

## ART OF CHANGE 21 LAUNCHES AN ARTISTIC AND PARTICIPATIVE CAMPAIGN AROUND MASKBOOK WITH THE MINISTRY OF EUROPE AND FOREIGN AFFAIRS. ON THE OCCASION OF THE FIFTH ANNIVERSARY OF THE PARIS AGREEMENT



"What a great recognition to be chosen by the French government to celebrate the fifth anniversary of the Paris Agreement and COP21. Our association was created on the eve of COP21 and launched its Maskbook project there and then, and to this day we continue to be present at every Climate COP. We feed on this momentum born in 2015, and every day and every time we lose any hope, we just think back to the Paris Agreement!"

Alice Audouin, President & Founder of Art of Change 21

On the fifth anniversary of the Paris Agreement, Art of Change 21 announced an unprecedented partnership with the French Ministry of Europe and Foreign Affairs for artistic, committed, positive action. The partnership brought together 30 artists and personalities from 18 countries in a video that aims to raise awareness about climate in a refreshing way, with the support of the Schneider Electric Foundation.

The Paris Agreement, adopted by 196 countries at COP21 in Paris on 12 December 2015, aims to "limit global warming well below 2°, and preferably to 1.5 degrees Celsius, compared to pre-industrial levels".

To celebrate the fifth anniversary of this historic breakthrough, and to recall the importance of its implementation, Art of Change 21 and the Ministry have teamed up for a new project where art and the environment intersect. Together, they have created a film, **Maskbook - we all have a role to play today for our Planet**, bringing together personalities from 18 different countries, wearing masks created by artists and creators committed to the environment.

Celebrities taking part in the film include athletes such as world surfing champion **Layne Beachley** or international football player **Olivier Giroud**, actor **Jun-Yeol Ryu**, young activists such as climate activist **Ridhima Pandey** and indigenous people representative **Sônia Guajajara**, the committed rapper **Octopizzo**, Canadian Minister **Catherine McKenna**, former Miss Indonesia **Nadine Chandrawinata**, and **Patricia Espinosa**, Executive Secretary of the UNFCCC (United Nations Framework Convention on Climate Change).

These celebrities wear masks created specifically for them by contemporary artists dedicated to the environment. These internationally renowned artists include: **Mark Dion**, **Lucy - Jorge Orta** and **Janet Laurence**, or emerging like **JeeYoung Lee** or **Jérémy Gobé**. In addition, there are designers: **Tokujin Yoshioka**; fashion designers: **Fadila El Gadi**; "upcyclers": **Cyrus Kabiru**; and artists like **Harsha Durugadda** and **Joko Avianto** who use traditional craftsmanship in the creative process.

This film **Maskbook - we all have a role to play today for our Planet**, supported by the Schneider Electric Foundation, was previewed on the very day of the anniversary of the Paris Agreement, on the 12<sup>th</sup> of December, at [the "Five Years of the Paris Agreement" conference](#) at the Quai d'Orsay, in the presence of Ministers Jean-Yves Le Drian and Barbara Pompili as well as Laurent Fabius, Anne Hidalgo (mayor of Paris).



Laurence Tubiana, *Extreme weather*, mask by Lucy Orta



Anne Hidalgo, [A fragile world](#), mask by Ender



Jun-Yeol Ryu, [Poseidon](#), mask by JeeYoung Lee



Esther Malangu, [South African landscape](#), mask by Luke Rudman



The film was then broadcast on the Ministry's [Facebook page](#) and on its [Twitter account](#) and further disseminated by the network of French embassies. The film was also posted on Instagram by the personalities who participated in the film, such as Kenyan hip-hop artist Octopizzo gathering more than 180,000 views, and via the [Instagram profile](#) of Art of Change 21. It will be broadcast on the 8 channels of the TV5 Monde group from the 15<sup>th</sup> to 22<sup>nd</sup> of December.

This video marks the beginning of a wider Maskbook campaign, led by Art of Change 21, aimed at people who wish to show their support for the Paris Agreement, the fight against climate change, and more broadly the preservation of our planet, in a new and creative way.

Mobilized around this project, French embassies, French institutes, and French alliances around the world will include Maskbook in various actions to raise awareness on climate issues.

The campaign will run until the COP26 in Glasgow in November 2021.

Already, citizens can create their masks and post their masked portrait with a message in the "[Get involve](#)" section of the Maskbook website.

### **Follow [#ClimateAction](#) [#ParisAgreement](#) [#Maskbook](#)**

[Watch the movie on France Diplomatie's YouTube channel](#)  
[See the portraits on the Maskbook online gallery](#)  
[See the complete list of celebrities and artists](#)  
[Participate in the Maskbook campaign](#)

### **About Art of Change 21**

Art of Change 21 is an association (law 1901), linking art and major environmental issues. Since its creation in 2014 in the perspective of COP21, Art of Change 21 has accelerated the role of artists and creativity in the ecological transition and acts on an international scale.



### **About Maskbook**

Maskbook is an artistic and citizen project of the Art of Change 21 association, launched for COP21, and deployed at all Climate COPs, it uses the mask as a positive support for creation and expression in favor of the environment.

### **Press contact**

Quentin Détré  
quentin.detre@artofchange.com  
+ 33 (0) 7 82 48 15 73

Art of Change 21  
www.artofchange21.com  
info@artofchange21.com  
@ArtofChange21