

ART PARTNER PRESENTS



#CREATECOP

AN *Open Call* FOR ART THAT RESPONDS TO THE CLIMATE EMERGENCY

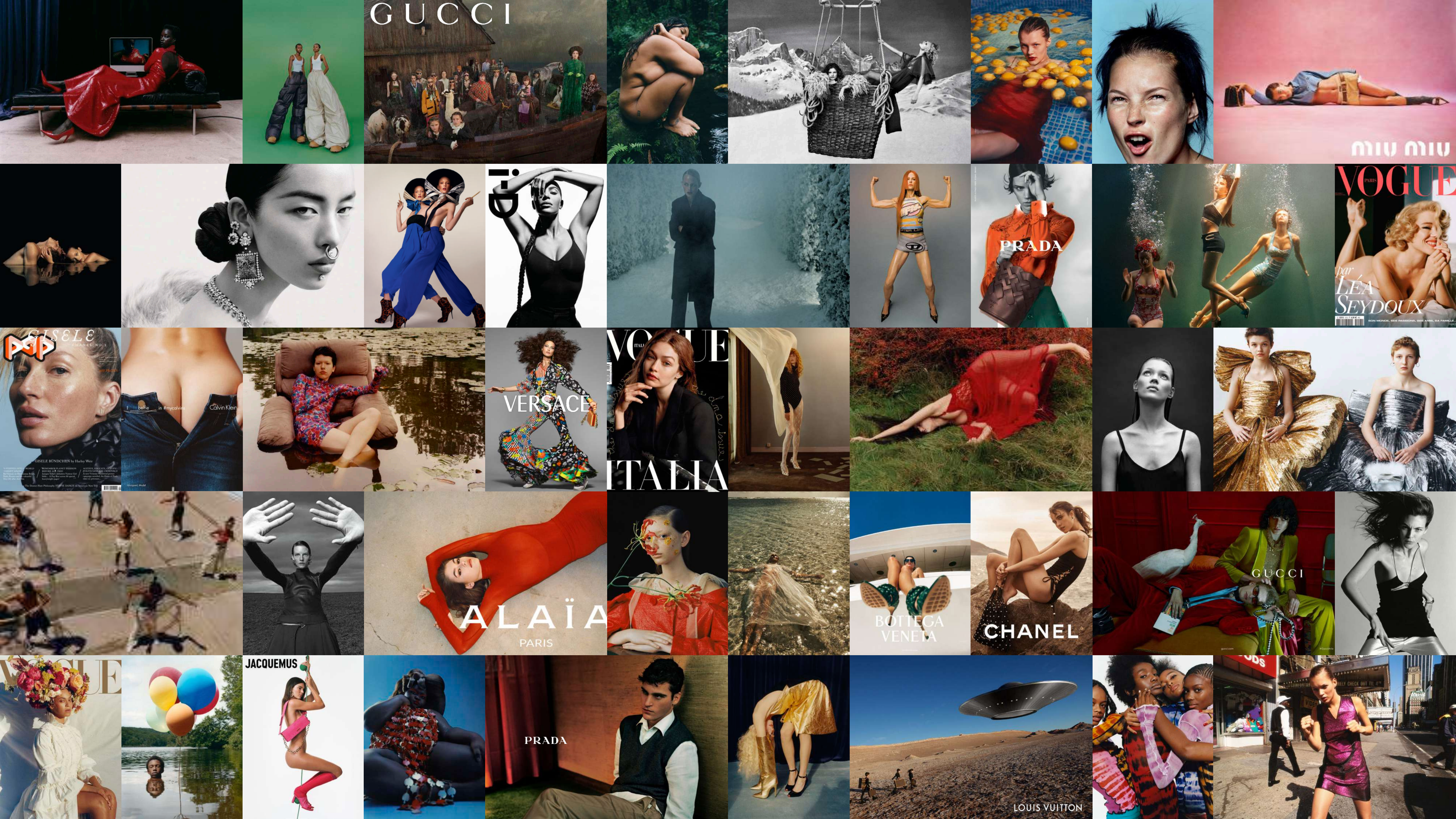
Art Partner is a creative agency at the centre of fashion, luxury & beauty.

Together with our artists, we create unique universes, strategize 360, develop assets for all social media, and build contemporary cultural experiences for the world's leading brands.

