

# MASKBOOK

ART OF  
CHANGE

21

## ORGANIZING A WORKSHOP

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# ORGANIZING A WORKSHOP

A Maskbook workshop allows everyone to **take action for the environment**, to **explore the link between art and sustainable development** and to **practice the circular economy**. Organizing a Maskbook workshop makes it possible to unleash the creativity within a community (class, families, colleagues, neighbors ...) allowing everyone the opportunity to express their concerns and solutions for the environmental crisis, all the while, contributing to a fascinating work of art. collective art.

Already more than **70 workshops** have already taken place in nearly **10 countries**: in the Kangemi slum in Nairobi, in the Floresta district in Quito, in a famous shopping mall in Beijing, at the cultural café Café Clock in Marrakech, in an art center in Daegu, South Korea, at the Paris offices of UN Environment, and in Bangalore with Jagriti Yatra. **Thousands of masked portraits**, the end results of these and many more workshops, appear today in the **online gallery** [www.maskbook.org](http://www.maskbook.org).

A workshop can be organized for a variety of publics (artists, students, colleagues, inhabitants of a district, actors of the sustainable development), for small or big groups of people (5 to 500), in many different places (in a museum, a public garden, a festival ...).

To participate, one only needs to be concerned by environmental issues and climate change and have a desire to send a message on the subject. Do you have to be crafty to participate? Not at all, just let yourself be inspired! Is there an age limit? No, but Maskbook advises that the workshop be organized **for all those over 12 years old**.



Nairobi



Paris



Marrakesh

# ORGANIZING A WORKSHOP

Organizing a Maskbook workshop includes **different steps** that are explained in this document.

**Before:** Gather masks, tools and ingredients and prepare the space.

**During:** Engage the public, inform about climate change and its stakes, assist in mask-creation and photography, and collect the information needed for the online portrait gallery.

**After:** Publish masks with information on [maskbook.org](https://maskbook.org).

**From start to finish:** Communication! For a large-scale workshop, follow our guidelines and tips about communicating the event to the public.

Follow along for all the details!





# BEFORE THE WORKSHOP : CHOICE OF MASK, TOOLS & INGREDIENTS 5

**MASKS:** These can be **dust masks, anti-pollution masks or masks of your own making:** any object that has a round shape and can be connected by a string. They must always cover the lower part of the face (from the chin to the nose) by letting the eyes appear. The stronger they are, the better!

**TOOLS:** The tools will allow participants **to assemble their masks** (scissors, staplers, sewing equipment, wire cutters, etc.). Remember to provide as many tools as possible depending on the number of participants expected.

**INGREDIENTS:** The collection of ingredients is **the bulk of the work.** Two objectives: the ingredients must be **local** and from the **circular economy** (recycled waste). The ingredients should preferably be **small and light** to be easily integrated on the masks. **Involving participants in the collection of ingredients before the workshop** allows them to become aware of our harmful habits for the environment.

For a detailed look at this step, check out our document - "Preparing a workshop: Tools, Masks and Ingredients" and the document - "Create your mask", if you are feeling crafty!



# BEFORE THE WORKSHOP: THE SPACE

The place where the workshop is held can be organized into **three spaces: an ingredients area, a mask-creation area and a photo area.**

**1-Ingredient area:** Ingredients can be presented in separate containers, bags or boxes, atop one or two tables, so that the participants can easily view and choose them.

**2-The mask-creation space:** Mask-making can take anywhere from 10 minutes to 1 hour so it is best to provide tables and chairs. If your workshop is using glue guns for example, think about access to electrical outlets...

**3-The photographer's space:** Good light and the possibility to hang a solid-color backdrop are essential for Maksbook portrait taking.

**A Maskbook workshop can accommodate between 5 and 500 people, it's up to you to adapt the space accordingly :)**

**Tip:** If the workshop is held outdoors, think about providing a tent or tarp!



**DURING THE WORKSHOP**



# DURING THE WORKSHOP: ENGAGING THE PUBLIC

For a large workshop, the team should consist of several people:

A Maskbook workshop requires the presence of several animators:

**1 facilitator to manage the ingredients** This person goes back and forth between the mask-creation tables and the ingredients table, making sure adequate ingredients and tools are available.

**1 facilitator to assist the photographer** and to act as mask-portrait stylist! This person also helps the participant to put on their mask before the photo, and to fill out the mask creation form before or after the portrait is taken.

**1 facilitator to explain the link between air pollution, climate and health, and the stakes of climate change.**

**1 facilitator per 10-15 people, dedicated to the creative dimension.** They assist participants in mask-creation from start to finish.

**For a small workshop: A Jack or Jill of all trades can accomplish all these roles!!!**

Download our educational document: **"Climate Change: The Stakes and The Solutions"** to help explain climate change, air pollution and their effects and consequences on the planet and on our health!



# DURING THE WORKSHOP: MASK CREATION

The facilitators dedicated to the creative dimension must welcome the participants and explain the principles of the workshop to them. They assist in the choice of ingredients, in the decoration of masks, and in helping to brainstorm about the mask's message. In short, they accompany them in the creation of their mask, from A to Z.

