

# BALAD



بلادي



FOR COP22 - MARRAKECH 2016

22<sup>ND</sup> UNITED NATIONS CONFERENCE ON CLIMATE CHANGE

NOVEMBER 7TH - 18TH, 2016

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## ART OF CHANGE 21 AT COP22 IN MARRAKECH, AT THE CROSSROADS OF ART, CLIMATE AND ECOLOGICAL TRANSITION



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

**BALAD\_E:** Balad is an ancient Arabic word; it refers to a town, city or country but also to the process of civilization. An E is added to the word BALAD, it forms the French word "Balade" witch means a stroll. BALAD\_E is a stroll into the "no carbon" world, in a joyful way, through the past and the future.

One year after its major actions and exhibitions during COP21 (the 21st United nations conference on climate change, Paris, Dec 2015), the French association **Art of Change 21** presents **BALAD\_E** in partnership with the **Foundation Schneider Electric** and **UN Environment**: a one-of-a-kind event for **COP22** in **Marrakech**, Morocco, from November 7th to 18th, 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 program linking the fields of culture, sustainable development and innovation.

### • November 10th - 17th, 2016

Art of Change 21 will offer daily talks, debates, workshops, concerts, art performances, the Paleo-Energetic Fresco, exhibitions, festive moments and a press conference in the **Riad Yima** of Hassan Hajjaj, in the heart of the Medina.

**Themed bicycle tours** through Marrakech will be organized twice a day in partnership with **Pikala Bikes** and the **CMEM** (Centre Méditerranéen de l'Environnement de Marrakech). They will allow participants to discover, with special guides, the most unique sustainable locations of Marrakech, for a green and engaged experience.

### • November 7th - 18th, 2016

A booth at COP22's **Green Zone** (« Art and Culture" space) where will be presented a **Maskbook exhibition** as well as a program of activities.

A Maskbook exhibition will be set up at **Cafe Clock** for the duration of COP22.

### And also:

**November 10th:** Art of Change 21 will launch its website **Caire Game**, a tool which allow individuals to reduce their CO2 emissions, **in Arabic**.

**November 11th:** The artist **Hassan Hajjaj** will be given carte blanche.

**November 12th:** Cafe Clock will host a **big Maskbook workshop**.

**November 15th:** A live creation of radiant flux portraits with solar lamps by the artist **Yann Toma**.

7 Nov. 8 Nov. 9 Nov. 10 Nov. 11 Nov. 12 Nov. 13 Nov. 14 Nov. 15 Nov. 16 Nov. 17 Nov. 18 Nov.

RIAD YIMA



PIKALA  
BALAD

GREEN ZONE COP22

CAFÉ

12 Nov.  
MASKBOOK  
WORKSHOP

CLOCK



## LE RIAD YIMA, THE ARTISTIC OASIS OF THE MEDINA



**A UNIQUE PLACE IN MARRAKECH, IN THE HEART OF THE MÉDINA, RIAD YIMA IS DEDICATED TO ART, RECYCLING, FASHION, MUSIC, GASTRONOMY AND EXCHANGE. IT IS THE PROPERTY OF THE ARTIST HASSAN HAJJAJ.**

**R**iad Yima welcomes BALAD\_E, from November 10th to 17th.

### *Highlights :*

**Workshops:** Everyone will be able to play a starring role in the green revolution and to express their creativity and imagination during workshops about upcycling, low-tech, energy and art, in partnership with Paleo-Energetic, Low-Tech Lab, 4D and Pikala Bikes.

**Meet and Mint:** Free entrance at Riad Yima in a joyful and relaxed atmosphere. Discover the artwork of Hassan Hajjaj, animations around Paleo-Energetic Fresco, CAiRE GAME wheel and Maskbook. Light refreshments of mint tea and Moroccan pastries will be served.

**Green P\_Arty:** A festive celebration, rich in knowledge, with art performances, concerts, conferences and debates (themes: energy, alimentation, sustainable lifestyles, women pioneers, entrepreneurship...). Artists, entrepreneurs, leaders, are able to meet, exchange and inspire each other. Hassan Hajjaj and Yann Toma will both be given carte blanche for two special performances.

