

# Art of Change 21 at COP27

*Sharm el-Sheikh, Egypt. 6-18 November 2021*



ART OF  
CHANGE  
21 •



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# Active at COP since 2015

Since COP21 in 2015, **Art of Change 21** has been putting art and the environment at the forefront of COP Climate, with the support of its main partner Schneider Electric Foundation. Its project-campaign **Maskbook** plays a significant role at each COP with workshops and exhibitions involving local and international civil society.



## COP21 Paris, France

- 3 exhibitions in France: Grand Palais, Green Zone Le Bourget
- 1 exhibition in Beijing, China (French Institute)
- 4 Maskbook workshops
- Labeled COP21 by the French Gov
- A visit from the French President



## COP22 Marrakech, Morocco

- 10 day program, in Riad Yima of Hassan Hajjaj
- 2 Masbook workshops
- 4 workshops (lowtech...)
- 3 Exhibitions
- 6 Panel Discussions/ Conferences



## COP23 Bonn, Germany

- 1 Maskbook workshop
- 2 Exhibitions
- 4 Panel Discussions/ Conferences

# Active at COP since 2015

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**COP 24**  
Katowice,  
Poland

## **COP24** Katowice, Poland

- 4 Maskbook workshops
- 5 Exhibitions in the city
- 1 Panel Discussion



**COP25**  
Madrid, Spain/  
Santiago Chile

## **COP25** Madrid, Spain & Santiago, Chile

- 2 Maskbook workshops
- 1 Exhibition
- 2 Panel Discussions



**COP26**  
Glasgow,  
UK

## **COP26** Glasgow, UK

- 2 Public artworks in Glasgow
- 1 Public artwork in London
- 1 Panel Discussion
- 1 Maskbook workshop

# Art of Change 21 at COP27

## 4 LOCATIONS

## 5 WORKSHOPS

- October 6: Banlastic, Alexandria
- October 7: VeryNile, Cairo
- October 13: Humans of Upper Egypt, Luxor
- October 21: Photopia Workshop, Cairo
- November 11: Sharm el-Sheikh Museum, Sharm el-Sheikh

## 3 EXHIBITIONS

- 6-17 Nov: COP27 Green Zone, Sharm El-Sheikh
- 22 Nov-5 Dec: Photopia, Cairo
- TBC: Goethe Institut, Alexandria



**SHARM EL-SHEIKH**



**CAIRO**



**ALEXANDRIA**



**LUXOR**



# An action centred around **Maskbook**, which puts Egyptian civil society at the forefront

After two years of COVID-19 pandemic, COP27 in Egypt was the occasion for a strong reactivation of Art of Change 21's flagship project, Maskbook.

**Maskbook** was launched by Art of Change 21 in 2015 in advance of COP21, in collaboration with the Chinese artist-photographer Wen Fang.

**Maskbook** raises awareness about climate issues and mobilises the general public through creativity by using the anti-pollution mask as a symbol. It is a **global collective work of art** that invites anyone and everyone to create a mask from waste and convey their feelings about environmental issues and climate change.

Since 2015, Maskbook has united **over 8,000 participants across the world through over 200 workshops**, from China to Kenya, to Ecuador and South Korea:

- **Workshops are open to everyone and free.** Their principle is simple: each participant is invited to create a mask from waste products that have been collected (e.g. on a beach in Ghana, in a textile workshop in Kenya, or quite simply in the participant's home...). **The participants are then photographed and fill out a form indicating their mask's name and the environmental message they want to convey.** The workshops are organised with local partners specialising in art and / or the environment.
- The 1000 most beautiful Maskbook portraits are selected and presented on the **online gallery** [maskbook.org](https://maskbook.org) and are exhibited internationally.
- Maskbook was chosen by UN Environment to launch **World Environment Day 2019**.
- Maskbook was chosen by the French **Ministry for Europe and Foreign Affairs** to celebrate the 5th anniversary of the Paris Agreement ([video](#)).
- Maskbook is supported by the **Schneider Electric Foundation**



From top to bottom: French Actress Juliette Binoche, South Korean actor Jun-Yeol Ryu, UNFCC Executive Secretary Patricia Espinosa

# Art of Change 21 at COP27

Before and during COP27, Maskbook gave local citizens and artists the chance to creatively transmit their concerns regarding climate change in Egypt, culminating in a final exhibition at Sharm El-Sheikh and Cairo...



