

## ON THE WAY TO COP21 ART OF CHANGE 21 FIRST STEP: MASKBOOK

18th of September 2015, Paris, France: Maskbook 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*). After the success of the Maskbook campaign on Kickstarter last June and a summer full of friendly workshops to create masks and photo shoots, Art of Change 21 will be happy to launch online its amazing Maskbook gallery of portraits, the 25<sup>th</sup> of September!



Maskbook's website awaits numerous portraits for its launch! Everyone can participate and send their masked portrait just by following this link: <http://maskbook.org>

### COLLECTIVE AND FRIENDLY WORKSHOPS TO CREATE MASKS

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 (March for the Climate, Respirations) and during COP21, Maskbook will exhibit the most extraordinary masks and animate a dedicated space in **Grand Palais** (Paris) for Solutions COP21!

Maskbook's workshops will take place in Alternatiba Paris the 26<sup>th</sup> and 27<sup>th</sup> of September, World Efficiency from 13<sup>th</sup> to 15<sup>th</sup> of October, but also in China and many others to come!

### MASKBOOK : WITH THE CHINESE AND INDIGENOUS PEOPLE

Maskbook is the only cultural project about climate change with China for COP21. It will launch at the beginning of October with a **WeChat page** and the first Maskbook workshops will take place in **Beijing** during the **Beijing Design Week**, with the support of the French Embassy. Wen Fang who is part of the "21" of Art of Change 21 will animate the workshops.

**Pierre de Vallombreuse**, famous photographer and member of the project is currently in the Philippines with the Badjaos to create with them their masked portraits. He will be back in Paris from his trip the 6<sup>th</sup> of October, follow the updates on the news page of maskbook.org and our social network!



The Maskbook's project led by Art of Change 21 is labeled "COP21" and "Paris for the climate", is also under the patronage of the French Ministry of Culture and Communication and is supported financially by ADEME and the French Ministry of Foreign Affairs. It is also sponsored by the artist Olafur Eliasson and the social entrepreneur Tristan Lecomte.

## WHAT HAPPENS NEXT?

One month after the launching of Maskbook, CAIRE GAME will also be launched in the beginning of November 2015 by Art of Change 21! Caire Game is an **online game** that allows you to reduce your CO2 emissions, through fun, accessible and sometimes surprising specific actions. This tool, developed in partnership with the society Avenir Climatique and **ADEME**, is supported by the **Ville de Paris**, the **Region Ile-de-France** and by the **Schneider Electric Foundation**, main partner of the project. It will be a key moment of COP21, with a special operation on Human Energy, since Yann Toma is the main artist of the project.

## 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 environment from **12 countries**. Art of Change 21 aims at influencing positively COP21 and the next COPs, and to act in favour of climate and ecological transition thanks to culture, digital and co-creation. The society was founded in 2014 by Alice Audouin, recognized expert in sustainable development and pioneer in France of the link between art and sustainable development since 2004 (*former president & co-founder of COAL, from 2008 to 2014*).



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