Since its founding, Art Partner has significantly helped shape the fashion industry at an impressive scale, consistently spearheading some of the most important and successful campaigns and editorials over the last 30 years.

With offices in New York, London, and Paris, Art Partner offers a fully-integrated approach to its brand collaborations, encompassing photography, film, social media, digital entertainment, image licensing, experience development, product consulting and bespoke strategy.

art partner



GUCCI

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PRADA

VOGUE

par
LEA
SEYDOUX

di

VERSACE

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ITALIA

ALAÏA
PARIS

BOTTEGA
VENETA

CHANEL

GUCCI

JACQUEMUS

PRADA

LOUIS VUITTON

Earth Partner is the sustainability division of Art Partner.

Inspired by the use of visual cues to advance narratives on the global climate crisis, we leverage Art Partner's core skills of networking and creative communication on behalf of projects and organizations dedicated to climate action and the transition to the circular economy.

Officially established in 2019 to help Art Partner and its clients reduce their environmental impact and increase their sustainability efforts, Earth Partner works to identify where sustainable practices can be implemented, both on set and in our offices in New York, London and Paris.

We have collaborated with various global organisations to help drive positive change beyond the creative industry and to encourage greater awareness and action on environmental issues.





RAISING AWARENESS

OUR MISSION



IGNITING ACTION



#CREATECOP IS AN OPEN CALL THAT GENERATES CONVERSATIONS AROUND THE URGENT NEED FOR CLIMATE JUSTICE

#CreateCOP was developed as part of Art Partner's commitment to producing creative and purposeful climate initiatives through captivating visual storytelling. It seeks to amplify the call to climate action by providing a platform where the voices of the next generation of concerned creatives can be seen and heard. Especially members of marginalised communities, who are often underrepresented, highlighting the unique ways in which they each view the perils of climate change. The competition aims to help connect the dots for positive change by creating links between people, platforms, businesses, governments and organisations all over the world.