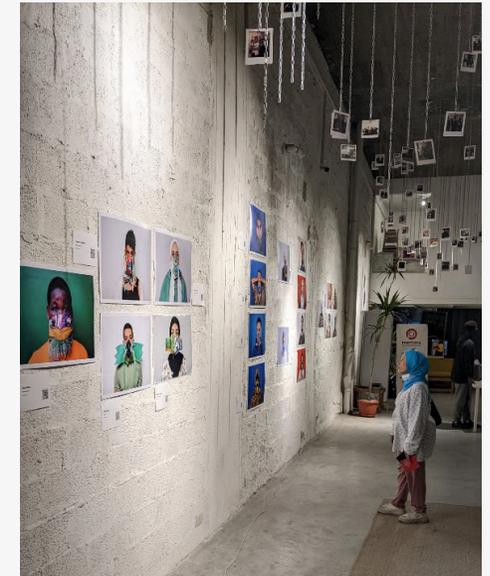
**WORKSHOPS IN  
CAIRO, ALEXANDRIA  
& LUXOR**  
*Oct 2022*



**EXHIBITION IN COP27  
GREEN ZONE, SHARM  
EL-SHEIKH**  
*6-18 Nov 2022*



**COP27 CULTURE DAY AT  
SHARM EL-SHEIKH  
MUSEUM**  
*11 Nov 2022*



**EXHIBITION AT  
PHOTOPIA, CAIRO**  
*22 Nov-10 Dec 2022*

# 1/ Maskbook workshops around Egypt ahead of COP27

Art of Change 21 partnered with some of Egypt's leading organisations in the field of environment (Greenish, Banlastic, VeryNile) and photography (Photopia, Humans of Upper Egypt) to mobilise citizens by appealing to their creativity through Maskbook workshops and exhibitions across Egypt.



## Alexandria

- Banlastic headquarters  
(6 Oct 2022)



## Cairo (VeryNile)

- VeryNile headquarters  
(7 Oct 2022)



## Luxor

- Humans of Upper Egypt centre  
(13 Oct 2022)



## Cairo (Photopia)

- Photopia photography school  
(21 Oct 2022)

# Our local partners



## GREENISH

[Greenish](#) is an Egyptian Foundation that aims to achieve sustainable development through interactive educational activities, and environmental assessment services, and provides support to local communities vulnerable to the adverse effects of climate change. On September 3, 2021, Greenish launched the first edition of Greenish environmental festival, the first of its kind in Egypt.



## PHOTOPIA

[Photopia](#) is a photography school and studio, a store & gift shop, a gallery & co-working space, Photobook Egypt curator & publisher and the founder and owner of Cairo Photo Week.



## VERYNILE

[VeryNile](#) is the first initiative to develop sustainable means to clean the Nile while raising awareness on the importance of protecting our environment. VeryNile interlaces social and environmental impact and develops eco-friendly solutions to remove inorganic waste from the river.



## BANLASTIC

[Banlastic Egypt](#) is a social enterprise based in Alexandria that tackles the plastic pollution problem since 2018. They aim to ban single-use plastic in Egypt by offering alternative products to single-use plastic, creating a base of aware customers through delivering workshops, training, beach cleanups, and various environmental events.



## HUMANS OF UPPER EGYPT

[Humans of Upper Egypt](#) posts photographs and videos shot in Upper Egypt on Facebook and Instagram. "There we teach the basics of photography and pass on our values. Our goal is to use all available mediums to highlight and document our cultural heritage."

