

ART OF  
CHANGE  
21



# ECO-DESIGN ART PRIZE

  
MINISTÈRE  
DE LA CULTURE  
*Liberté  
Égalité  
Fraternité*



MAISON RUINART **GUERLAIN**  
FONDÉE EN 1729 - REIMS



**ART OF  
CHANGE**

**21 •**



# Introduction

The beginning of 2024 is already witness to geopolitical instability, an acceleration of global warming and a decline in biodiversity. Changing practices and narratives in the face of the climate crisis is an urgent and necessary challenge as much for society as for the cultural sector.

The Eco-Design Art Prize (or “Prix Art Eco-Conception” in French) is designed to raise awareness of both climate change and eco-design solutions across the French art scene, helping to anticipate the major changes ahead. The large and ever-increasing number of applications received - 278 in 2023 and 356 in 2024 - demonstrates the importance of such an initiative and the growing demand from artists with regard to environmental responsibility.

The prize aims to contribute to the global acceleration of environmental action in the artistic sector, which already includes a number of initiatives: the French Ministry of Culture’s new « Guidance and inspiration for the ecological transition of culture », the full life-cycle analysis of the Art Paris art fair (a world first), the concept of "Institutional Permaculture" proposed by the Palais de Tokyo, the "Gallery Climate Coalition" movement, etc.

The prize has four main objectives: to train artists with regard to environmental issues and more sustainable (eco-design) practices, to support them in measuring and reducing their impact, to share best-in-class case studies, and to promote the role of artists in a socially-inclusive transition to net-zero. It is part of a long-term program of actions by the not-for-profit organisation Art of Change 21 to promote an environmental transition in the cultural sector.

Supported by its sponsors Maison Ruinart and Guerlain, the Eco-Design Art Prize is organized in partnership with the Palais de Tokyo, and its institutional partners are the French Ministry of Culture and ADEME (the French Agency for Ecological Transition). The Eco-Design Art Prize was also awarded the Fondation Norsys Trophy in 2023.

## **What is eco-design?**

*Eco-design, codified by various ISO standards, is a method that goes beyond carbon footprinting to include other environmental issues (biodiversity, water, scarcity of resources, etc.). It intervenes upstream, at the design and production stages of creation, along the full life cycle, right up to the eventual "death" of the work.*

## **AGENDA**

February 5 to March 10, 2024: Call for entries

March 18, 2024: Jury deliberation

April 2, 2024: Award ceremony

April 24, May 16 and June 7, 2024: Training

End of June 2024: Closing Event

July 2024: Online publication

# The Eco-Design Art Prize - 2024

For the second year running, the Eco-Design Art Prize supports artists in reducing their environmental impact. The prize rewards 12 laureats with three days of tailor-made support at the Palais de Tokyo, with environmental, carbon and eco-design experts, as well as artists already well-advanced in the environmentally-consciousness of their practice. Each laureat also receives a 1,000 euro grant upon completion.

The prize is open to all visual artists living in France.

The coaches, whose number and scope of expertise has increased for this second edition, includes specialists in art & environment, carbon analysis, eco-design, sustainable textile design, low tech, solar energy, Green IT, and much more. In addition, artists from the previous edition will share their own experience and progress. Finally, Art of Change 21 and the Palais de Tokyo will also be sharing their expertise, including a behind-the-scenes of the museum's sustainability practices.

Representing a real testing ground for the environmental transition of artistic practices, the prizewinners will be coached through all the various stages of their practice (choice of techniques and materials, production issues, exhibition process, modes of transport, etc.)