#CREATECOP HAS RECEIVED APPLICATIONS FROM **100+** COUNTRIES



ORILLA NEGRA

LIZETH LOZANO PALOMINO



WINNER
#CREATECOP27

COUNTRY: PERU 
AGE: 28



CLICK IMAGE TO PLAY VIDEO

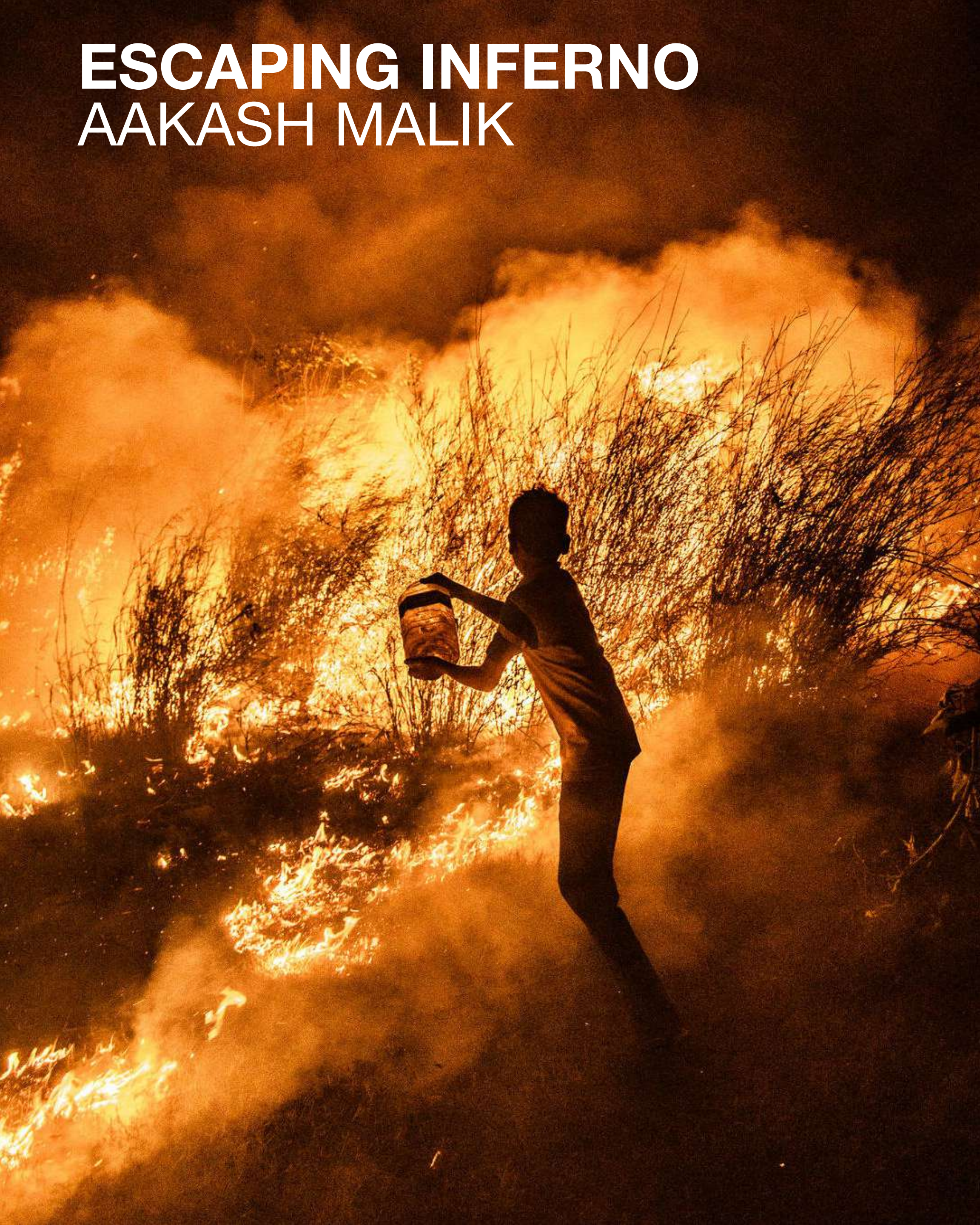
On January 15, 2022, Peru experienced its worst ecological disaster in recent history. More than 11,900 barrels of oil from Repsol were spilled. The spillage left fishermen without marine fauna, merchants without bathers, and carriers without passengers.

The winner of #CreateCOP27, Lizeth, raises the issue of corporate responsibility following the spill. Through her multimedia activation entitled **Orilla Negra** ('Black Shoreline') she rallied her community to unite in a visual demonstration along the shore and to speak out about how the disaster has affected them and their environment.



ESCAPING INFERNO

AAKASH MALIK



RUNNER-UP
#CREATECOP27

COUNTRY: INDIA 
AGE: 23



Aakash's photo series depicts the blazes of a wildfire around the Yamuna Ghat, Delhi, where a small community resides in make-shift houses. The locals, of all ages, collectively try to save their homes. "These people aren't only attempting to stop a fire heading toward their homes, they are also trying to prevent it from killing the hope for a healthier planet tomorrow."

I AM CENOTE

CAMILA JABER

WINNER
#CREATECOP26

COUNTRY: MEXICO 
AGE: 27



CLICK IMAGE TO PLAY VIDEO

The cenotes* that are part of the underground rivers in the Yucatán Peninsula are a sacred place for the civilization that developed in the area. The tourism industry is the driver of the economy but overpopulation, lack of urban planning and infrastructure, and the immense and rapid growth of destinations like Tulum are making the cenotes incredibly vulnerable.

The winner of #CreateCOP26, Camila, raises awareness about the ocean's problems, as well as the troubles faced by the freshwater ecosystems through her film **I Am Cenote**.

*Cenote = a natural pit or sinkhole resulting from the collapse of limestone bedrock that exposes groundwater. The term originated on the Yucatán Peninsula of Mexico, where cenotes were commonly used for water supplies by the ancient Maya, and occasionally for sacrificial offerings.

CALAMITIES: PLASTIC & FAUNA

JESSICA ANGELA O'NEILL



RUNNER-UP
#CREATECOP26

COUNTRY: UK 
AGE: 23

This experimental project is a response to the severity of the problem with microplastics that can now be found in some human organs. The UK lockdown gave Jessica the opportunity to take advantage of the access to materials and create a multi-medium body of work to illustrate how emotionally charged the relationship between 'manmade material, sea fauna and humans' is.

