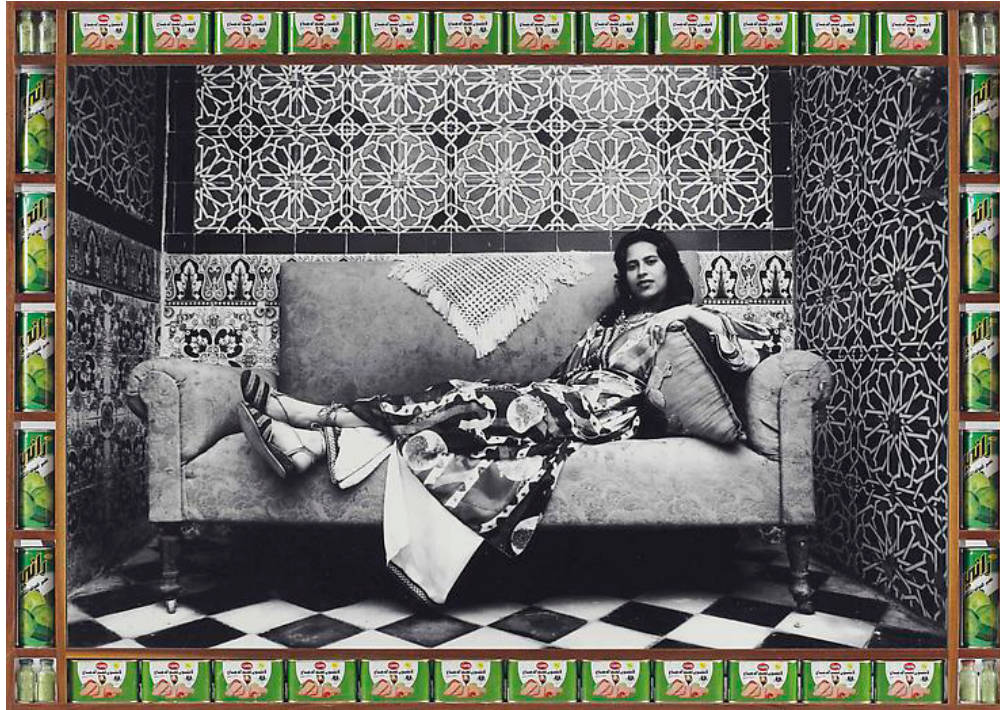


BALAD_E

بلادي



Hassan Hajjaj, *Ilham, 200/1421*, Digital C-Print, 129 x 94 cm - courtesy of Rose Issa

ART OF CHANGE 21 SIDE EVENT AT COP22 IN MARRAKESH AT THE CROSSROADS OF ART, CLIMATE AND SUSTAINABLE LIFESTYLES

One year after its major actions and exhibitions during COP21 (the 21st United Nations conference on climate change, Paris, Dec 2015), Art of Change 21 presents BALAD_E, a one-of-a-kind event with the artist Hassan Hajjaj for COP22 in Marrakesh, Morocco, from November 10th to 17th, 2016.

For COP22, in a leading country in solar energy and art, with the Marrakesh Biennale of Contemporary Art, Art of Change 21 joins forces with the renowned artist and “upcycler” Hassan Hajjaj to create an original programme linking the fields of culture, sustainable development and innovation.

BALAD_E aims to generate international fruitful encounters between art and sustainable development. For 8 days, Art of Change 21 and its main partner the **Schneider Electric Foundation** will offer **talks, debates, workshops, concerts, art performances, exhibitions** and festive moments in the Riad Yima of Hassan Hajjaj, in the heart of the Medina.

In partnership with **PIKALA BIKES** (a foundation which reintroduces biking in Marrakech), Art of Change 21 will also offer **PIKALA BALAD_E**, thematic bicycle tours of Marrakech, highlighting the most sustainable locations within the city, for a unique green and engaged experience.

Moreover, Art of Change will have a booth in the **Green Zone** of the COP22, in the art & culture area. It will exhibit **Maskbook** and provide animations.

Finally, Art of Change 21 will launch its website **Caire Game** in Arabic with specific carbon reduction actions for Maghreb.



ART of CHANGE 21



Pikala

Balade's main partner is the Schneider Electric Foundation in conjunction with the support of UNEP (United Nations Environment Programme) and CCAC (Climate and Clean Air Coalition).

Its project partners are : Hassan Hajjaj, Riad Yima, Pikala, Paléo-énergétique, Café Clock, Association 4D and Low Tech Lab.

About Art of Change 21 :

The association Art of Change 21 is the first initiative in the world to bring together art, social entrepreneurship and the youth movement.

With **Olafur Eliasson** as its patron and the entrepreneur Tristan Lecomte (Alter Eco, Pur Projet) Art of Change unites 21 artists, social entrepreneurs and young "green" leaders from 12 countries. Created in 2014, Art of Change 21 promotes co-creativity and innovation. Its flagship initiative Maskbook have thousands of participants from over 20 countries and Caire Game has successfully reached over 5000 carbon reduction actions. It was founded by Alice Audouin, French pioneer of the link between art and sustainable development.

About Hassan Hajjaj :

Hassan Hajjaj has a diverse practice that includes installation, performance, fashion, and furniture design. He promotes "upcycling" which is at the heart of his creation and collaborates with local communities.

Hassan Hajjaj has recently been exhibited at the Taymour Grahne Gallery in New York, at the Third Line Art Gallery in Dubai or at Colette in Paris. His work is amongst the collections of the Brooklyn Museum, New York; Los Angeles Museum of Contemporary Art, Los Angeles; the Victoria & Albert Museum, London; the Farjam Collection, Dubai...

Hassan Hajjaj was born in 1961 in Larache, Morocco. He lives and works between London and Marrakech.

TEASER

WEBSITE

ABOUT ART OF CHANGE 21

ABOUT MASKBOOK

ABOUT CAIRE GAME

ABOUT SCHNEIDER ELECTRIC FOUNDATION

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