## **External coaches (experts and artists)**

Marie-Sarah Adenis, biologist, co-founder of PILI

Clément Bottier, sustainable textile designer and professor at the École des Arts Décoratifs

Cédric Carles, designer and co-founder of Paléo-Energétique and the Solar Sound System

Julian Charrière, artist (case study: powering an exhibition with solar energy)

Mathieu Delemme, eco-design and digital pioneer, President of CTRL-A

Jérémy Gobé, artist, founder of Corail Artefact (case study: creation of eco-materials)

Marion Laval-Jeantet (Art Orienté Objet), artist and university professor

Fabien Léaustic, artist-researcher in art, ecology(s) and outlook

Fanny Legros, founder of Karbone Prod

Théo Mercier, artist (case study: use of sand)

Raphaël Ménard, architect and post-carbon engineer, President of AREP Group

Alex Nathanson, designer and engineer, director of Solar Power for Artists

Emmanuelle Paillat, pioneer and carbon expert

Lucia Pietroiusti, Director of Ecologies, Serpentine Galleries

Xavier Veilhan, artist (case study: transport by boat)

## **Coaches from Art of Change 21 and Palais du Tokyo**

Alice Audouin, founder of Art of Change 21

Mathieu Boncour, Director of Communications and CSR, Palais de Tokyo

Benjamin Mathia, Exhibition and Audiovisual Manager, Palais de Tokyo

A closing event will be organized in the summer of 2024, accompanied by the online publication of a guide for artists, free of charge and accessible to all.

Art of Change 21 is also currently developing an online resource center and exchange platform for contemporary artists with environmentally-conscious practices.

# Jury

A jury composed of 10 leading figures from the fields of contemporary art and sustainable development selected the 12 winners.



Alice Audouin



Julie Crenn



Guillaume Désanges



Yvannoé Kruger



Valérie Martin



Arnaud Morand



Lucia Pietroiusti



Emmanuel Tibloux



Fabien Vallérian



Marion Waller

**Alice Audouin** – President and founder of Art of Change 21

**Julie Crenn** - Art critic and independent curator

**Guillaume Désanges** – President of the Palais de Tokyo

**Yvannoé Kruger** - Curator, director of Poush

**Valérie Martin** - Head of the Citizen Mobilization and Media Department at ADEME

**Arnaud Morand** - Independent curator and Head of Arts Afalula

**Lucia Pietroiusti** - Director of Ecologies, Serpentine Galleries

**Emmanuel Tibloux** - Director of the École nationale supérieure des Arts Décoratifs - Paris

**Fabien Vallérian** - Director of International Art & Culture at Ruinart

**Marion Waller** - Director of the Pavillon de l'Arsenal

## Selection Committee

**Stefano Vendramin (Chair)**, Director of Programmes, Art of Change 21

**Jérémy Alonso** - Head of Sustainable Innovation, Guerlain

**Léo Marin** - Curator, art critic and director of Galerie Eric Mouchet

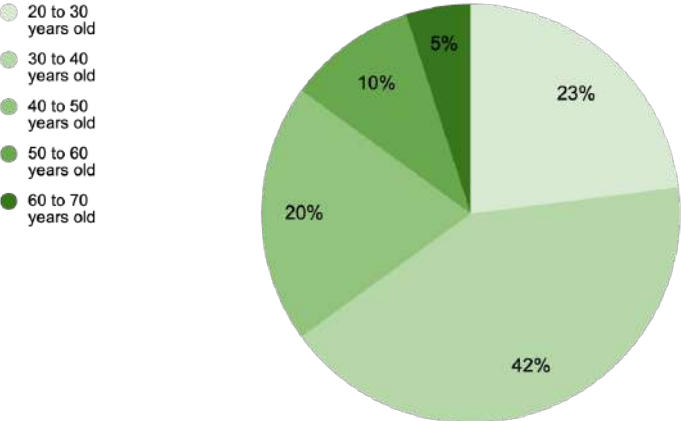
**Emmanuelle Paillat** - Carbon expert and consultant

**Art of Change 21 Team:** Claire Vannaxay, Juliette Dessagne, Juliette Soulez, Pauline Lisowski

# Profiles of the Candidates

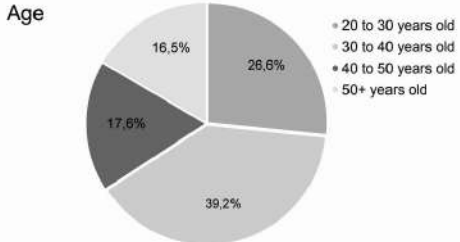
356 candidates

Age of Candidates



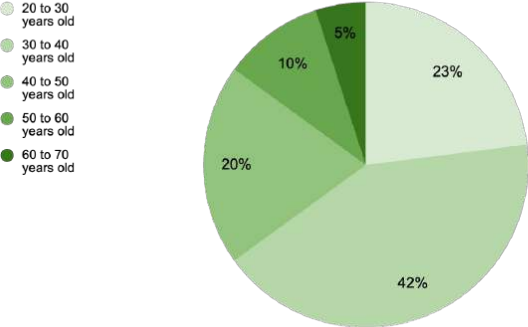
In 2023 :