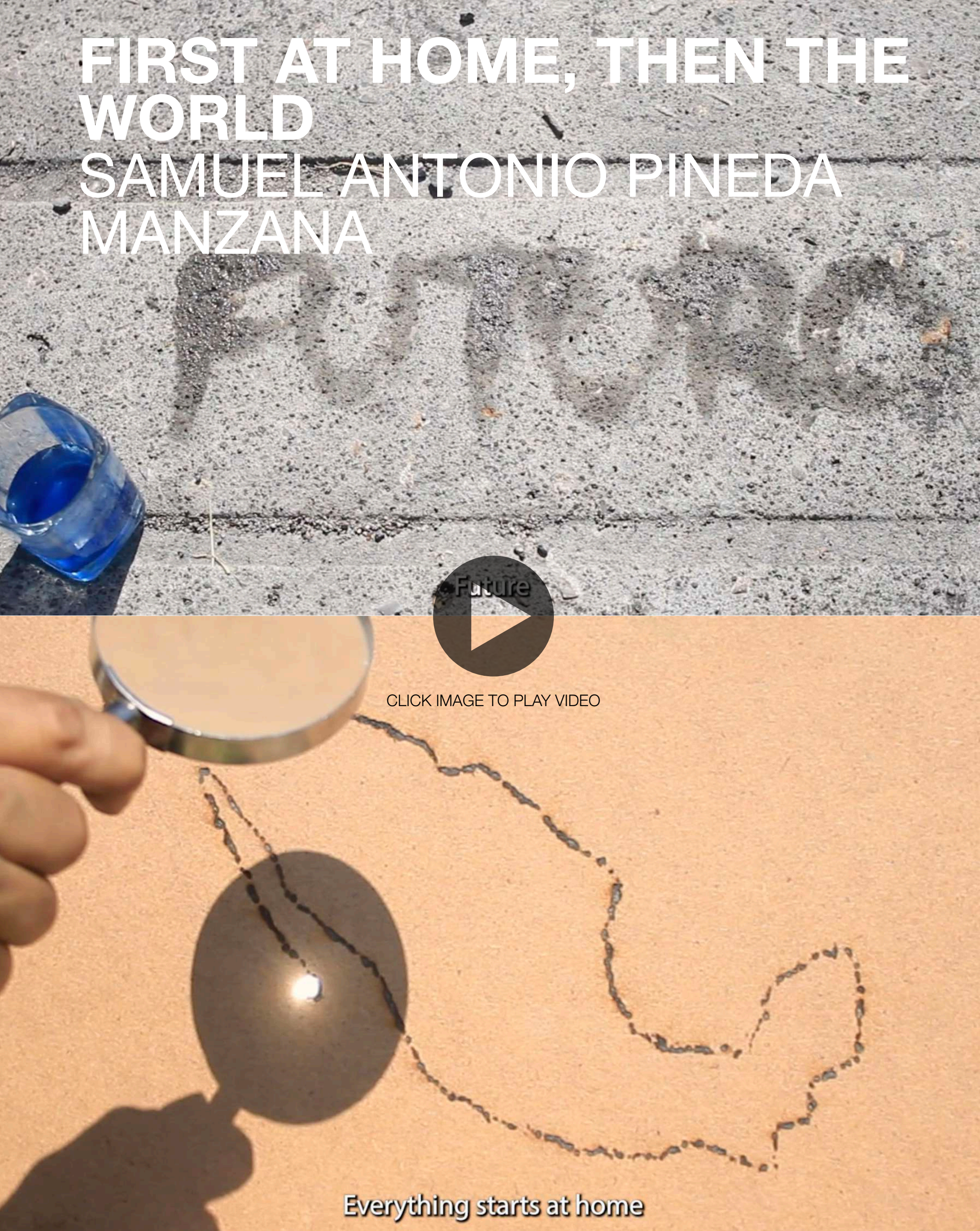
FIRST AT HOME, THEN THE WORLD

SAMUEL ANTONIO PINEDA
MANZANA

RUNNER-UP
#CREATECOP26

COUNTRY: MEXICO 
AGE: 26

Samuel aims to incentivise his audience to partake in more environmentally-conscious habits and actions by experimenting with 'performative gestures' and different art mediums, in this case, a short film, to reflect the toxic environmental actions undertaken worldwide. The goal of his work is to prevent people from naively engaging in things that escalate the deterioration of one's natural and ecological environment.



