



MASKBOOK

ART OF
CHANGE

21

ORGANIZING A WORKSHOP

MASKBOOK



What is Maskbook ?

- ▶ Launched in 2015 by Art of Change 21, Maskbook is the first **international, artistic and citizen initiative** that links **health, air pollution and climate change**, building a collective work of art, and using the mask as a symbol.

Why the mask ?

- ▶ Workshop participants are invited to **personalize and decorate a mask using their creativity**. The mask can express a **solution against climate change** or in **favor of a more sustainable lifestyle**, or else **express a worry or concern**.

How do workshops work?

- ▶ The anti-pollution (or dust) mask, a symbol for pollution, is transformed into a **symbol for solutions**. The dust masks, used in urban cities where air pollution is very high, become a blank canvas for creation.

Where do workshops happen ?

- ▶ **Close to 70 workshops**, all over the world, have united thousands of people, from China to Ecuador, South Korea, Kenya, Morocco, and France, from eco music festivals (We Love Green) to major climate change events (COP21 in Paris, COP22 Marrakesh) to local neighborhood resource centers (Kibera slum in Nairobi) to photo biennales (Daegu Photo Biennale) to institutional and company headquarters (UN Environment).

Who are workshops for ?

- ▶ **Everyone! From ages 12 and up**. Awareness about climate change and proposing a solution is the goal of the workshop. Students, artists, neighbors, key players of sustainable development — everyone is welcome!

ORGANIZING A MASKBOOK WORKSHOP

- ▶ A Maskbook workshop can be broken down into **different steps** :
 - * **Before** : Logistics (space and tools), collecting ingredients, and communication
 - * **During** : Guiding the workshop experience, mask-creation, photography, collecting mask information, communication
 - * **After** : Publishing portraits to maskbook.org and communicating the event on social media !



BEFORE THE WORKSHOP: FINDING A SPACE

- ▶ **The workshop space is organized into three parts:** a space for ingredients, a space dedicated to the mask-creation and a photo space.
- ▶ **The ingredients table(s):** Designate a table or a certain number of tables (depending on number of participants) for the presentation of ingredients, so that participants can easily choose what materials inspire them in their mask-creation.
- ▶ **The mask-creation space:** As mask creation takes anywhere from 10 minutes to 1 hour, tables and chairs will ensure a comfortable space for participants. Access to electrical outlets is important if you are using glue guns (although the more eco-friendly tools you have, the better!)
- ▶ **The photographer's corner:** Good light and being able to hang a solid-color backdrop is a sure way to end with portraits that will seamlessly enter international, online portrait gallery.
- ▶ A Maskbook workshop can accommodate **between 5 and 100** people, it is up to you to adapt the number of tables based on the number of participants.
- ▶ **Attention: if the workshop takes place outdoors, provide a tent or a tarp!**



BEFORE THE WORKSHOP: CHOOSING TOOLS AND MASKS

► Tools to provide:

- Scissors and pliers
- Staplers and staples
- Tablecloths (to protect the table)
- Sewing kit: needles & thread
- Cutter
- Copper or iron wire
- Glue guns & glue stick (although it is to be avoided whenever possible!)

► The masks can be :

- Dust masks or anti-pollution masks
- Any object with a round, curved form that can be attached to the face by elastic, ribbon or string.

They should always cover the lower part of the face (from chin to nose) and always let the eyes show. They are not carnival masks. The more solid the masks are, the better!



BEFORE THE WORKSHOP: COLLECTING INGREDIENTS

- ▶ **The bulk of the work is collecting the ingredients.** There are three very important criteria to follow:
 - ▶ The ingredients must be local.
 - ▶ They must come from the circular economy: one of the interests of a Maskbook workshop is to upcycle, recycling, with recycled materials.
 - ▶ The ingredients should preferably be small and light to be easily integrated on the masks.
- ▶ Best case scenario: Get participants involved and engaged in the workshop before it even starts by inviting them to bring their own ingredients!

- ▶ **Some ingredient ideas (a non-exhaustive list):**
 - ▶ Images (pack ice, deserts, oceans, animals, ice, storms, big advertising banners)
 - ▶ Renewable energy (wind turbines, flexible photovoltaic panels)
 - ▶ Cables, plugs, bulbs, batteries
 - ▶ Toys (piping and tubes, animals, aircraft, cars, propellers, boats, traffic signs, letters)
 - ▶ Diverse materials (copper, aluminum, fruit and vegetable nets, cardboard, fabric, cotton, sandpaper, life jackets)
 - ▶ Caps, cans, plastic bottles, medicine boxes, cork stoppers or plastic stoppers
 - ▶ Atypical objects (false ice or false fruit, etc.)
 - ▶ Plants



BEFORE THE WORKSHOP: COMMUNICATION

- ▶ **Announce the workshop by :**
 - * **Facebook Event**
 - * **Press Release**
 - * **Social Networks** (Facebook, Twitter, Instagram)



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#maskbook #artofchange21



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- ▶ **Hanging banners:** Hanging up an educational banner on the link between health- air pollution - and climate change + a banner that explains the Maskbook project will be useful for the public. (Ask us for the documents and information !)
- ▶ **Visual designs** to communicate the event, privately or for the general public.



