



For immediate press release: *Artists 4 Paris Climate 2015* / idea

www.artists4parisclimate2015.com

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Artists 4 Paris Climate 2015 : idea

In the lead up to the *2015 Paris Climate Change Conference / COP 21* of the United Nations Framework Convention on Climate Change (UNFCCC), major contemporary artists from around the world are mobilizing action around climate change and desertification through art projects to be displayed in public spaces of "Greater Paris", stretching from the Paris city center to the Conference site, in Le Bourget.

During the event, a charity auction of artworks from the art projects will be conducted by the premier International Auction House, Christie's, together with the United Nations Convention to Combat Desertification (UNCCD), in support of actions against climate change and desertification.

Sustainability driven corporations are being approached to support each art project and artwork production for the event.

2 steps in the initiative: mobilization, then action

1. Mobilization: during the *2015 Paris Climate Change Conference / COP21*, from the Conference's "Global Village" in Greater Paris, with art projects involving communities and social networks, to international public opinion,
2. Action: with each artwork sold, a matching symbolic action on the fight against climate change and desertification will be carried out on sites in Africa, Asia and Latin America selected by the UNCCD.

International leading artists

Recognized for their commitment as well as their ability to mobilize the widest audience, visual artists from around the world, both North and South, have agreed to participate in the initiative. They will either create a completely new work inspired by the crucial issues of the Conference or one from a previous project, especially echoing this key diplomatic global event.

List of the 30 invited artists as of 13 March 2015

Allora & Calzadilla (USA/Cuba), Kader Attia (France/Algeria), Daniel Buren (France), Edward Burtynsky (Canada), Olafur Eliasson (Denmark), Meschac Gaba (Benin), Liam Gillick (United Kingdom), Laurent Grasso (France), Shilpa Gupta (India), Tadashi Kawamata (Japan), Kim Soo-Ja (South Korea), Barbara Kruger (USA), Janet Laurence (Australia), Vera Lutter (Germany), Gideon Mendel (South Africa), Ernesto Neto (Brasil), Otobong Nkanga (Nigeria), Pavel Pepperstein (Russia), Dan Perjovschi (Roumania), Michelangelo Pistoletto (Italia), Pedro Reyes (Mexico), Tomas Saraceno (Argentina), Taryn Simon (USA), Song Dong (China), Joel Sternfeld (USA), Mikhael Subotsky & Patrick Waterhouse (South Africa/United Kingdom), Pascale Marthine Tayou (Cameroon), Jean-Luc Vilmouth (France), Yin Xiuzhen (China).

Paris 2015: a Landmark Conference in the Response to Climate Change

From 30 November to 11 December 2015, *Paris Climate Change Conference / COP21* is expected to draw more than 20,000 delegates, observers and journalists to the Paris Exhibition Centre in Le Bourget.

Governments have agreed to reach a new, universal climate change agreement in Paris. The new pact needs to chart a defining path to keep the world and its people under a 2 degree C temperature rise, beyond which unmanageable climate impacts are most likely.

Context: Humanity Can Become Climate Neutral this Century

Humanity must aim for a sustainable future that reflects the scientific reality of climate change. This requires urgent action to peak the output of greenhouse gas emissions, followed by a deep de-carbonization of the global economy towards a goal of climate neutrality in the second half of the century – a point where humans on balance add no additional greenhouse gases into the atmosphere.

There is already a rising groundswell of climate action from governments, business and civil society: new policies, investments, clean energy, and consumer behavior.

The transformation to a carbon-neutral economic, social and political model has already been shown to deliver huge benefits in and between nations.

But the world needs to act faster and at greater scale.



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Framework Convention on
Climate Change



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France Holds the Presidency of COP21

France will have the Presidency and be responsible for organizing the Paris Conference. Laurent Fabius, French Minister of Foreign Affairs and International Development, will be the President of COP21:

"We are the first generation to know [about climate change], and probably the last to be able to act"

Artists 4 Climate Paris 2015 was certified by the joint ministerial Steering Committee of COP21 in November 2014.

<http://www.cop21.gouv.fr/en>

The United Nations Framework Convention on Climate Change (UNFCCC) mobilizes for an agreement

The UNFCCC is the UN forum in which 196 governments and Parties work together to tackle the challenge of climate change.

« (...) I am therefore delighted to join you in the implementation of this exciting and positive initiative, which will not only support those most vulnerable to climate change through the donation of funds raised, but also help to promote COP 21 as the critical opportunity for nations to adopt a durable universal climate agreement. (...) I hope that the artwork can inspire ambitious choices which lead to combatting both climate change and desertification ».