CLICK IMAGE TO PLAY VIDEO

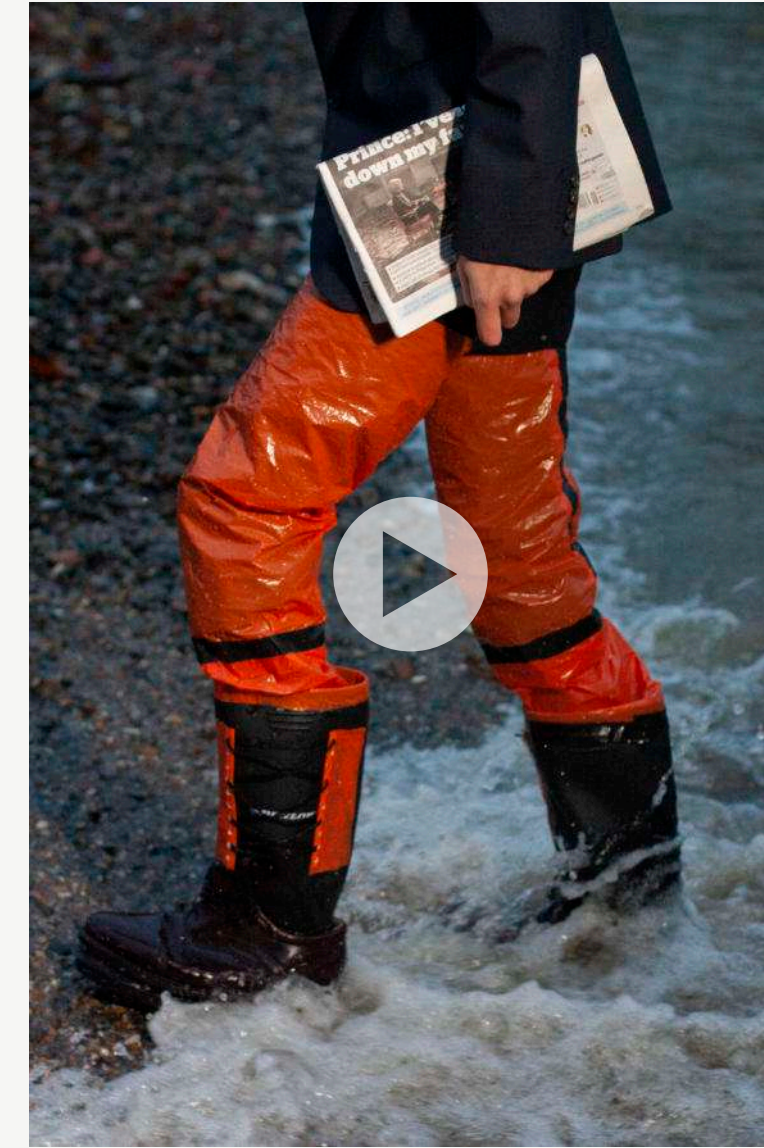
Everything starts at home

SUSTAINABLE TRADITIONS: FORMALWEAR NICHOLAS BENNETT

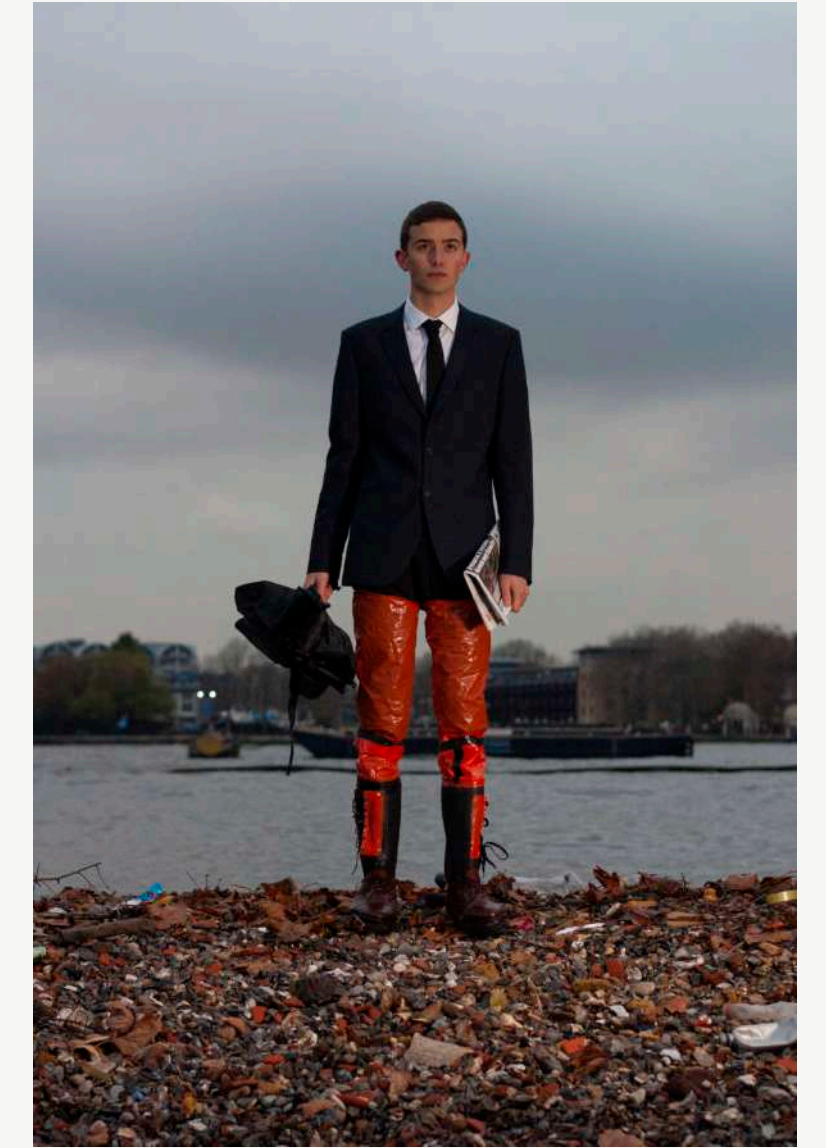


WINNER
#CREATECOP25

COUNTRY: UK 
AGE: 28



CLICK IMAGE TO PLAY VIDEO



Interested in the dual property of everyday objects, the winner of #CreateCOP25, Nicholas designed a formal suit for people to wear during flooded commutes, complete with waterproof brogues and waders hidden underneath suit trousers.

Sustainable Traditions: Formalwear is a response to the flooding that happened in York, England, in 2019 and encourages people to question traditions within a world that is in need of sustainability and adaption.

