

## Press Kit

*A major Art & Environment event*

19 artists committed  
to biodiversity

Contemporary  
art exhibition  
Conferences  
Workshops

At the IUCN World  
Conservation Congress

Art of Change 21  
at the IUCN Congress

*Parc Chanot  
& La Traverse  
Marseille*

## CONTEMPORARY ART AT THE HEART OF THE IUCN WORLD CONSERVATION CONGRESS IN MARSEILLE

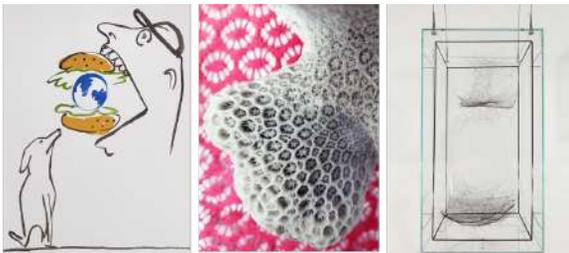
**ART OF CHANGE 21 DEMONSTRATES THE ESSENTIAL ROLE OF ARTISTS IN THE ENVIRONMENT, IN A GROUP EXHIBITION: BIOCECOSIS21**

The association Art of Change 21 and its sponsor Olafur Eliasson share the same vision: ecological transition is a cultural transition and artists will play a major role in it. Specialised in the link between contemporary art and the environment, the association has been acting with artists in the biggest international events about environmental issues since 2015. On the request of the French Office for Biodiversity, Art of Change will take part for the first time in the IUCN World Conservation Congress, the oldest and biggest global event devoted to biodiversity, which will be open to the general public from September 4th to September 11th in Marseille, at the Parc Chanot.

The association is working in an historical context, marked by an emergency situation, at a time when biodiversity is collapsing under the weight of global warming, fires, deforestation...

**ART OF CHANGE HAS GATHERED TOGETHER ARTISTS ENGAGED FOR BIODIVERSITY IN A RICH PROGRAMME: CONTEMPORARY ART EXHIBITION BIOCECOSIS21 / CONFERENCES / ROUND TABLE DISCUSSIONS / ENGAGED CULINARY EVENTS / FREE REIN TO PHOTOCCLIMAT**

Art of Change 21 has gathered together the most emblematic and inspiring contemporary artists in the group exhibition *Biocenosis21* (curator: Alice Audouin) within the Nature Generation Areas of the Congress and in round table discussions, workshops, etc. In the city of Marseille, Art of Change 21 has partnered with a new cultural venue, La Traverse, to offer an exhibition, exchanges, and culinary events around *Biocenosis21* from August 28th as part of ART-O-RAMA, including an event *Food for Art* with the Maison Ruinart.



*Group exhibition Biocenosis21*  
Exhibition curator: Alice Audouin

*Camille Henrot, Burger King of Massive Destruction, 2020*  
*Jeremy Gobé, Corail Artefact, 2021*  
*Tomás Saraceno, Hybrid Dark semi-social Cluster, 2019*

*Biocenosis21's* main partners are the Schneider Electric Foundation (under the aegis of the Fondation de France) and LVMH. Its institutional partners include the French Office for Biodiversity (OFB) and the Ministry for Europe and Foreign Affairs. It is supported by the Maison Ruinart. The exhibition has also been organised in partnership with the Dupon laboratory, for printing that is more respectful of the environment.

## BIOCECOSIS21

MARIE-SARAH ADENIS

ART ORIENTÉ OBJET

THIJS BIERSTEKER

JULIAN CHARRIÈRE

MARCUS COATES

ABDESSAMAD EL  
MONTASSIR

JOHN GERRARD

JÉRÉMY GOBÉ

CAROLINE HALLEY DES  
FONTAINES

CAMILLE HENROT

JANET LAURENCE

LIN MAY SAEED

TOMÁS SARACENO

MICHAEL WANG

## ROUND TABLE DISCUSSIONS

ARDIF

ELVIA TEOTSKI

ZEVS

**+ FREE REIN TO  
PHOTOCCLIMAT**

# THE VENUES

## THE IUCN WORLD CONSERVATION CONGRESS

[www.iucncongress2020.org/fr](http://www.iucncongress2020.org/fr)

France will host the International Union for Conservation of Nature (IUCN) next World Conservation Congress at the Parc Chanot in Marseille. Organised every four years, it is the oldest and biggest global event about the protection of nature. It will be open to the general public from September 4th to September 11th.

