Climate Warming and Heritage', organised by ICOMOS, as one of ten panellists at this international event bringing together the best global experts on climate change and heritage.



### → **'The carbon footprint of culture: what if culture goes green?', Brussels, 31 January**

Our president and founder Alice Audouin was invited to discuss the role of art in raising awareness of the need to protect the environment. With her: Yves Goldstein, director of KANAL Centre Pompidou, and choreographer Ivana Müller together with Jean-Max Colard, to debate the topic: 'The carbon footprint of culture: what if culture goes green?'.



### → **'Education, climate change, biodiversity and sustainable development', Paris, 5 June**

Invited by Jim Blanquer, Alice Audouin took part in the round table 'Education, climate change, biodiversity and sustainable development' moderated by Jean-Michel Valantin. With her: Valérie Masson-Delmotte and Christophe Aubel, French Office for Biodiversity. She was able to promote the role of artists and creativity, and share the Maskbook experience with UN Environment as part of the 'Take our air in hand' programme with academies from Ile-de-France (Paris and its region).



### → **'Art and the Circular Economy', Paris, 1<sup>st</sup> July**

Our president Alice Audouin spoke to the association Orée at a conference on 'Art and the Circular Economy', followed by a debate, during Orée's general assembly.



## SOCIAL MEDIA

Art of Change 21 is active on several social networks: Facebook, Instagram, Twitter, as well as YouTube.

### f Total audience on the 31<sup>st</sup> of December, 2019

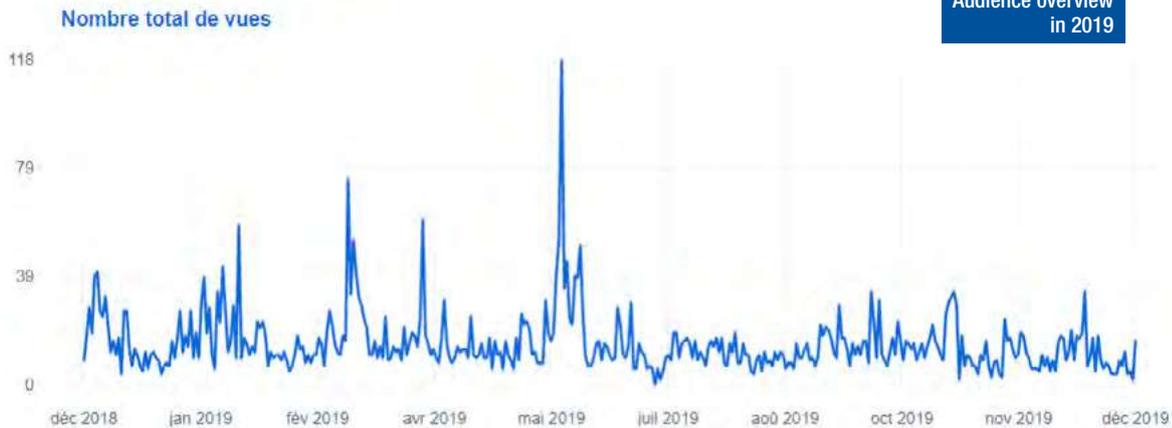
 **9,158 likes**

 **9,332 followers / about 90 posts in 2019**

Spike during World Environment Day

Nombre total de vues

Par section



### 🐦 Total audience on the 31<sup>st</sup> of December, 2019

 **1,631 Tweets**

 **2,914 followers**

 **7000 views in total**

 **232 likes gained in 2019**

 **57 shares gained in 2019**

**Statistiques** Accueil Tweets Plus

Art of Change 21 Aller à Publicités Twitter

Jun 2019 - 30 jours

POINTS CLÉS RELATIFS AU TWEET

**Meilleur Tweet** a obtenu 7 064 impressions

Climate Change meets [@ArtBase!](#) Our Climate Being with young artistes makes the cover of [@artnet](#) 🍷🍷🍷 Last chance to see it TODAY at 2&4pm hall 1 /// FR Notre performance [#climatebeing 21](#) à Bâle en couverture de artnet! [news.artnet.com/market/art-bas...](#)

Voir toute l'activité sur Twitter

Voir l'activité sur Twitter

**Meilleure mention** a obtenu 422 engagements

**Programa ONU Medio Ambiente**  
[@unep\\_espanol](#) · 27 mai

Este [#DiaMundialdelMedioAmbiente](#), manifiestate por un planeta [#SinContaminaciónDelAire](#).

Cuéntale al mundo qué medidas vas a tomar para limpiar el aire. Comparte tu compromiso usando una mascarilla creativa y desafía a tus amigos. [bit.ly/2VQNjMN](#)  
[@Artofchange21](#)  
[pic.twitter.com/9IOARwfaN7](#)



Voir le Tweet

**RÉSUMÉ POUR JUN 2019**

Tweets	5	Impressions du Tweet	18,2 k
Visites du profil	377	Mentions	33
Nouveaux abonnés	11		

**Meilleur abonné** suivi par 338 k personnes



**ONU Brasil**  
[@ONUBRASIL](#) VOUS SUIVEZ

Perfil oficial das Nações Unidas no Brasil



## Total audience on the 31<sup>th</sup> of December, 2019



The account reaches a young audience of followers mainly of 25-34 years old, followed by 35-54 year olds.