GUIDING PARTICIPANTS DURING THE WORKSHOP

▶ A Maskbook workshop requires a few team members:

- ▶ Facilitator to manage the ingredients
- ▶ Animators dedicated to the creative dimension. They must welcome the participants, explain the principle of the workshop (choose ingredients, make masks, think about a message about air pollution or climate change that they wish to communicate) and accompany them in the creation of their mask. (Anticipate 1 « mask-creation » facilitator for every 10-15 people).
- ▶ Facilitator to help the photographer, filling out the mask and contact info and ensuring the info matches the right photographs.

▶ While guiding participants in mask-making, keep these points in mind:

- ▶ The mask has a message: participants can choose a theme to focus on, one that they are interested in or that affects them personally (like consumption and waste, or focusing on solutions like sustainable fashion and renewable energies).
- ▶ The mask's message is clear: Too many ingredients on the mask might prohibit its message from standing out.
- ▶ The mask's message is visible: Anything on the bottom of the mask will not be seen in the photo.
- ▶ The mask is a complete creation: All the white space on the mask should be covered (with fabric, paint, etc.)
- ▶ The mask shows its creator: The participant's eyes must be visible while wearing the mask.

WARNING

Precautionary measures are necessary, especially if it is a workshop with children. Glue guns are very hot and can burn. Participants should always be warned.



THE PHOTOGRAPHER

- ▶ **The photographer plays a major role.** He or she will capture the participant's spirit and look and help transform this creative moment into a work of art.
- ▶ The facilitator(s) assisting the photographer can help the participants put on their mask before the photo.
- ▶ **Inform the photographer the keys to a successful Maskbook portrait:**
 - ▶ The eyes are clearly visible, not hidden behind the mask.
 - ▶ The participant fixes a point to look at. The eyes are opened, but not frighteningly so.
 - ▶ The mask must be worn on the face, without using hands to hold it up.
 - ▶ The face may be slightly in profile, or directly facing the camera.
 - ▶ The background of the photo must be one color (using a sheet for example). Walls (inside and outside) are not the best and should be avoided if possible.
 - ▶ The photo must be taken in landscape format so that it can join the maskbook.org gallery. Exception: if the portrait format is justified by a special artistic creation.
- ▶ **No professional photographer? This is not a problem as long as the same rules are respected.**

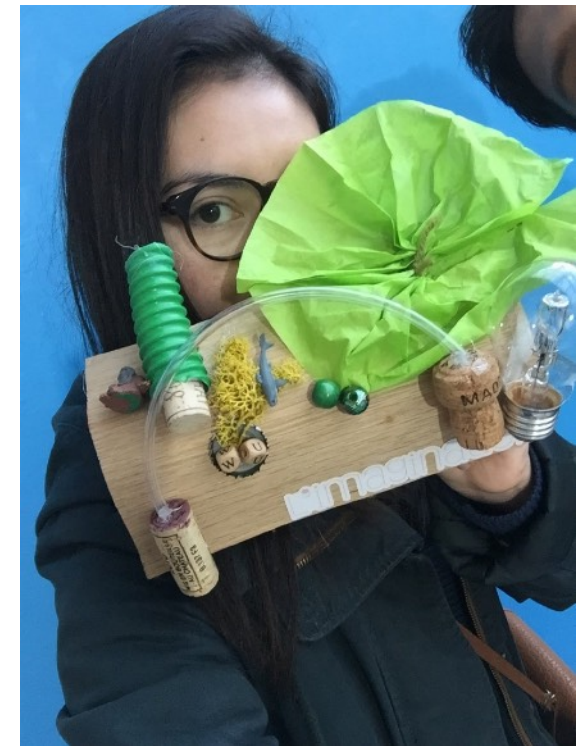


GREAT PORTRAITS...



Feel free to move your body!

FAILED PORTRAITS :(



ATTENTION : not all photos are accepted to the international, online photo gallery at maskbook.org. The photo needs to be of good quality.

COLLECTING MASK INFORMATION

- ▶ The organizers of the workshop have to anticipate providing **a form that all participants must fill out before or after getting their portrait taken.** The form should include:
 - **The first and last names of participants**
 - **The city and country of origin**
 - **The email**
 - **The name of their mask**
 - **The manufacturing secret** : the participant has to describe the mask and specify which materials were used. (This isn't the place for someone to wax on with a massive argument).
 - **The solution for an ecological and united transition:** the participant should give a **real solution**; the solution should be **in line with their creation.**

- ▶ **Image rights:** the participant accepts that his or her portrait is published on maskbook.org, on social networks, and used during exhibitions or events.



AFTER THE WORKSHOP: COMMUNICATION

► Communication after the workshop

* Video

Preparing a short film or video reporting for the Maskbook workshop organized is a great idea to commemorate and communicate the event and keep the Maskbook community alive and connected post-workshop.

Format: 2min - 2min 30sec

Film participants making their masks, selecting their ingredients, during the photo shoot ... You can also conduct mini-interviews of the participants (Questions about their creation, their solution for the environment, what their participation in the workshop, ...) & organizers of the event (Why organize the workshop, why your organization ?)

* Photo reporting

An additional photographer or one of the team members will be able to make a photo report of the event that can include pictures of the participants making their masks, several people with their masks completed, ingredients collected, etc.



COMMUNICATION : OUR PARTNERS

- ▶ The Maskbook is supported by the **Schneider Electric Foundation** and the **UN Environment**. Therefore, it is mandatory to display their **logos** on the communication supports created for a Maskbook workshop. It is also necessary to display the logo of **Art of Change 21**.

- ▶ « Maskbook is a project of Art of Change 21. »

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- ▶ « Maskbook has as its main partners, the Schneider Electric Foundation and the UN Environment.



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