The *Biocenos1s21* exhibition will take place in the **Espaces Générations Nature (NGA) Hall 2 B6 (inside)** and the **UNESCO LVMH Space** in the Exhibition Hall.

Parc Chanot, 114, Rond Point du Prado, 13008 Marseille



## LA TRAVERSE

<https://www.latraversemarseille.fr/>



La Traverse is a pluridisciplinary and engaged residence overlooking the bay of Malmousque in Marseille, founded by Catherine Bastide, a former gallerist and a figure in the contemporary art world. Inaugurated in July 2021, it produces and hosts exhibitions, culinary experiences, eco-designers and artists' residencies.

From August 27th to September 11th, Art of Change 21 will be the guest of honour in this new emblematic venue, by means of the exhibition and events connected to the IUCN Congress and *Biocenos1s21*.

La Traverse : 16, Traverse Sainte Hélène, 13007 Marseille

# BIOCENOSIS21 EXHIBITION

Curator: Alice Audouin



*Biocenosis21* is an international exhibition of contemporary art on the topic of the environment and biodiversity, organised by Art of Change 21 as part of the IUCN World Nature Congress and at La Traverse, in September 2021.

Curated by Alice Audouin, the founder of Art of Change 21, the exhibition includes 14 of the most inspiring and engaged French and international artists on the topic of biodiversity and gives free rein to Photoclimat.

In biology, biocenosis, also called community, corresponds to the sum of living beings (animals, plants, mushrooms, bacteria...) established in the same living environment and linked by a reciprocal dependency. At a time when biodiversity is collapsing in the face of the destruction of natural spaces, devastating fires and global warming, Art of Change 21 is activating an artistic biocenosis in the heart of the Marseille biotope, focused on 21st century issues. Together, the artists have created a community to stimulate emotions, exchanges, ideas and engagement.

The exhibition enables visitors to see, feel and understand the issues of biodiversity and global warming in new ways, and offers a beacon of hope for the relationship between humans and non-humans



*Biocenosis21* includes eco-design in its approach. The principles of the exhibition, following the enlightened advice of Karbone, founded by Fanny Legros, who is also a member of Art of Change 21, include the selection of artists from the same geographic area, the grouping of transport, more ecological printing solutions, and train travel for artists and teams.

*Biocenosis21*'s main partners are the Schneider Electric Foundation (under the aegis of the Fondation de France) and LVMH. Its institutional partners include the French Office for Biodiversity (OFB) and the Ministry for Europe and Foreign Affairs. It is supported by the Maison Ruinart.

**Alice Audouin, curator of *Biocenosis21*:** Alice Audouin, a specialist for over fifteen years on the link between contemporary art and the environment, founded Art of Change 21 in 2014, sponsored by Olafur Eliasson. It is a space for meetings, innovation and mobilisation connecting art, creativity and the environment on an international scale. Alice Audouin organised the first international symposium on the topic "The artist as an interested party" in 2004 at UNESCO, then cofounded and chaired the COAL association for six years. Editor-in-chief of the bilingual blog and media outlet *Impact Art News*, Alice Audouin has curated contemporary art exhibitions on major environmental issues, such as global warming with *Post-Carbone* (2015) and *Warmingland* (2018). She will be the guest curator at Art Paris and lille3000 in 2022.