# 2/ Maskbook Exhibition in COP27 Green Zone

6-18 November 2022

Our booth, located in the Future Generations & Innovation Hub of the Green Zone, opposite the Blue Zone, became an exhibition space for Maskbook.

Open to COP27 participants & local citizens, the exhibition presented both the portraits made in the workshops in Egypt as well as a selection of international portraits, including some by well-known public figures, such as Sônia Guajajara.

All wall texts were printed in both English and Arabic.

A Maskbook workshop area inside the booth also allowed visitors to create their own masks and messages for COP27 and submit online on the online gallery [Maskbook.org](https://Maskbook.org).



# 3/ #ArtCultureHeritageCOP27 Day

11 November 2022



Art of Change 21 is part of the **Climate Heritage Network** delegation at COP27, a voluntary, mutual support network of arts, culture and heritage organisations committed to aiding their communities in tackling climate change and achieving the ambitions of the Paris Agreement.

Members include: *Princess Dana Firas of Jordan, American Research Center in Egypt, Great Egyptian Museum, Julie's Bicycle, Europa Nostras, Creative Carbon Scotland, Google Arts & Culture, UCLG - United Cities Local Governments, ICOM, UK DCMS (Department for Digital, Culture, Media and Sport), World Monuments Fund, National Trust UK, Bibliotheque Alexandrina...*

## SOME OF THE AGENDA...

- A full day of events on the 11 November 2022 at the Sharm el-Sheikh museum, next to COP27
- The publication of a climate Manifesto written by cultural leaders across the world
- A Maskbook workshop held on the patio of the museum
- During the day, the programme featured numerous panels and a CultureCOPAssembly that brought together a diverse array of cultural actors to explore how arts and culture at COP can support, challenge and deepen the possibility of a more climate just and safe world for all
- In the evening, the grounds of the Museum featured performances, music and poetry amplifying leading global creative voices on the climate emergency, including a presentation by indigenous leader Sonia Guajajara