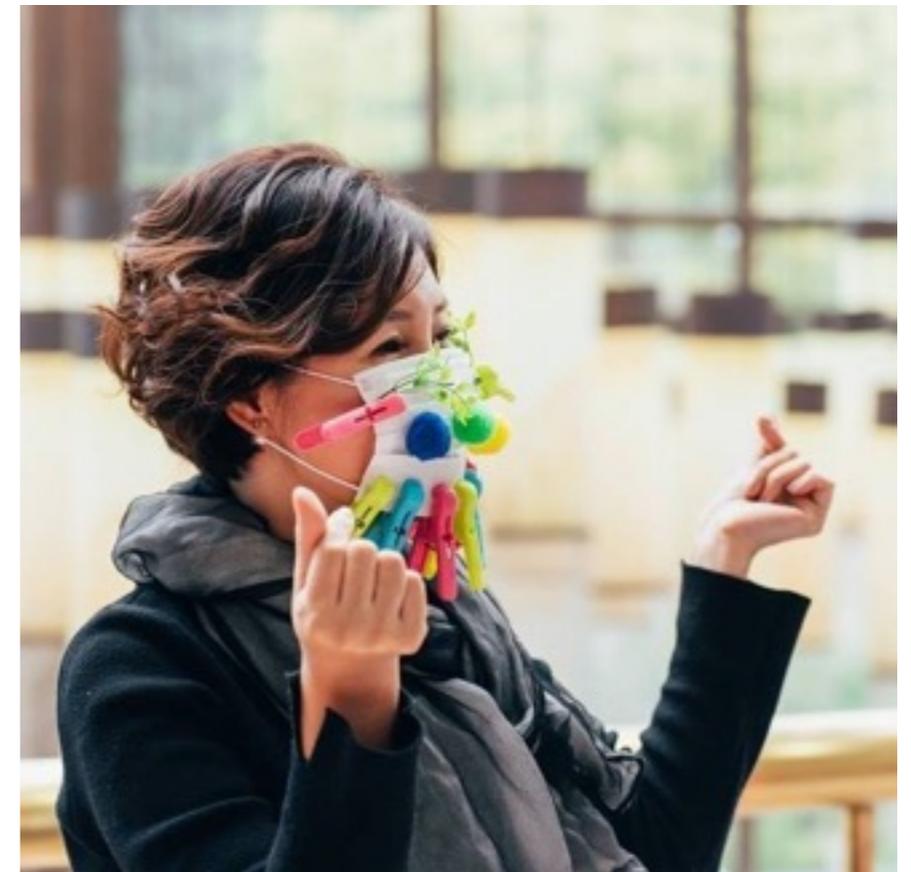
## The recipe for a successful mask:

**Decorated...** The white base of the mask should be completely covered (with a fabric, paint, small objects ...)

**But Not Too Busy!** Too many elements can obscure the message.

**It carries a message...** The participant should choose a theme that they find important or concerning.

**and that message is loud and clear:** Make sure that the participants' mask creations don't hide the eyes and that their message is centered on the mask (as what is on the bottom or sides of mask won't be seen in photos!).



# DURING THE WORKSHOP: THE PHOTO

**The photographer: plays a major role.** The photographer engages the participant and turns the mask and participant into a work of art. No professional photographer? It's not a problem as long as the guidelines are followed!

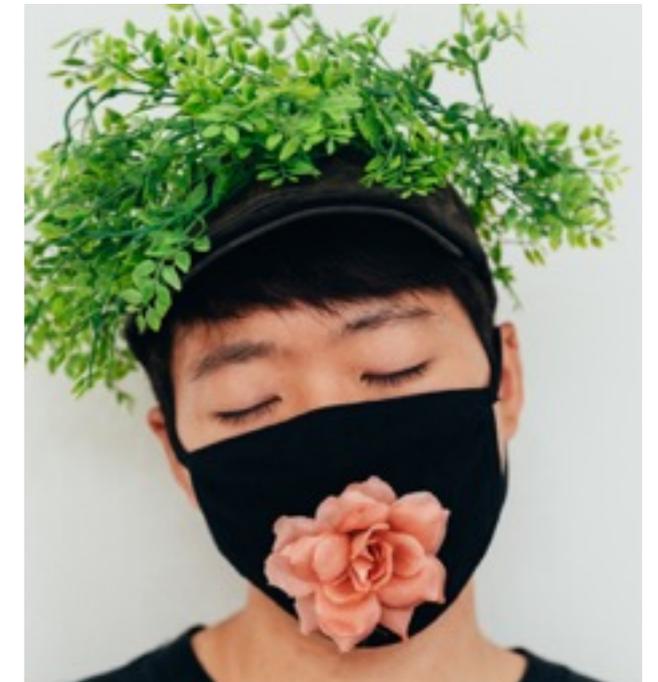
**The backdrop:** The backdrop of the photo must be solid colored (using a sheet for example) and with as little shadows and folds as possible! Avoid taking photos against a bare wall and pay attention to the light!