# BIOCENOSIS21 EXHIBITION

Curator: Alice Audouin



## AT THE IUCN CONGRESS

### NATURE GENERATION AREAS

Hall 2 B6

(Inside)

FROM 4TH-11TH OF SEPTEMBER: 10H - 19H

NIGHT-TIME OPENING ON SEPTEMBER 4TH: UNTIL 22H

Group exhibition

### UNESCO LVMH SPACE, EXHIBITION HALL

FROM 4TH-11TH OF SEPTEMBER: 10H - 17H30

(FROM 18H30 TO 21H: RESERVED FOR CONGRESS

ATTENDEES)

NIGHT-TIME OPENING ON SEPTEMBER 4TH: UNTIL 22

Special edition of *Wither* by the artist **Thijs Biersteker**

With the support of LVMH

*For the duration of the exhibition at the IUCN Congress, a professional mediator will be present from 10h to 17h, and will also present the exhibition to children and school groups. The Art of Change 21 team will also welcome visitors.*

## & AT LA TRAVERSE

FROM AUGUST 27TH TO SEPTEMBER 11TH

FROM FRIDAY TO SUNDAY FROM 16H TO 19H

OR ON APPOINTMENT

Artists: Marie-Sarah Adenis and John Gerrard

Free entry

### ARTISTS:

MARIE-SARAH ADENIS

ART ORIENTÉ OBJET

THIJS BIERSTEKER

JULIAN CHARRIÈRE

MARCUS COATES

ABDESSAMAD EL MONTASSIR

JOHN GERRARD

JÉRÉMY GOBÉ

CAROLINE HALLEY DES FONTAINES

CAMILLE HENROT

JANET LAURENCE

LIN MAY SAEED

TOMÁS SARACENO

MICHAEL WANG

### + FREE REIN TO PHOTOClimat

#### NATURE GENERATION AREAS

Esplanade I9

(Outside)

Photoclimat presents a monumental installation developed with artists, photographers and scientists: **Mandy Barker, Christian Sardet et Les Macronautes** and **Jérémy Gobé**.

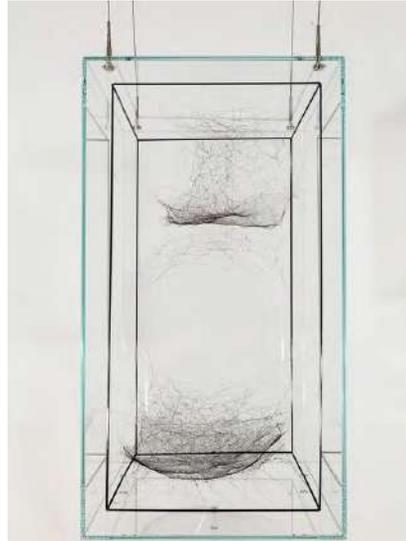
*With the support of the Schneider Electric Foundation and the partners Fondation Tara Océan and Surfrider Fondation Europe.*

From 4<sup>th</sup> to 11<sup>th</sup> of September: 10h - 19h

Night-time opening on September 4<sup>th</sup>: until 22h

# SELECTION OF THREE EXHIBITED WORKS

# BIOCENOSIS 21



**Tomás Saraceno**

*Hybrid Dark semi-social Cluster, 2019*

Since 2006, the artist Tomàs Saraceno has been cooperating with spiders to make sculptures. Placed in the centre of a cube, the spiders weave their webs, and then the artist turns the cube over like an hourglass, thereby obtaining a web that could not exist in nature. The pieces are named after the spiders, like portraits.

This work is part of a wider programme around *Arachnophilia*, which combines art and science on the subject of spiders. Studying spiders' webs enables us to understand their vibratory sensorial method, which is extremely sensitive and far-reaching, along with their relationship to the world and the cosmos. The artist aims to change the public's view in the context of the ecological crisis and to inaugurate an empathetic cohabitation with these much-maligned animals, which are nevertheless useful for the planet and for humanity.



**Art Orienté Objet**

*Pieta Australiana, 2011*

Taken in Australia, this photograph references a classical iconography from the history of art: the Pieta. But here, Marion replaces the figure of the Virgin to hold, not her son's body, but that of an injured kangaroo, bearing witness to the sacred value that Art Orienté Objet grants to the animal, whereas motorists carry on their journeys indifferently. In Australia, the roads are designed for human use, often separating the animals' habitats from watering holes, and kangaroos are often hit, and abandoned, accused of disrupting traffic. Disdain replaces the care and empathy that humans should have for these endangered marsupials.