278 candidates

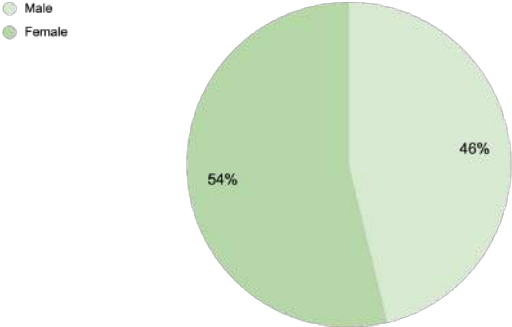


# Profiles of the Winners

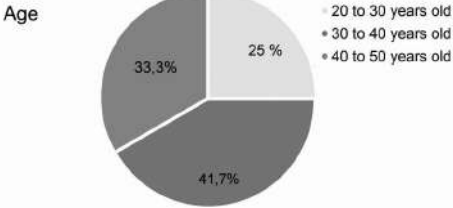
Age of Candidates



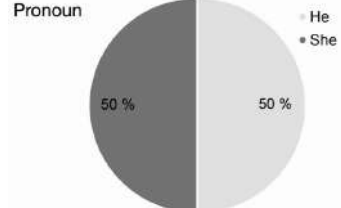
Gender of Winners



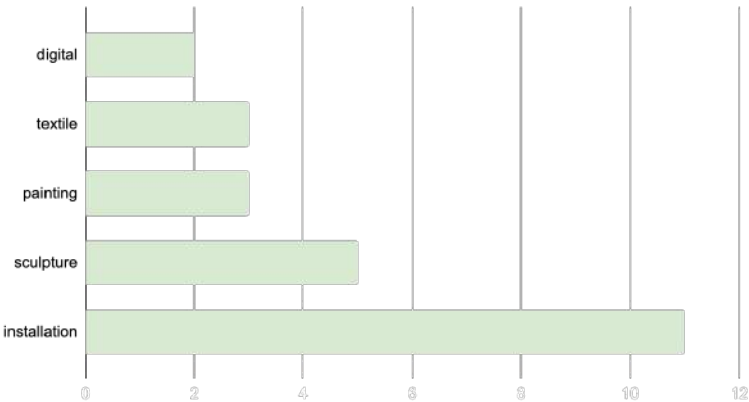
In 2023 :



In 2023 :



Artistic Practices (number of artists)



# **The 12 Laureates**

Assoukrou Aké

Amandine Arcelli

Alizée Armet

Victor Cord'homme

Lélia Demoisy

Julia Gault

Ittah Yoda

Alice Magne

Desire Moheb-Zandi

Ouazzani Carrier

Jonathan Potana

Adrien Vescovi

# Assoukrou Aké



Lives and works between Paris and Abidjan

Born in 1995, Bonoua, Côte d'Ivoire

Represented by Galerie Cécile Fakhoury

[www.assoukrou-ake.com](http://www.assoukrou-ake.com)

@assoukrou\_ake



*Esprit libre enchaîné*, 2023  
Crayon, contre-plaqué  
gravé et teinté  
120 x 84 cm



# Amandine Arcelli



Lives and works in Wissous, France

Born in 1991, Montpellier, France

[www.amandine-arcelli.fr](http://www.amandine-arcelli.fr)

@amandinearcelli



16e Biennale de Lyon, IAC - Institut d'Art Contemporain, Villeurbanne  
cur. Isabelle Bertolotti, Nathalie Ergino,  
Marilou Laneuville, Estelle Pagès.