1,415 followers on the 31<sup>th</sup> of December, 2019



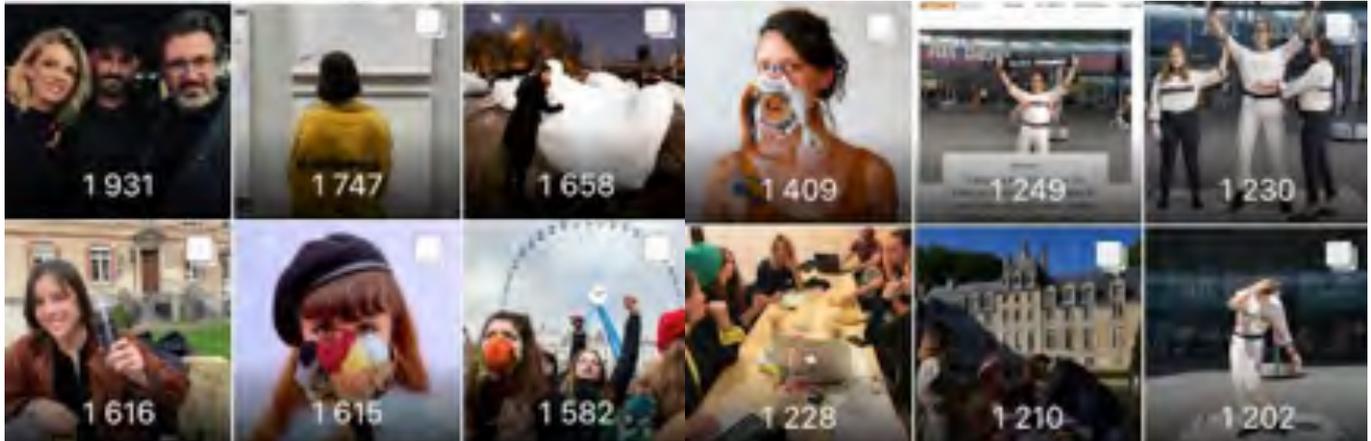
110 posts in 2019



Between 500 and 1,000 views per post



50 likes on average per photo post



### Best views per post



### Best 'like' mentions

## NEWSLETTERS

The 4,300 subscribers to the Art of Change 21 newsletter received five email newsletters in 2019.

From September 2019, Art of Change 21 started sending out bilingual French-English newsletters; prior to this, Art of Change 21 sent two versions – one French, one English – monthly.



December 2019, [SPECIAL COP25](#)



September 2019, [Art meets COP25](#)



May 2019, [Art of Change 21 will shake Art Basel!](#)



March 2019, [Meet at Marche du Siècle on Saturday 16 March](#) (French only)



January 2019, [2019: a promising start to the year for Art of Change 21](#)

## PRESS COVERAGE

This year, Art of Change 21 has been mentioned many times in the French press: Le Monde, Le Temps, Femina Magazine (Journal du Dimanche), Marianne...

Likewise internationally, Art of Change 21 has been mentioned frequently online. Its performance at Art Basel even made the cover of Artnet in June 2019.

# femina

Frédéric Speich, "3 reasons to go to the Atmosphère Festival", Femina, October 2019



Audrey Lévy, "The disastrous carbon footprint of... contemporary art", Marianne, 5 December 2019



# artnet® news

Kate Brown, "Everyone at a Place Like Art Basel Is Complicit": Artists May Be Making Art About Climate Change, But Nobody at the Fair Wants to Talk About It", in ArtNetNews, 14 June 2019



# Le Monde

Xavier Bourguin, 'The art world is seeking eco-responsibility', Le Monde, 23 January 2019



# LE TEMPS

Jill Gasparina, 'The big carbon footprint of contemporary art', Le Temps, 6 January 2019



# 6 TEAM AND BOARD

## BOARD

Changes to the Board: resignation on 1 January, 2019 of Marguerite Courtel, secretary general since March 2017. Marguerite left the association to take up a salaried position in an art gallery.