**John Gerrard**

*x.Laevis (Spacelab), 2017*

This digital simulation is a response to Luigi Galvani's experiments in the 18th century on dead frogs. The experiment simulated here took place 200 years later, during the mission of the spaceship Endeavour in 1992. This experiment established for the first time that a vertebrate like the African clawed frog (*Xenopus laevis*) could reproduce in the absence of gravity and that its eggs could develop in a spatial environment. A premonition? Are we heading towards a world where the continuation of life will take place beyond our own planet, which will have become uninhabitable?

# EVENTS

## ROUND TABLE DISCUSSIONS/CULINARY EVENTS/VISITS

### AT THE IUCN CONGRESS

**SEPTEMBER 4TH – 11TH: 15H30 - 17H**

IUCN NGA Hall 2 Main stage

**ROUND TABLE DISCUSSION ART OF CHANGE 21 X AND LA FABRIQUE DES RÉCITS**

**“ARTISTS COMMITTED TO THE ENVIRONMENT AND BIODIVERSITY: PASSION, VISION AND MOBILISATION”**

**Participants:** Marie-Sarah Adenis, Ardif, Cyril Dion, Cédric Carles (Solar Sound System), Marion Laval-Jeantet (Art Orienté Objet duo), Zevs.

+ The artists of the Masterclass Biodiversité et Art by La fabrique des récits, supported by the OFB. Chaired by Alice Audouin (Art of Change 21) and Caroline de Chantérac (La Fabrique des récits by Sparknews).

**Free entry.**

**SEPTEMBER 4TH: 17H30 – 19H**

**GUIDED VISIT OF THE BIOGENOSIS21 EXHIBITION WITH THE CURATOR OF THE EXHIBITION** Alice Audouin and the

artists Marie-Sarah Adenis, Art Orienté Objet, Thijs Biersteker, Jérémy Gobé, Abdessamad El Montassir...

**On registration.**

**SEPTEMBER 5TH: 16H30 – 18H**

IUCN NGA Hall 2 Main stage

**ROUND TABLE DISCUSSION ART OF CHANGE 21**

**“ON THE ARTISTS OF BIOGENOSIS21 AND ITS PARTNERS”**

**Participants:** Marie-Sarah Adenis, Thijs Biersteker, Alexandre Capelli (LVMH), Jérémy Gobé, Nicolas Henry / Photoclimat, Marion Laval-Jeantet (Art Orienté Objet), Gilles Vermot-Desroches (Fondation Schneider Electric).

Chaired by Alice Audouin (Art of Change 21).

**Free entry.**

### AT LA TRAVERSE

**AUGUST 28TH: 17H**

**NIGHT GALLERY ART-O-RAMA**

**PRESENTATION OF BIOGENOSIS21 AND CULINARY EVENT**

**From 17h:** Exhibition visit with Marie-Sarah Adenis.

**20h: Presentation of the *Biocenosis21* exhibition** for the IUCN World Conservation Conference by Alice Audouin, founder of Change 21, its curator.

**Sampling apéritif with Baita**, an association that federates food trade communities.

*With the kind sponsorship of the Maison Ruinart.*

**On registration.**

**SEPTEMBER 5TH: 12H**

**SEPTEMBER 5TH: 12H**

**CULINARY EVENT AND ROUND TABLE DISCUSSION BIOGENOSIS21**

**12h: Food For Art Brunch**

New menu created in collaboration with the chef Pierre Giannetti, the artist Marie-Sarah Adenis and the Maison Ruinart.

**13h30 – 14h30: Round table discussion**

**“Biodiversity, contemporary art and technologies”**

**Participants:** Marie-Sarah Adenis, Thijs Biersteker, Jérémy Gobé, Marion Laval-Jeantet from the Art Orienté Objet duo.

Chaired by Alice Audouin.