\tik.sɔ.tɛʁ.pi\, 2022

Durites, pot d'échappements, sable, curcuma,  
résine

400 x 350 x 180 cm

350 kg

© Blandine Soulage

# Alizée Armet

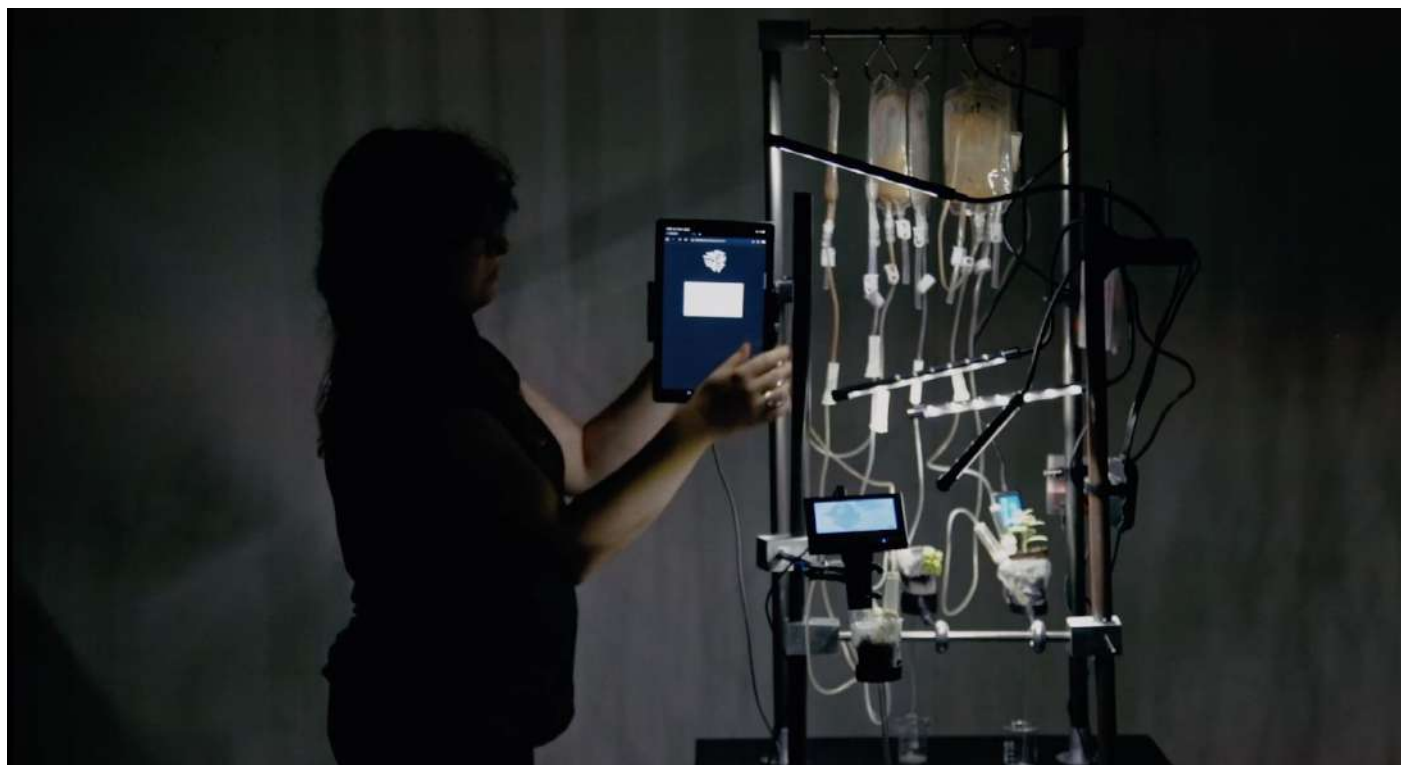


Lives and works in Bayonne

Born in 1991, Bayonne

[www.alizeearmet.com](http://www.alizeearmet.com)

@alizee\_armet



*Ghostly Plants Of Damaged Worlds*, 2023

Plantes, appareils scientifiques, capteurs, hardware, structure métallique

200 x 80 x 60 cm, 80kg

# Victor Cord'homme



Lives and works in Paris

Born in 1991, Paris

[www.victorcordhomme.com](http://www.victorcordhomme.com)