# 3/ #ArtCultureHeritageCOP27 Day

Photos from the Maskbook workshop held at Sharm el-Sheikh Museum



*Art of Change 21 founder Alice Audouin introduces the Maskbook workshop*



*Emma Nardi, ICOM President, shows her mask & message*



*Participants look for ingredients for their mask from the collected waste*



*Salma Sabour, PhD candidate in climate change and heritage*



*Participants making their own masked creations*

# 4/ Maskbook Exhibition at Photopia - Cairo

22 November-10 December



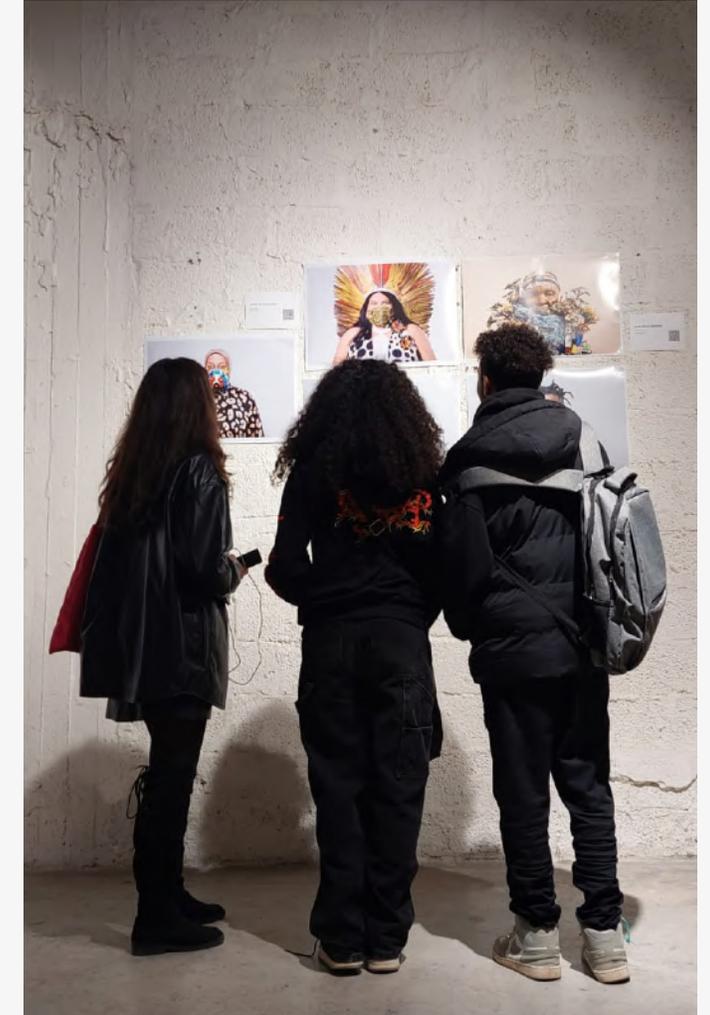
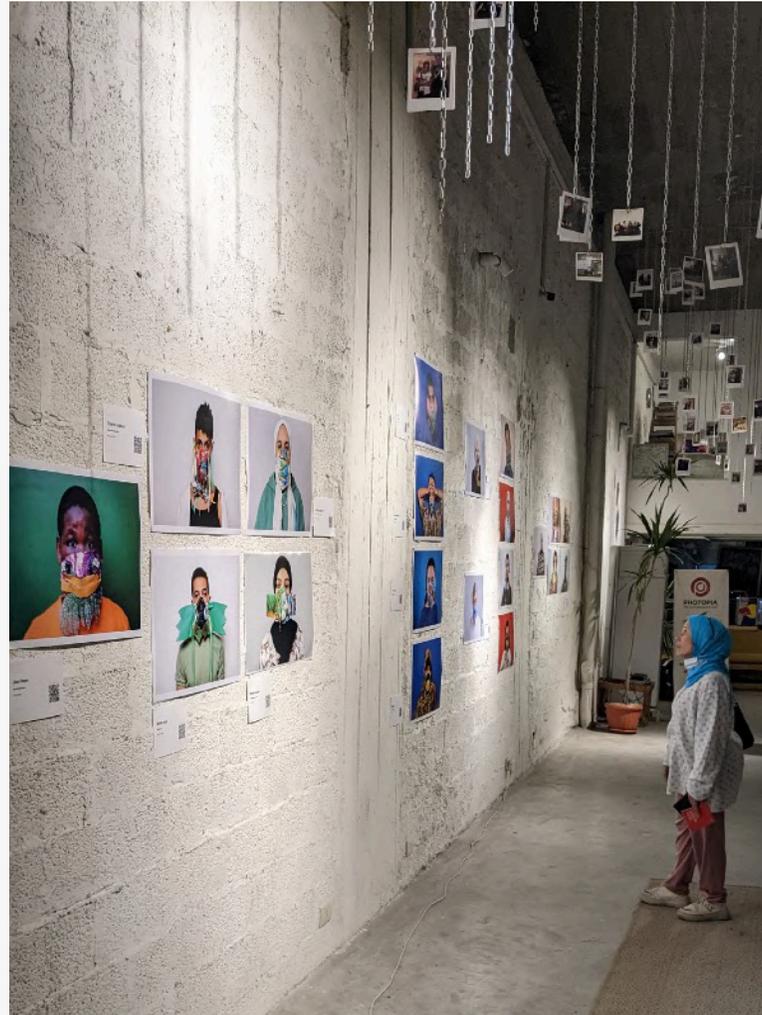
CAIRO  
DESIGN  
WEEK

Based in Cairo & founded by Marwa Abou Leila, Photopia is a photography school and studio, shop, gallery & co-working space, as well as Photobook Egypt curator & publisher and founder of Cairo Photo Week.

Following COP27, the Maskbook exhibition travelled from Sharm el-Sheikh - via transportation methods with low environmental impact - to Egypt's capital Cairo, in order to reach a wider Egyptian audience.

The exhibition was part of the programme for Cairo Design Week.