**On invitation only.**

# EVENTS WORKSHOPS

## AT THE IUCN, NATURE GENERATION AREAS

### MASKBOOK WORKSHOP BY ART OF CHANGE 21

**SEPTEMBER 4TH: 10H – 14H**

**Thematic alcove: Climate change  
IUCN NGA Hall 2 A5**

Art of Change offers a Maskbook workshop for the creation of masks made from recycled waste, on the topic of biodiversity. Maskbook is an international, participative and creative project that has thousands of participants throughout the world. A Maskbook workshop is an opportunity to practice the circular economy, but also, more generally, to take a first step in acting for the environment, by means of “engaged creativity”.



**Health and safety restriction: 8 people in the alcove.**

**Creation of two groups of 8 people:  
9H30 – 11H30 and 12H – 14H**

**Registration:  
info@artofchange21.com**

### OCEANS WORKSHOP BY PHOTOClimat AND THE FONDATION TARA OCÉAN

**SEPTEMBER 5TH: 10H – 13H**

**Thematic alcove: Oceans**

A meeting with Tara Océan, committed artists and navigators who act for the oceans.

With the Fondation Tara Océan, the Photoclimat Biennale will organise a workshop: the Oceans alcove.

A meeting gathering together several artists and actors from environmental projects: Jérémy Gobé, artist-researcher, Nicolas Henry, photographer and the artistic director of Photoclimat, Elvia Teetski, winner of Art of Change 21's Planète Art Solidaire prize, and Myriam Thomas, director of the Pôle Culture Océan & Sensibilisation at Tara Océan.

The Oceans workshop is an extension of the Oceans exhibition and invites visitors to discuss the issues broached by the artists and scientists.

**Health and safety restriction: maximum 8 people in the room at one time.**

**Registration recommended:  
contactphotoclimat@gmail.com**





## MARIE-SARAH ADENIS

BIOGENOSIS21 EXHIBITION IUCN GNA + LA TRAVERSE  
VISIT OF THE LA TRAVERSE EXHIBITION, 28/08 AT 17H  
VISIT OF THE IUCN GNA EXHIBITION, 4/09 AT 17H30

### SPEECHES

4/09 AT 15H30 AT THE IUCN GNA, MAIN STAGE  
5/05 AT 13H30 AT LA TRAVERSE  
5/09 AT 16H30 AT THE IUCN GNA, MAIN STAGE

## ARDIF

IN COLLABORATION WITH LA FABRIQUE DES RÉCITS

### SPEECH

4/09 AT 15H30 AT THE IUCN GNA, MAIN STAGE

## ART ORIENTÉ OBJET

BIOGENOSIS21 EXHIBITION IUCN GNA  
VISIT OF THE EXHIBITION, 4/09 AT 17H30

### SPEECHES

4/09 AT 15H30 AT THE IUCN GNA, MAIN STAGE  
5/05 AT 13H30 AT LA TRAVERSE  
5/09 AT 16H30 AT THE IUCN NGA, MAIN STAGE

## MANDY BARKER

OCEANS EXHIBITION / PHOTOCLIMAT X ART OF CHANGE 21  
IN THE IUCN NGA OUTSIDE SPACES

## THIJS BIERSTEKER

BIOGENOSIS21 EXHIBITION IUCN UNESCO LVMH – EXHIBITION HALL  
VISIT OF THE EXHIBITION, 4/09 AT 17H30

### SPEECHES

5/05 AT 13H30 AT LA TRAVERSE  
5/09 AT 16H30 AT THE IUCN NGA, MAIN STAGE

## JULIAN CHARRIÈRE

BIOGENOSIS21 EXHIBITION IUCN NGA

## MARCUS COATES

BIOGENOSIS21 EXHIBITION IUCN NGA  
+ IN THE CITY OF MARSEILLE

## ABDESSAMAD EL MONTASSIR

EXPOSITION BIOGENOSIS21 IUCN NGA  
VISIT OF THE EXHIBITION, 4/09 AT 17H30

## JOHN GERRARD

EXPOSITION BIOGENOSIS21 IUCN NGA + LA TRAVERSE

## JÉRÉMY GOBÉ

BIOGENOSIS21 EXHIBITION IUCN NGA  
VISIT OF THE IUCN NGA EXHIBITION, 4/09 AT 17H30  
OCEANS EXHIBITION / PHOTOCLIMAT X ART OF CHANGE 21  
IN THE IUCN NGA OUTSIDE SPACES