**The photo's format (landscape!!!!) :** The photo must be taken in landscape format in conformity with the portraits in the online gallery, on maskbook.org. Unless, unless... A portrait in portrait format can potentially be justified if there is an extremely artistic reason behind it.

## **The recipe for a successful photo:**

- The eyes must be clearly visible, the mask must not hide them. Tip: Pinch the "nose" of the mask to get a better view of the eyes!
- The participant must fix their gaze on the camera, keep their eyes open, and even make an expression. Photos with a slight profile view are also OK.
- The mask should be worn and not held up with one's hands.

**ATTENTION: Not all photos are accepted in the Maskbook gallery. Only great quality photos are accepted!**



# PORTRAITS: THE GOOD AND THE BAD

YES!



YES!!



YES!!!



NO!!



NO!!!



# DURING THE WORKSHOP: MASK AND PARTICIPANT INFORMATION

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The organizer of the workshop must provide the mask-creation information form that participants must complete before or after taking a picture (download it on our website!)

This form must include:

**The first and last name of the participant**

**City and country of origin**

**Email**

**The title of the mask**

**The explanation of the mask and its message**

**The solution for an ecological and solidarity transition:** this solution must have a link with the creation!

**Release waiver for the photo-portrait** the participant accepts that his portrait is published on [maskbook.org](http://maskbook.org), on social networks, and used during exhibitions or events.



# AFTER THE WORKSHOP



# AFTER THE WORKSHOP: JOIN THE ONLINE GALLERY

The portraits are done and are matched up to the corresponding mask information forms. Now what ?

First step: Check to make sure the photos don't need any retouching!

Second step: Enter the mask and participant information on [maskbook.org](https://maskbook.org) on the page "[Get Involved.](#)"



**MASK BOOK**  
all in creative 2

We hope you enjoy participating in this creative and innovative project for the planet!

The name of you mask \*

Your name or pseudonym \*

Country \* Afghanistan

City \*

Upload your portrait \*

Choisir le fichier | aucun fichier sélectionné.

One file only.  
10 MB limit.  
Allowed types: png gif jpg jpeg

Manufacturing secret

My solution to the environmental crisis

Your email address \*

**PARTICIPATE IN A WORKSHOP**  
More than 70 workshops have been organized all over the world and many more are in the works. Discover Maskbook by personalizing a mask at our next workshop!  
[READ MORE](#)

**ORGANIZE A WORKSHOP**  
Bring Maskbook to you! You can organize a Maskbook workshop in your neighborhood, workplace or community. Our guides, tutorial and team are here to help. Be the first to bring Maskbook to your city or country and become our Maskbook person of contact.  
[READ MORE](#)

**VISIT AN EXHIBITION**  
The most striking portraits are displayed internationally, at cultural and ecological events and in emblematic institutions. Curious to see if your portrait is traveling the world? Check out our agenda!  
[READ MORE](#)

**BECOME A MASK-TROTTER**  
Planning a trip to a faraway place? Interested in being part of a meaningful project? Join the Mask-Trotter community... Mask-Trotter allows all citizens, even those in remote regions of the world, to get involved in Maskbook.  
[READ MORE](#)

**BECOME A PARTNER**      **DONATE**

# COMMUNICATION



As explained in the Commitment Charter, Maskbook is an open-source project and is not for profit. Because of this, it is necessary to mention that the workshop is a **Maskbook workshop** in your communication. You can do it in various ways!

- Via the Maskbook logo (see below)
- Via the phrase, "Maskbook, by Art of Change 21"
- As well as the acknowledgement of the website [www.maskbook.org](http://www.maskbook.org)

The acknowledgement and logos of Maskbook's partners (UN Environment and the Schneider Electric Foundation) should not be used unless expressly authorized.



# COMMUNICATION BEFORE THE WORKSHOP

If your workshop wishes to reach a large public, or if you would like to attract partners to help finance the organization of the workshop, think about the communication.

Create some visuals to announce the event!

Announce the workshop via :

- Facebook event
- Press Release
- Social media (Facebook, Twitter, Instagram)



Art of Change 21



#maskbook #artofchange21



@artofchange21 @maskbook\_artofchange21



# COMMUNICATION DURING AND AFTER THE WORKSHOP

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**1- Write an article about your Maskbook workshop;** We can share it on [maskbook.org](https://maskbook.org) and relay the article on our Facebook page!

**2- Take photos and film the workshop.** It is a great way to capture your workshop and to communicate the content to your public post-workshop, via social media or via your website.

- **Video :** Think about creating a 1-2 minute video that captures the workshop from start to finish, with shots of participants gathering their ingredients, creating masks, getting their portrait taken... You can even make short interviews of participants, asking them to explain their mask and solutions for the environment as well as their overall experience of the workshop. Interview yourself and your co-organizers about why you chose to organize a Maskbook workshop within your community or event and why it made sense within your context.
- **Photo Reporting:** An extra photographer or one of your facilitators can take photos during the event, documenting everything from the set-up of the workshop to the behind-the-scenes of the portrait-taking. Making and sharing a Facebook album is a perfect way to communicate these photos.

Check out Maskbook videos by Art of Change 21 on Youtube for inspiration!





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