@victor.cordhomme



*Vue d'exposition*

N.O.É, Nacelle Observant les Étoiles (2023)

Centre d'art contemporain Les Tanneries, Amilly, FR

# Lélia Demoisy



Lives and works in Montainville

Born in 1991

Represented by Galerie By Lara Sedbon

[www.leliademoisy.com](http://www.leliademoisy.com)

@leliademoisy



*Vue d'exposition Entre les deux rives de l'île fleurie,*  
Centre d'art La Terrasse, Nanterre La belle mort 5, Bois de Frêne, 2022  
70 x 400 x 70 cm

# Julia Gault



Lives and works in Paris

Born in 1991, Paris

[www.juliagault.com](http://www.juliagault.com)

@gaultjulia



*Aléas*, 2023  
Aluminium recyclé  
et industriel 250 x  
165 x 150 cm  
Photographie :  
Laurent Lecat

# Ittahn Yoda



Live and work in Paris

Born in 1984 in Paris; born in 1985 in Tokyo, Japan

Represented by Galerie Jérôme Poggi

[www.ittahyoda.com](http://www.ittahyoda.com)

@ittahyoda



*Entre deux soleils, Jonquille et Peter II, 2024*

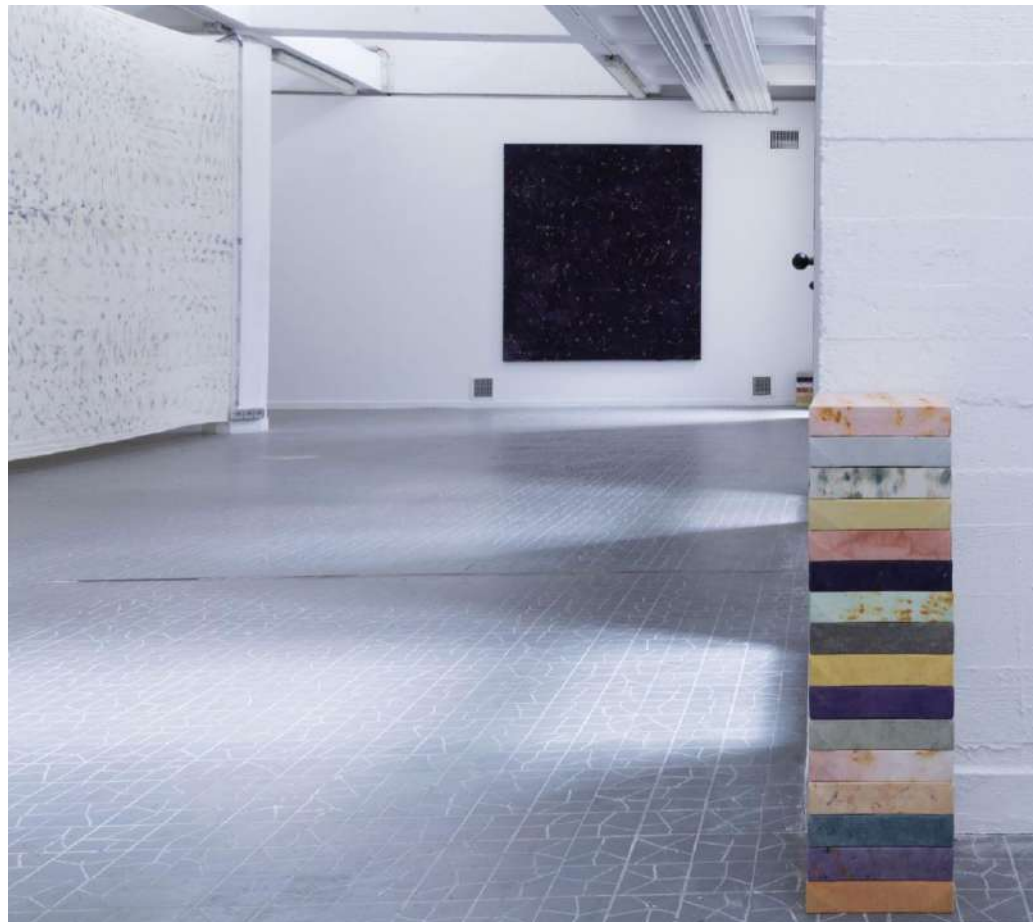
# Alice Magne



Lives and Works in Nice, France  
Born 1998, Nice, France  
Represented by Silica Contemporary  
[www.alicemagne.com](http://www.alicemagne.com)  
@alice\_magne