### SPEECHES

5/05 AT 13H30 AT LA TRAVERSE  
5/09 AT 16H30 AT THE IUCN NGA, MAIN STAGE  
WORKSHOP: OCEANS / PHOTOCLIMAT, 5/09 AT THE IUCN NGA

## NICOLAS HENRY / PHOTOCLIMAT

OCEANS EXHIBITION / PHOTOCLIMAT X ART OF CHANGE 21  
IN THE IUCN NGA OUTSIDE SPACES  
VISIT OF THE IUCN NGA EXHIBITION, 4/09 AT 17H30

### SPEECH

5/09 AT 16H30 AT THE IUCN NGA, MAIN STAGE  
WORKSHOP: OCEANS / PHOTOCLIMAT, 5/09 AT THE IUCN NGA

## CAROLINE HALLEY DES FONTAINES

BIOGENOSIS21 EXHIBITION IUCN NGA

## CAMILLE HENROT

BIOGENOSIS21 EXHIBITION IUCN NGA

## JANET LAURENCE

BIOGENOSIS21 EXHIBITION IUCN NGA

## LIN MAY SAEED

BIOGENOSIS21 EXHIBITION IUCN NGA

## TOMÁS SARACENO

BIOGENOSIS21 EXHIBITION IUCN NGA

## CHRISTIAN SARDET ET LES MACRONAUTES

OCEANS EXHIBITION / PHOTOCLIMAT X ART OF CHANGE 21  
IN THE IUCN NGA OUTSIDE SPACES

## ELVIA TEOTSKI

WORKSHOP: OCEANS / PHOTOCLIMAT, 5/09 AT THE IUCN NGA

## MICHAEL WANG

BIOGENOSIS21 EXHIBITION IUCN NGA

## ZEVS

### SPEECH

4/09 AT 15H30 AT THE IUCN NGA, MAIN STAGE

# INSTAGRAM FILTER CAMPAIGN

In the context of its action at the IUCN Congress, Art of Change 21 has created two Instagram filters, taking up Maskbook's theme of biodiversity.

- 1 plant filter, **PRECIOUS NATURE**, developed by the AR designer Maxime Vidal.
- 1 coral filter, **SAVING CORAL**, developed by Maxime Vidal with the artist Jérémy Gobé.

These filters will be used in the context of a communications campaign on Instagram, with a competition and prizes to be won by a draw:

## **PRECIOUS NATURE** filter

**Prize:** Five solar lamps, in partnership with the Fondation Schneider Electric.  
(by draw)

## **SAVING CORAL** x Jérémy Gobé filter

**Prize:** An original drawing by the artist Jérémy Gobé, valued at 2 500€.  
(by draw)

**PRECIOUS NATURE**



**SAVING CORAL**



ART OF  
CHANGE  
21°



# PARTNERS

Main partners:



LVMH

Institutional partners:



With the sponsorship of:

MAISON RUINART

FONDÉE EN 1729 - REIMS

Project partners:

TR



la  
fabrique  
des  
récits

DUPON.

# CONTACTS

## ART OF CHANGE 21

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The Art of Change 21 association connects contemporary art with major environmental issues and acts on the international level. Founded in 2014 by Alice Audouin and sponsored by Olafur Eliasson and Tristan Lecomte, Art of Change 21's main partner is the Schneider Electric Foundation (under the aegis of the Fondation de France) and its main institutional partners are the Ministry for Europe and Foreign Affairs, the French Office for Biodiversity and UN Environment. In 2021, Art of Change 21 welcomed the Maison Ruinart as a new patron.

<http://artofchange21.com/en/home/>

[Instagram](#)

[Facebook](#)

[Twitter](#)

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## LA TRAVERSE

### Catherine Bastide

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## KARBONE PROD (ECO-DESIGN)

### Fanny Legros

Fannylegros @ ecomail.fr