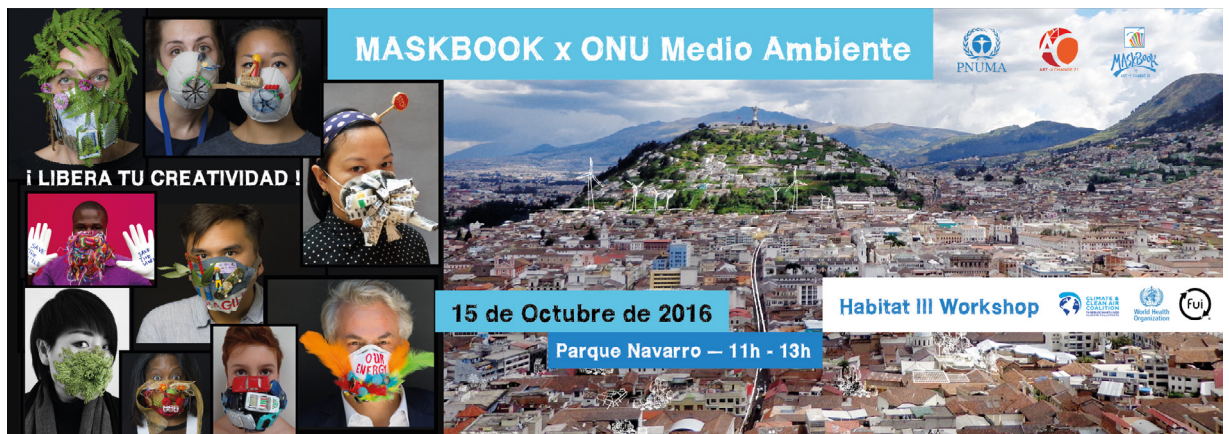


## MASKBOOK, AS CULTURAL HIGHLIGHT OF HABITAT III 15-20 OF OCTOBER 2016, QUITO, ECUADOR



After the success of its past actions in China, Kenya and South Korea, Art of Change 21 sets sail for Latin America with the organization of a Maskbook workshop that will take place in Quito, Ecuador, on the eve of Habitat III, the third United Nations Conference on Housing and Sustainable Urban Development.

In partnership with the UN Environment, Maskbook will propose a series of workshops, exhibitions and artistic activities promoting sustainable lifestyles and green urban living.

Organised every 30 years on the initiative of the United Nations, **Habitat III** is the third conference of the United Nations on Housing and Sustainable Urban Development. Among the themes of this 2016 encounter feature the pollution of cities and its effect on the city dwellers' health as well as the necessary adaptation to climate warming. **Maskbook**, as the first committed, creative and international action of its kind to reflect on the link between health, pollution and climate, will be part of the highlights of this conference with three key events.



On the 15th of October 2016, on the eve of **Habitat III**, **Art of Change 21** will organize in partnership with the **UN Environment** and the **Climate and Clean Air Coalition (CCAC)**, a giant **Maskbook** mask-making workshop for the inhabitants of Quito, in collaboration with local artists and the upcycling network **FUReciclado**.

From the 17th to the 20th of October, Maskbook will be at the center of an **exhibition** of masks expressly created for the United Nations by **world-renowned architects** such as Tadao Ando, Jeanne Gang or Ken Yeang, expressing through these creations their vision of the **sustainable city**.

Finally, **from the 16th to the 20th of October**, visitors will be encouraged to create their own "e-masks" thanks to the Maskbook mobile application that will be made available through a **selfie-booth** located in the space of the **World Health Organization (WHO)** and CCAC, specially designed for the **Breathe Life** campaign.

---

#### 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** and **Tristan Lecomte** as its patrons, Art of Change 21 unites 21 artists, social entrepreneurs and young "green" leaders from 12 countries. Art of Change 21 promotes co-creativity and innovation. Its flagship initiative **Maskbook** have thousands of participants from over 20 countries and **Caïre Game** has successfully reached over 5000 carbon reduction actions. Founded in 2014 by Alice Audouin, French pioneer of the link between art and sustainable development. its main partners are the **Schneider Electric Foundation** and **UN Environment**.

TO LEARN MORE ABOUT **THE 15TH OF OCTOBER WORKSHOP**

TO LEARN MORE ABOUT **ART OF CHANGE 21**

TO LEARN MORE ABOUT **MASKBOOK**

TO LEARN MORE ABOUT **HABITAT III**



[ART OF CHANGE 21](#)



[ART OF CHANGE 21](#)



[ART OF CHANGE 21](#)



[MASKBOOK\\_ARTOFCHANGE21](#)

**Press Enquiries**  
**Marguerite Courtel**  
**presse@artofchange21.com**