THAT FEELING WHEN YOU
FINALLY DECIDE YOU WANT
TO HAVE CHILDREN ONE
DAY, AND THE NEXT DAY
YOU READ THAT CLIMATE
SCIENTISTS ARE WARNING
WE ONLY HAVE 12 YEARS
BEFORE THE SHIT HITS THE
FAN #2
ZHU OHMU



RUNNER-UP
#CREATECOP25

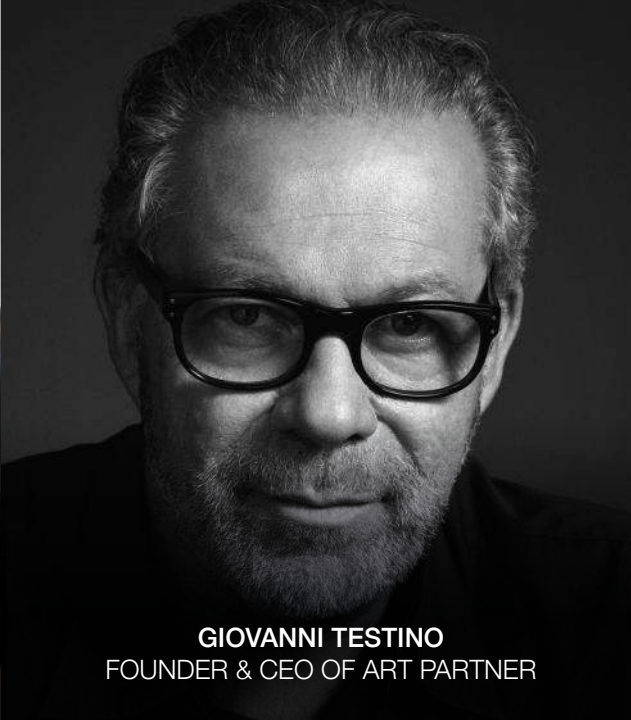
COUNTRY: AUSTRALIA 
AGE: 30

That feeling when you finally decide you want to have children one day, and the next day you read that climate scientists are warning we only have 12 years before the shit hits the fan #2 echos the deep sentiments of those contemplating parenthood today, amidst the uncertainty of tomorrow and the current environmental crisis.

