

BALAD



بلادي



FOR COP22 - MARRAKECH 2016

22ND UNITED NATIONS CONFERENCE ON CLIMATE CHANGE

NOVEMBER 7TH - 18TH, 2016

PRESS CONFERENCE ON NOVEMBER 10TH AT 9.30AM

(RIAD YIMA)

SUMMARY

ART OF CHANGE 21 AT COP22 IN MARRAKECH.....	4
RIAD YIMA, THE ARTISTIC OASIS OF THE MEDINA.....	6
THE PROGRAM IN RIAD YIMA.....	8
THE ARTIST HASSAN HAJJAJ.....	10
IN THE CITY WITH PIKALA BALAD_E.....	11
IN THE GREEN ZONE.....	12
AT CAFÉ CLOCK.....	12
ART OF CHANGE 21.....	13
PARTNERS AND LABELS.....	14
PRACTICAL INFORMATION.....	16

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



Hassan Hajjaj, *Ilham*, 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" which 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.

Riad 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	CLIMATE AND FAMILY WORKSHOP	LOW TECH WORKSHOP	LOW TECH WORKSHOP	PROSPECTIVE ENERGY WORKSHOP
1pm				free entrance	free entrance	free entrance	free entrance	free entrance
2pm	MEET & MINT	MEET & MINT						
3pm					MEET & MINT	MEET & MINT	MEET & MINT	MEET & MINT
4pm	free entrance	free entrance	CREATIVE AND DIY WORKSHOP	CREATIVE AND DIY WORKSHOP	free entrance	free entrance	free entrance	free entrance
5pm								
6pm	GREEN P_ARTY	GREEN P_ARTY	free entrance	free entrance	GREEN P_ARTY	GREEN P_ARTY	GREEN P_ARTY	GREEN P_ARTY
7pm	Sustainable Lifestyles	Carte Blanche to Hassan Hajjaj			Energy Climate	Carte Blanche to Yann Toma	Women and innovation	Entrepreneurship
8pm	by registration	by registration			by registration	by invitation	by registration	by registration

Registration : www.cop22-balade.com

THE ARTIST HASSAN HAJJAJ

Artist, 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

BALAD_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

Cafe 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

The 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

Websites

www.cop22-balade.com
www.artofchange21.com
www.maskbook.org
www.cairegame.org

Press contacts

presse@artofchange21.com
info@artofchange21.com

#cop22balade

Riad Yima

52 derb Aarjane Rahba Iakdima
 Medina, Marrakesh, Maroc

Cafe Clock

Derb Chtouka, Marrakesh, Maroc



BALAD
بلادي