

MASKBOOK.ORG IS ON LINE! ALREADY 200 AMAZING CREATIVE MASKED PORTRAITS

14th of October 2015, Paris, France: Art of Change 21 has just launched its amazing online Maskbook gallery starting with 200 masked portraits from 20 countries all over the world. Maskbook.org is the first international and creative action on the link between health and climate, launched by Art of Change 21 for COP21 (UN Climate Change Conference, Paris December 2015). These portraits will be exhibited in the Grand Palais and Bourget during COP21.

Maskbook is an international and creative action for climate, which highlights the link between health, pollution and climate and uses the mask as a symbol. It has for patron artist **Olafur Eliasson** and social entrepreneur **Tristan lecomte**. The aim is to **reverse** the anxiety-provoking image that is an anti-dust mask into a means for citizens **to express creative and ecological solutions**. Conceived during the "Conclave des 21", which gathered 21 artists, entrepreneurs and youth committed from 12 countries, and organized by Art of Change 21 at the Gaité Lyrique (Paris) at the end of November 2014, Maskbook will pursue its action until COP23 in two years time.

CREATIVITY AND ENVIRONMENTAL AWARENESS



Maskbook.org presents a great diversity of masked portraits and materials/techniques used (3D printing, plastics, waste, depolluting plants, etc.) as well as themes: concerns such as melting ice and extinction of species or solutions (solar power, seaweed, etc.).

All are invited to post their portrait by filling out [this easy and quick form](#). The website Maskbook.org also includes a news page and a search engine, it is available in **three languages: French, English and Chinese.**

Artists, sustainable development actors, eco designers, fashion designers are part of the gallery, but also many citizens committed to COP21, climate, pollution and concerned about their health. **From 3 to 95 years, all are rallying!** The youngest: a little Chinese boy (3 years-old); the oldest : an 85 year old lady from the village of Verfeuil near Toulouse, France.



THE PARTICIPATION OF THE CHINESE PEOPLE

Maskbook is the first **cultural project concerning climate change with China**. A **WeChat page** was launched in September and the first Maskbook **workshops** took place in **Beijing** during the **Beijing Design Week**, animated by the artist **Wen Fang**, one of the "21" of Art of Change 21. A launching event for Maskbook in China will be organized the 20th of October with the support of the French Embassy in China.

COLLECTIVE AND FRIENDLY MASKBOOK WORKSHOPS AND EVENTS

Maskbook will showcase all the masks until COP21 through travelling photo-booths, a mobile application, exhibitions, a monumental video projection, and a masked ball. Maskbook will be present in numerous events (for example the World March for Climate the 29th of November) and during COP21, Maskbook will hold an exhibit of the most extraordinary masks and animate a dedicated space within the **Grand Palais** (Paris) for Solutions COP21 and in **Le Bourget** for Générations Climat and La Galerie by WE.



The Maskbook project led by [Art of Change 21](#) is labeled "COP21" and "Paris for Climate", and is also under the patronage of the French Ministry of Culture and Communication.

ABOUT ART OF CHANGE 21

First initiative in the world to combine Art, Social Entrepreneurship and Young people, the NGO Art of Change 21 brings together 21 artists, social entrepreneurs and young leaders in climate and the environment from 12 countries. [Art of Change 21](#) aims to have a positive influence on COP21 and the next COPs, and to act in favor of climate and ecological transition thanks to culture, digital and co-creation. Founded in 2014 by Alice Audouin, renown player for sustainable development and art in France.

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