As at COP27, a Maskbook workshop area was available for visitors to make their own mask.



# A selection of the best Maskbook portraits from Egypt...



[Go to Maskbook.org to see more...](https://Maskbook.org)

# And some videos...



[COP recap](#)



[Link](#)



[Link](#)



[Link](#)



[Link](#)

# Communication & social media

Active online communication from all the partners involved (in both English & Arabic) spread the Maskbook campaign far and wide.

## Art of Change 21

- Facebook posts/stories: **9k followers**
- Instagram posts/stories: **5k followers**
- Twitter posts: **3k followers**
- Press release shared by PR agencies (French/English)
- International Maskbook.org campaign on social media
- Special edition of the Impact Art News newsletter (10k readers)

## Greenish

- Facebook posts/stories: **80k**
- Instagram posts/stories: **11k**
- Support by Egyptian Influencers
- Workshop participant open call via mailing & social media campaign
- Press release sent by Greenish in Arabic/English

## Photopia

- Facebook posts/stories: **76k followers**
- Instagram posts/stories: **47k followers**
- Mailing campaign for exhibition

## Banlastic

- Facebook posts/stories: **23k followers**
- Instagram stories: **12k followers**

## Verynile

- Instagram stories: **16k followers**

## Climate Heritage

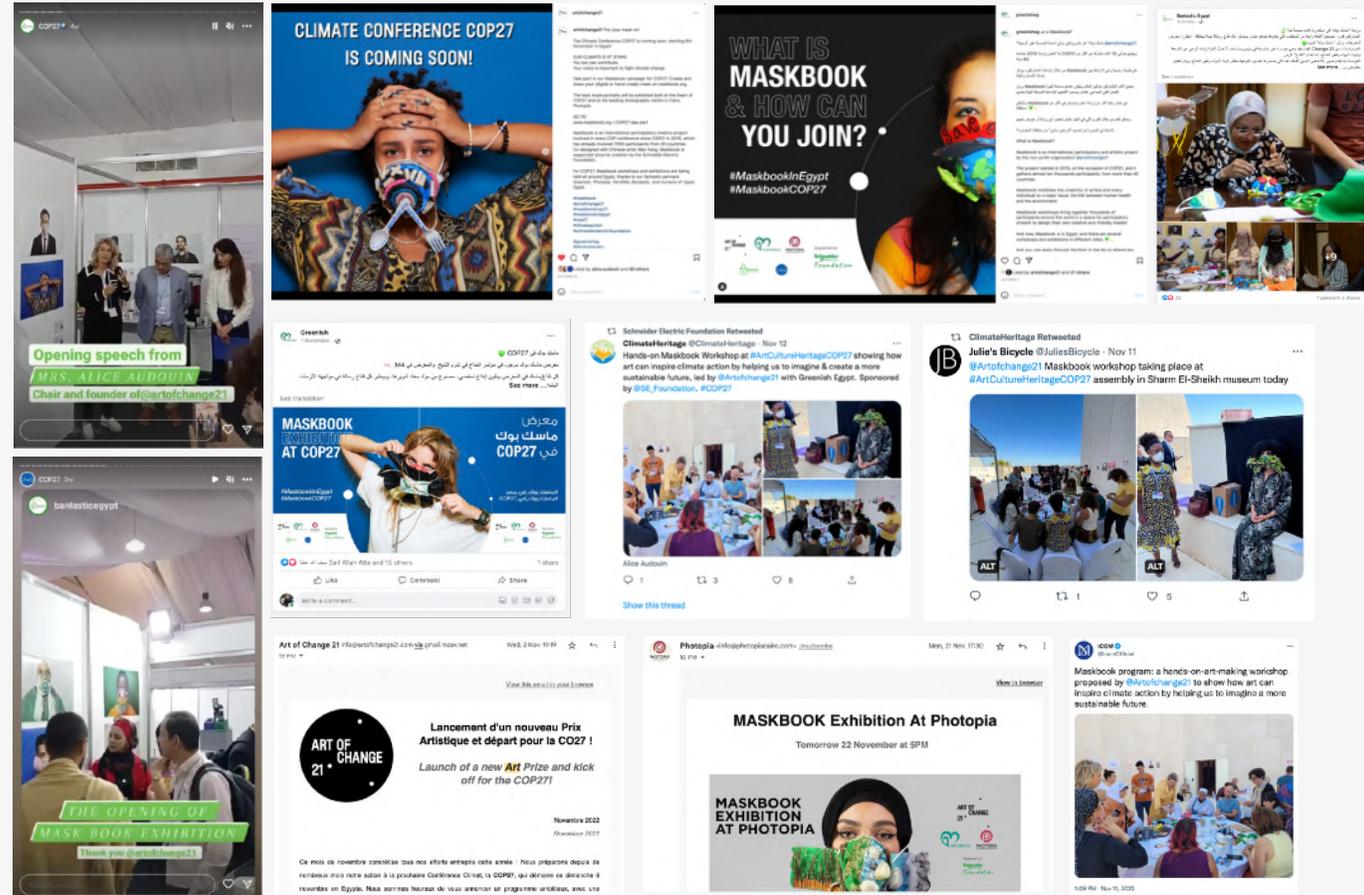
- Twitter post: **5k followers**

## ICOM

- Twitter post: **40k followers**

## Julies Bicycle

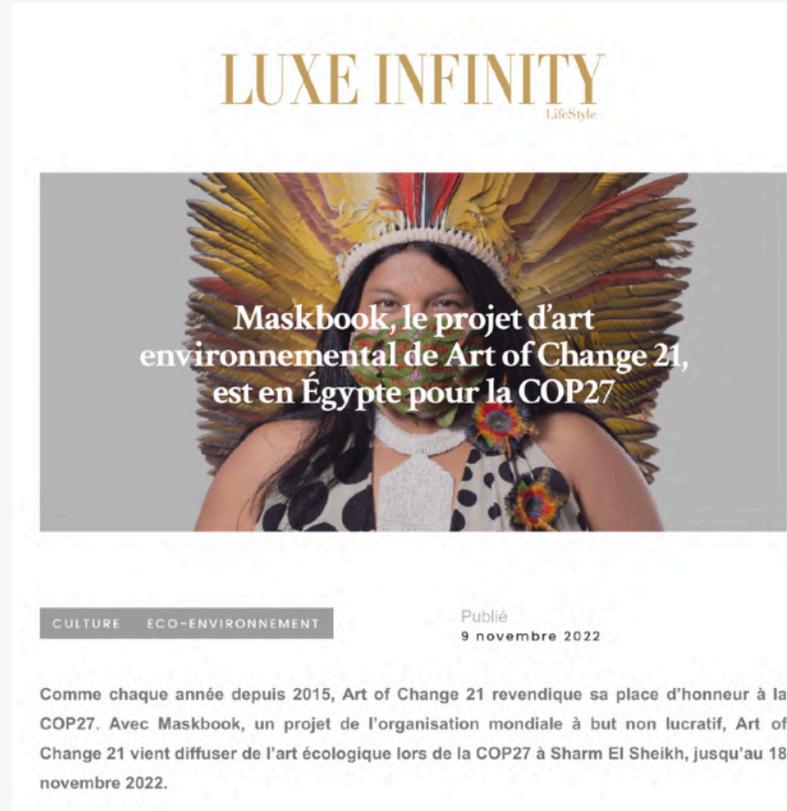
- Twitter post: **12k followers**



# Press highlights



[CNN Arabic](#)



[Luxe Infinity](#)



[Cairo Scene](#)

# Partners

## MAIN PARTNER



## INSTITUTIONAL PARTNER



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## PROJECT PARTNERS



# Team



**Alice Audouin**  
Founder-President



**Stefano Vendramin**  
COP27 Project Lead



**Nicolas Madec**  
Maskbook Lead



**Zoé Brioude**  
COP27 Coordinator

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