**Paleo-Energetic Fresco** (by Atelier 21 – Solar Sound System): created specifically for COP22, this fresco traces the history of discovery of clean and renewable energy across the globe. It will be exhibited at Riad Yima.au Riad Yima.



# THE PROGRAM IN RIAD YIMA

	Thursday, November 10	Friday, November 11	Saturday, November 12	Sunday, November 13	Monday, November 14	Tuesday, November 15	Wednesday, November 16	Friday, November 17
9am								
10am	PRESS CONFERENCE							
11am								
12am				MEET & MINT <i>free entrance</i>	CLIMATE AND FAMILY WORKSHOP <i>free entrance</i>	LOW TECH WORKSHOP <i>free entrance</i>	LOW TECH WORKSHOP <i>free entrance</i>	PROSPECTIVE ENERGY WORKSHOP <i>free entrance</i>
1pm								
2pm	MEET & MINT <i>free entrance</i>	MEET & MINT <i>free entrance</i>						
3pm								
4pm			CREATIVE AND DIY WORKSHOP <i>free entrance</i>	CREATIVE AND DIY WORKSHOP <i>free entrance</i>	MEET & MINT <i>free entrance</i>	MEET & MINT <i>free entrance</i>	MEET & MINT <i>free entrance</i>	MEET & MINT <i>free entrance</i>
5pm								
6pm	GREEN P_ARTY Sustainable Lifestyles <i>by registration</i>	GREEN P_ARTY Carte Blanche to Hassan Hajjaj <i>by registration</i>			GREEN P_ARTY Energy Climate <i>by registration</i>	GREEN P_ARTY Carte Blanche to Yann Toma <i>by invitation</i>	GREEN P_ARTY Women and innovation <i>by registration</i>	GREEN P_ARTY Entrepreneurship <i>by registration</i>
7pm								
8pm								

Registration: [www.cop22-balade.com](http://www.cop22-balade.com)



## THE ARTIST HASSAN HAJJAJ

**A**rtist, photographer and contemporary fashion designer, **Hassan Hajjaj** is one of Morocco's preeminent international artists. Born in 1961 in Larache, Morocco, he lives and works between London and Marrakech.

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

Hassan Hajjaj is exhibited all over the world. In 2016 alone: at the Taymour Grahne Gallery in New York, at the Third Line Art Gallery in Dubai, and at Colette in Paris...



## IN THE CITY WITH PIKALA BALAD\_E

### **PIKALA BALAD\_E : amazing experience of sustainable mobility in Marrakech**

In partnership with Pikala Bikes, a foundation promoting the bicycle as a vital mode of transport, and with the CMEM, Art of Change 21 presents PIKALA BALAD\_E, **thematic bike tours in Marrakech**.

PIKALA BALAD\_E aims to promote sustainable mobility, urban lifestyle, social inclusion and upcycling through a guided tour of Marrakech's green, cultural and empowerment initiatives.



#### ***In a nutshell:***

- November 10th - 17th
- 2 tours per day
- 1 hour to 2 hours trips
- 10 participants per tour
- Three thematic tours: Environment, Sustainable lifestyle and culture, Social

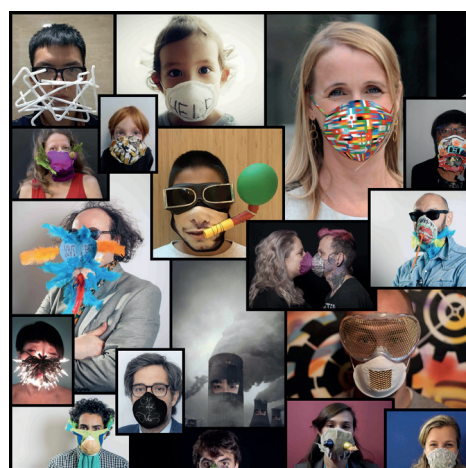




## IN THE GREEN ZONE

**B**ALAD\_E by Art of Change 21 will have a booth at **COP22's Green Zone** ("Art and Culture" space).

Program: Maskbook exhibition, Caire Game animation and many more surprises...