Zhu's white, corrugated, bulging vessels represent a state of collapse – lapsing over and moving in and out of a space inhabited by a personal and collective world consciousness. It is a personal appreciation of loss, but more specifically a sense of losing. “The softness of knowing what is slipping away.”



LIDIA ARTHUR BRITO
UNESCO REGIONAL DIRECTOR FOR
SOUTHERN AFRICA



GIOVANNI TESTINO
FOUNDER & CEO OF ART PARTNER



MARCELO VIEIRA DA SILVA JUNIOR
PROFESSIONAL ATHLETE & ENTREPRENEUR



HANS ULRICH OBRIST
ARTISTIC DIRECTOR OF THE SERPENTINE



FERDINANDO VERDERI
CREATIVE DIRECTOR



GABRIELA HEARST
DESIGNER & CREATIVE DIRECTOR OF
CHLOÉ



TYLER MITCHELL
PHOTOGRAPHER & DIRECTOR



LIVIA FIRTH
FOUNDER & CREATIVE DIRECTOR OF
ECOAGE



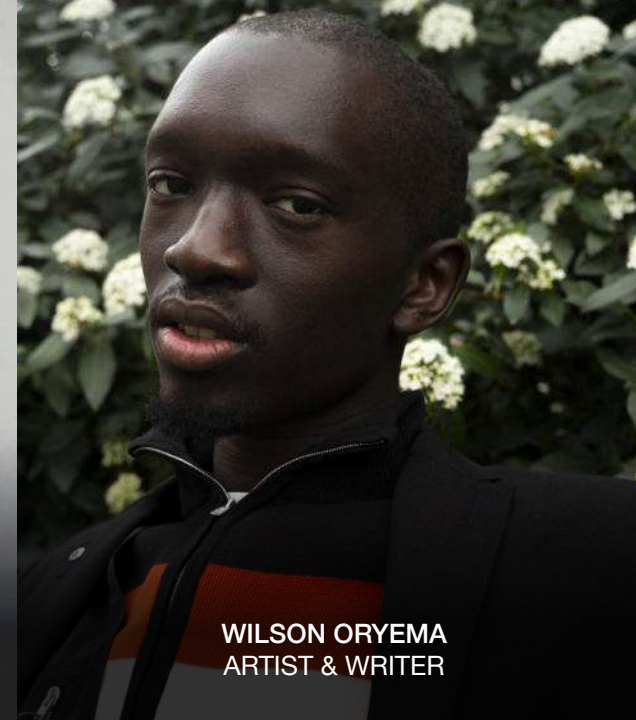
HARLEY WEIR
PHOTOGRAPHER & DIRECTOR



FRANCISCO COSTA
DESIGNER & ENTREPRENEUR



SHAWAY YEH
FOUNDER OF YEHYEHYEH



WILSON ORYEMA
ARTIST & WRITER



HAN FENG
ARTIST



CANDICE MARKS
GLOBAL SENIOR AGENT AT ART PARTNER



MATT WILLIAMS
CURATOR AT CAMDEN ART CENTRE



MARINA TESTINO
ADVOCATE FOR SUSTAINABLE FASHION

“WHEN IT COMES TO PROVOKING CHANGE, ONE ACTION IS WORTH A THOUSAND WORDS: #CREATECOP IS CREATED TO REWARD IDEAS WHICH TRY TO IMAGINE NEW WAYS TO ACT.”

– FERDINANDO VERDERI

#CREATECOP JUDGE 2021-22



ART PARTNER IS PROUD TO LAUNCH #CREATECOP28

Now in its fourth year, Art Partner invites artists and creatives of all nationalities, races, genders and faiths, between 14 and 30 years of age, to submit work that responds to the climate crisis and raises awareness of the issues that must be considered at the United Nations Climate Change Conference 2023 (UNFCCC COP 28).