*Oxalis / Campêche*  
n°1, 2023  
Teinture et  
bouquet sur toile  
210 x 190 cm

*Stack n°2*, 2023  
Teinture et  
bouquet sur toile  
27 x 22 cm



# Desire Moheb-Zandi



Lives and works in Paris

Born in 1990, Berlin

[www.desiremohebzandi.com](http://www.desiremohebzandi.com)

@desiremohebzandi



*Let me be me, 2022*  
Upcycled 2nd hand bras,  
factory defect, clothes,  
t-shirt yarn, plastic, filling,  
nylon, rope, metal, wood  
315 x 231 x 10 cm



# Ouazzani Carrier



Live and work between Paris and Nice  
Born in 1991 in Lille; born in 1981 in  
Brive

[www.ouazzanicarrier.com](http://www.ouazzanicarrier.com)

@ouazzanicarrier



*Milieu vague*, 2022

2 vidéos 8K sur 4 écrans, 14 min

Dimensions Variables

# Jonathan Potana



Lives and works in Paris and  
Reunion Island  
Born in 2000, Reunion Island  
[@jonathan.potana](https://www.instagram.com/jonathan.potana)



*Mouvement Primaire*, 2020  
Bois et pierre  
4.7 x 4.4 x 1.9 m

# Adrien Vescovi



Lives and works in Marseille  
Born in 1981, Thonon-les-bains  
Represented by Galerie  
Albarràn-Bourdais and Sorry We're  
Closed

[www.adrienvescovi.com](http://www.adrienvescovi.com)

@ardeinv



*Sans titre (Jours de lenteur  
page 4 & 5), 2022*  
Draps (coton, lin, chanvres),  
teinture naturelle (ocres) et  
couture  
Dimensions variables

# Partners



The Palais de Tokyo is one of the leading centers for contemporary art in Paris and Europe. It is a vibrant hub for today's artists, a unique exhibition space showcasing the very best of contemporary creation over the course of its exhibition seasons.

As the first art center in France to set up a CSR (Corporate Social Responsibility) department, the institution is preparing for the challenges of the 21st century, particularly in terms of adaptation, resilience and the fight against climate change, but also in terms of social and societal impact and the promotion of responsible business models.

In its daily operations, artistic programming, or through its various sponsorship actions in ecological and social transitions, the Palais de Tokyo, committed to "Institutional Permaculture," advances as a sustainable hub for culture.

# Institutional Partners



As part of its missions to safeguard and provide access to cultural heritage, support creation, media, and cultural industries, promote cultural democratization, and ensure everyone's participation in culture, the Ministry of Culture is acting for ecological transition. It has thus released a guidance and inspiration document to the public at the end of 2023. In this context, the ministry supports sectors and cultural structures to implement French and European commitments, whether related to mitigation and adaptation to climate change, restoration of biodiversity, resource efficiency, or pollution control.



For over 30 years, ADEME has been mobilizing citizens, economic players and local authorities, giving them the means to move towards a resource-efficient, low-carbon, fairer and more harmonious society. In all fields (energy, circular economy, adaptation to climate change, etc.), it advises, facilitates and helps finance numerous projects, from research to the sharing of solutions. Convinced that the ecological transition is a cultural transition, ADEME works alongside the world of culture to change practices and collective imaginations. ADEME is a public establishment under the authority of the Ministry of Ecological Transition and Territorial Cohesion, the Ministry of Energy Transition and the Ministry of Higher Education, Research and Innovation.

# Sponsors

**MAISON RUINART**  
FONDÉE EN 1729 - REIMS

*Main Sponsor*

As a supporter of the artistic world and committed to the fight against global warming for many years, Maison Ruinart is once again sponsoring the Eco-Design Prize in 2024, in order to support artists in reducing their environmental impact.