## AT CAFE CLOCK

**C**afe Clock is an emblematic place located in the heart of the Medina, close to the Conference Center of COP22.

Cafe Clock will host a **Maskbook exhibition from November 7th to 18th** and will organize a **big Maskbook workshop on November 12th**.

In partnership with the landscape gardener Livia Kolb, Cafe Clock will also create an **urban organic garden** on their roof.



## ART OF CHANGE 21

**T**he French 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 unites 21 artists, social entrepreneurs and young "green" leaders from 12 countries. Art of Change 21 promotes co-creativity and innovation. 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 the United Nations Environment.

Art of Change 21 develops two actions at the international level: Maskbook and CAIRE GAME.

**Maskbook** is an artistic and citizen action on the link between health and climate, which uses the mask as a symbol. The Maskbook Project includes exhibitions, workshops, a mobile App and an international portrait gallery on maskbook.org. The maskbook.org website, launched in Autumn 2015, features more than 15000 masked portraits in three languages (French, English and Chinese) involving citizens from more than 30 countries.

**CAIRE GAME** is a fun and useful tool that enables citizens to act in favor of climate at an accessible level, by helping to save CO2. The game features more than 150 specific actions, all of these being easily completed in daily life, often amusing and sometimes surprising. They involve our everyday activities: home, transport, work, hobbies, consumption habits, etc. CAIRE GAME has successfully reached over 5000 carbon reduction actions.



## PARTNERS AND LABELS

BALAD\_E is a COP22 labelled project.



## THE FOUNDATION SCHNEIDER ELECTRIC: MAIN PARTNER



Under the of Fondation de France, Schneider Electric works to implement solutions to reduce the energy gap that affects underprivileged people the world over.

By developing training and entrepreneurship programs in the energy sector in emerging countries and supporting families that are affected by fuel poverty in the most developed economies, the Foundation is active in the field and seeks to serve as many people as possible. In supporting symbolic, inspiring projects, such as Refuge du Goûter, or as part of COP21 and COP22, it also demonstrates a positive vision and is committed to helping to create a better future.

The Foundation missions: share energy between those who have it and those who do not ; being able to intervene effectively and methodically under all circumstances, including in times of crisis or natural disaster ; benefiting from the involvement more than 30,000 employees, 1,200 volunteers, and 120 delegates to create positive relationships with the local communities and partners in every country where Schneider Electric operates

With a EUR4 million annual budget, the Schneider Electric Foundation contributes to partnerships given more than EUR7 million in support from Schneider Electric's entities; employees are also involved in these partnerships. In total, more than EUR11 million are invested to help local communities.

## UNITATED NATIONS ENVIRONMENT: MAIN PARTNER

United Nations Environment (UN Environment) is the leading global environmental authority that sets the global environment agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment.

UN Environment work encompasses:

- Addressing global, regional and national environmental conditions and trends
- Developing international and national environmental instruments
- Strengthening institutions for the wise management of the environment



## PROJET PARTNERS:





## PRACTICAL INFORMATION

### Art of Changes 21

[www.cop22-balade.com](http://www.cop22-balade.com)

[www.artofchange21.com](http://www.artofchange21.com)

[www.maskbook.org](http://www.maskbook.org)

[www.cairegame.org](http://www.cairegame.org)

### Contacts

[info@artofchange21.com](mailto:info@artofchange21.com)

### Riad Yima

52 derb Aarjane Rahba lakdima  
Medina, Marrakesh, Maroc

### Cafe Clock

Derb Chtouka, Marrakesh, Maroc

#cop22balade

### Main partners

[www.unep.org](http://www.unep.org)

[www.schneider-electric.com](http://www.schneider-electric.com)

### Partners

[www.riadyima.com](http://www.riadyima.com)

[hassanhajjaj.blogspot.fr](http://hassanhajjaj.blogspot.fr)

[pikalabikes.com](http://pikalabikes.com)

[cafeclock.com](http://cafeclock.com)

[www.intourmarrakech.com](http://www.intourmarrakech.com)

[www.ccacoalition.org/en](http://www.ccacoalition.org/en)

[paleo-energetique.org](http://paleo-energetique.org)

[lowtechlab.org](http://lowtechlab.org)

[www.association4d.org](http://www.association4d.org)



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