Christiana Figueres, Executive Secretary of UNFCCC to Monique Barbut, Executive Secretary of UNCCD

<http://unfccc.int/2860.php>

The United Nations Convention to Combat against Desertification (UNCCD) acts on the ground

UNCCD was launched in 1992 at the Earth Summit in Rio, with the UNFCCC, and is at the frontline of fighting the climate change:

"(...) If we restored 500 million hectares of degraded agricultural land, we could capture up to 30% of total carbon emissions in the world, provide (...) an adaptation strategy to climate change at low cost, designed for the South, and reduce forced migrations and prevent conflict situations on land and water resources. »

« Artists 4 Paris Climate 2015 is a real opportunity to bridge the climate change and land degradation agendas by showing the world, through the eyes and voices of leading contemporary artists, how vital it is right now to mobilize everyone to help the most vulnerable populations »

Monique Barbut, Executive Secretary of UNCCD

<http://www.unccd.int>

The French Ministry of Culture contributes to the mobilization of artists

During the latest Environmental Conference, Fleur Pellerin, French Minister of Culture, expressed her desire to emphasize the mobilization of artists for COP21:

"If I wanted to give my support to the action of Artists for Climate Paris 2015, it is because I believe in culture as an accelerator for change; because I am convinced that artists have a major role to play to excite and mobilize all our fellow citizens around the issues of this conference, for our country and for the world. I welcome the many cultural initiatives that will make Paris, capital of culture, the symbolic place of change for climate."

<http://www.culturecommunication.gouv.fr/>



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The City of Paris engages and mobilizes with the world's major cities

Since 2007, the City of Paris has launched a real dynamic in the fight against climate change by adopting its Climate Plan. This plan is integrated in all municipal policies (planning, mobility, responsible consumption, food, housing, adaptation) in order to reduce the City's greenhouse gas emissions by 75% by 2050.

"For 2015, in relation to other world major cities and in this Greater Paris we are building, Paris will have to make strong commitments to save the planet."

Anne Hidalgo, Mayor of Paris's 2015 wishes

http://www.paris.fr/pratique/energie-plan-climat/le-plan-climat-de-paris/le-plan-energie-climat-2012/rub_8413_stand_126610_port_19609

The Department of Seine-Saint-Denis is committed to the success of COP21

In addition to contributing to the best welcome conditions of this international event at Le Bourget Exhibition Centre, Seine-Saint-Denis, which is a symbol of diversity, with its 170 nationalities, is committed to ecological transition, in particular by raising awareness in its population in order to take concrete action for climate and for a better life together.

<http://www.seine-saint-denis.fr/La-conference-internationale-Paris-10787.html>

Entreprises pour l'Environnement (EpE), French partner of WBCSD, supports projects realization

Companies, recognized for their commitment to sustainable development, are approached, based on the DNA of each artist's project, to become corporate sponsors, sometimes resulting in the formation of a "micro industrial team" for the production of some ambitious works. Among them are EpE members, an association representing around forty large companies who want to take better account of the environment in their strategic decisions and their everyday management. EpE is the French partner of the World Business Council for Sustainable Development (WBCSD).

EpE : <http://www.epe-asso.org/en/>

WBCSD : <http://www.wbcsd.org/home.aspx>

WWF France supports Artists 4 Paris Climate 2015

WWF is a leading environmental organization in France. It works to halt the degradation of the environment and build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring sustainable use of renewable natural resources and promoting reduction of pollution and wasteful consumption. WWF France is supporting, and has put its network at the disposal of this initiative.

<http://www.wwf.fr/>

Christie's organizes the charity auction to the benefit of UNCCD

Christie's, the premier auction house in the world, holds around 450 sales per year. It has also developed a wide experience in Charity Sales, from New York, to London and Paris. Christie's is taking this initiative as an opportunity to put its strong experience to a universal cause.

<http://www.christies.com/>

entreprise contemporaine coordinates the overall initiative

Founded in 2009, *entreprise contemporaine* specializes in the implementation of innovative projects that pair Corporate Social Responsibility (CSR) with the best contemporary art creations. *entreprise contemporaine* will be leading the initiative, from the conception of *Artists 4 Climate Paris 2015*, to assembling partners and corporate sponsors, mobilizing actors during UNFCCC COP21, to the action being taken on selected sites with UNCCD.

<http://www.entreprisecontemporaine.com/>



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