This sponsorship is a continuation of ongoing patronage of sustainability actions by Art of Change 21, following previous support of Julian Charrière's exhibition "Melting Point" at the COP28 (2023), the exhibition "Biocenosis" exhibition held at the IUCN World Conservation Congress (2021) and Art of Change 21's "Planète Art Solidaire" Prize in 2021, which supported 21 artists placing the environment at the heart of their creation, during the COVID-19 pandemic.

**GUERLAIN**

Guerlain, a pioneer in responsible luxury for 15 years, has been collaborating with leading artists since its creation in 1828. Rich in history, recognized as a Living Heritage Company and with a prestigious collection, it carries out ambitious artistic initiatives, through exhibitions at 68 Champs-Élysées, Paris and artistic collaborations. For the second year in a row, Guerlain supports the Eco-Design Prize.

## Partners in the diffusion of the call for applications

**POUSH**

**CGA**  
COMITÉ PROFESSIONNEL  
DES GALERIES D'ART



FONDATION  
**L'Accolade**  
INSTITUT DE FRANCE

**fisheye**

**EME**  
FONDS DE DOTATION  
EMERIGE

RÉVÉLATIONS  
EMERIGE

**école  
des arts  
décoratifs  
paris**

# Art of Change 21

Art of Change 21 is a non-profit organisation founded in 2014 by Alice Audouin, a French pioneer in the relationship between contemporary art and the environment, organizer of the first international event on the subject at UNESCO in Paris in 2004.

At the forefront of the connection between art and major environmental issues, the NGO has succeeded over the years in rallying a growing community committed to a more sustainable cultural sector.

Under the patronage of Olafur Eliasson, the association operates internationally in collaboration with environmentally-committed contemporary artists such as Tomás Saraceno, Lucy Orta, Hassan Hajjaj, Lin-May Saeed, John Gerrard, Julian Charrière, Minerva Cuevas, Romuald Hazoum , and others.

Aside from the Eco-Design Art Prize, Art of Change 21 spearheads initiatives such as the international participatory project Maskbook (with 7000+ participants in 30+ countries), and undertakes major artist-led actions during international events such as the annual climate COP. Art of Change 21 also promotes the latest art exhibitions, trends, and innovations related to the environment, via its bilingual online media *Impact Art News* (9,000 subscribers).



*Flare (Oceania)*, John Gerrard, COP27 (2022), Glasgow   John Gerrard & Pace gallery

# The Eco-Design Art Prize - 2023



Laureates, Eco-Design Art Prize 2023, photo credit © Say Who

In 2023, Art of Change 21 organized the first edition of the Art Eco-Design Award, which received 278 applications and awarded 12 artists with guidance from a team of experts and artists.

In 2023, the winning artists were: Pierre Clément, Raphaël Fabre, Pierre Gaignard, Agata Ingarden, Ángela Jiménez Durán, Eva Jospin, Ludivine Large-Besette, Thomas Lévy-Lasne, Louisa Marajo, Vincent Mauger, Théo Mercier, and Manon Pretto.

The jury consisted of: Guillaume Désanges (Palais de Tokyo), Fabienne Leclerc (Galerie In Situ), Fabien Vallérian (Ruinart), Julian Charrière, Anne Bourrassé (Consulat Voltaire), Emmanuel Tibloux (École des Arts Décoratifs), Cécile Lochard (Maison Guerlain), Alice Audouin (Art of Change 21).

For this first edition, two artists (Louisa Marajo and Eva Jospin) also benefited from a Life Cycle Assessment (a comprehensive technical evaluation of the impact of an artwork with respect to key environmental criteria).

Following this first edition, 100% of the laureates expressed satisfaction with the guidance, and over 90% stated that this guidance would evolve their practice.

A study on the impact of the training on their practice will be conducted in June 2024.



Julian Charrière, *Towards No Earthly Pole*, 2018. Courtesy of the artist.

## ART OF CHANGE 21

[www.artofchange21.com](http://www.artofchange21.com)

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 [@artofchange21](https://www.instagram.com/artofchange21)



MAISON RUINART GUERLAIN  
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