- **Alice Audouin**, founding president of Art of Change 21
- **Guillaume Robic**, deputy director of the FHCM, vice-president of the association Art of Change 21
- **Karine Niego**, founder of Yes We Green, vice-president of the association Art of Change 21
- **Cécile Lochard**, sustainable development consultant, treasurer of the association Art of Change 21

## PATRONS OF THE ASSOCIATION

- **Olafur Eliasson**, famous Icelandic-Danish artist, committed to the environment
- **Tristan Lecomte**, founder of Alter'Eco and PUR Projet

## 2019 TEAM

(duration: six months or longer)

- **Lorena Hernandez** – COP25 project manager  
Status: freelance (auto-entrepreneur) – duration: one year
- **Agathe Chebassier** – COP25 and Climate Being project manager  
Status: intern then freelance (auto-entrepreneur) – duration: seven months
- **Apolline Carré** – Project manager, digital communications and Maskbook promotion for the young target audience  
Civic contract status – duration: six months
- **Emma Spencer** – Maskbook project manager  
Trainee status – duration: six months

# PARTNERSHIPS AND FUNDING

## PARTNERS IN 2019

### → Main partner

The Schneider Electric Foundation  
(since 2015)



*“At Schneider Electric, we are building sustainable communities through knowledge of energy and our leadership thanks to the Schneider Electric Foundation. Its purpose is to contribute to developing populations and communities through education, innovation, raising awareness, and professional training in the field of energy. It works wherever our business is present, through three programmes.”*

Gilles Vermot-Desroches,  
Head of Sustainable Development, Schneider Electric, delegate general, Schneider Electric Foundation

### → Institutional partners

UN Environnement  
(since 2016)



OFB  
(new in 2019)



### → Partner

L'Oréal  
(new in 2019)

L'ORÉAL

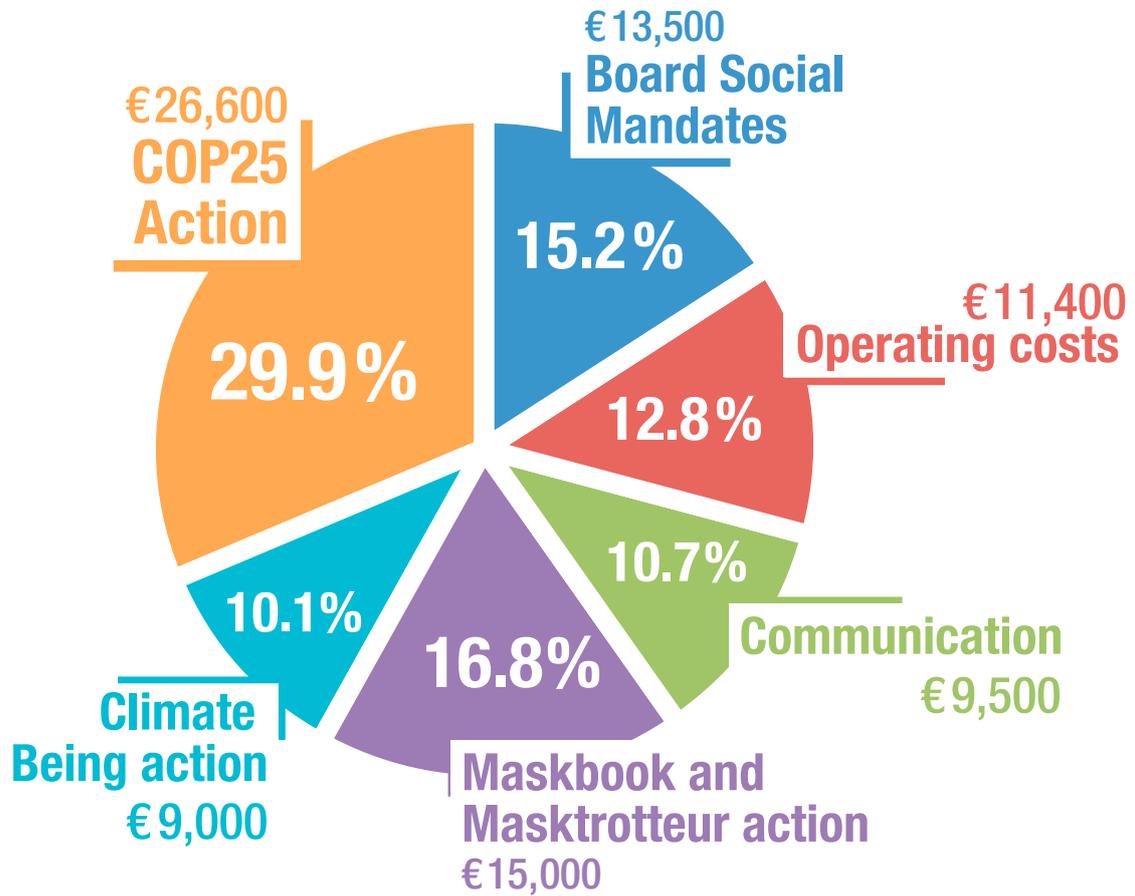
### → Project partners



## BUDGET

The 2019 budget for Art of Change 21 is €89,000.

Sponsorship: €75,000 | Public subsidy: €10,000 | Crowdfunding: €4,000



•

# ART OF CHANGE 21 •

•

Art of Change 21  
50 rue des Francs-Bourgeois - 75003 Paris

info@artofchange21.com - maskbook@artofchange21.com

www.artofchange21.com - www.maskbook.org

@artofchange21 #maskbook