Participants might explore themes such as: climate justice, corporate greenwashing, material innovation, wildlife and ecosystem conservation, grassroots activism, intersectional environmentalism, regeneration, the physical and mental impacts of the climate crisis, and nature-based wisdom.

Eight finalists will be awarded cash prizes of **\$10k**, **\$5k** or **\$2k**. An additional 20 creatives will receive honourable mentions by a globally recognised panel of judges (yet to be announced), comprised of industry experts.

Applicants can apply with any medium, including, but not limited to, photography projects, docu-style and experimental film, performance art, spoken word, musical compositions, fashion design, new media, and social media projects.

ART PARTNER WILL BE HOSTING THE FIRST #CREATECOP IRL EXHIBITION AT THE UNITED NATIONS HQ IN NEW YORK, FEATURING A SELECTION OF WORK FROM THE NEW & PREVIOUS CREATECOP WINNERS





re i giovani in Sud America e Africa». Nel corso delle tre edizioni, infatti, le candidature sono arrivate da oltre 100 Paesi tra cui Ghana, Cina, Messico, Iran e Filippine. «Abbiamo cercato d'incoraggiare le proposte provenienti dall'emisfero Sud, dove le nazioni che hanno meno contribuito al climate change sono quelle che ne risentono maggiormente».

Che genesi ha avuto #CreateCOP? «È cominciato tutto nel 2015, l'anno di COP21 a Parigi, quando Amber, mia moglie e business partner, ha spinto affinché ci attivassimo per accrescere l'attenzione attorno alla conferenza e all'emergenza climatica. Abbiamo così dato vita a #ClimateCatwalk, un invito - specie all'industria della moda - a usare la propria influenza per sensibilizzare la collettività. Nel 2019 #CreateCOP25 è arrivata come conseguenza naturale, con l'auspicio di espandere la discussione globalmente. Consapevoli della tragica eredità che lasciamo ai giovani, attraverso il concorso vogliamo dar loro voce mentre li supportiamo con premi in denaro e visibilità».

Il primo premio (che consiste in 10mila dollari, mentre sono 5mila e 2mila per il secondo e terzo classificato) negli anni è andato all'inglese Nicholas Bennett, alla messicana Camila Jaber e, in questa edizione, alla peruviana Lizeth Lozano Palomino. Cosa ha convinto la giuria?

«Le immagini dei disastri climatici possono sopraffarci al punto da renderci sordi e insensibili. Affrontare la questione attraverso la creatività, invece, permette di arrivare ai cuori più che alle menti. Nicholas, Camila, Lizeth lo hanno fatto in maniera brillante. Il primo con ironia, mostrandoci quel che succederà con l'innalzamento delle acque e le inondazioni se non agiamo rapidamente. La seconda con un video sulla distruzione dei cenotes in Messico che ci ha catturati con visioni bellissime, delicate e potenti allo stesso tempo. Quest'anno, guardando il film Orilla Negra di Lizeth Lozano Palomino, mi sono commosso più volte. Racconta le testimonianze di persone le cui vite sono state sconvolte dalla fuoriuscita di petrolio in mare. Lo scorso gennaio, a Nord di Lima. A una di loro si rompe la voce e non riesce a trattenere le lacrime: gli spettatori ne possono percepire il dolore. E io non ho potuto fare a meno di pensare che ciascuno di noi sia da biasimare. Spero davvero che questi progetti possano spingere coloro che sono alla Cop27 e il leader ad adottare misure urgenti e immediate».

Le donne sembrano le più impegnate a fronteggiare il climate change. Ve n'è riflesso nei lavori che avete ricevuto? «La mia attività è costituita al 95% da donne e ho tre figlie, quindi mi rendo conto ogni giorno della determinazione femminile. Dati alla mano, i partecipanti a #CreateCOP si dividono piuttosto equamente tra uomini e donne, ma più in generale queste ultime - ne sono convinto - giocano un ruolo fondamentale nella lotta al cambiamento climatico, e nonostante ciò risultano sottorappresentate nelle negoziazioni. Appena il 34% della commissione di Cop26 era composta da donne. Al G7, nel 2021, tra i decisori figurava una sola donna».

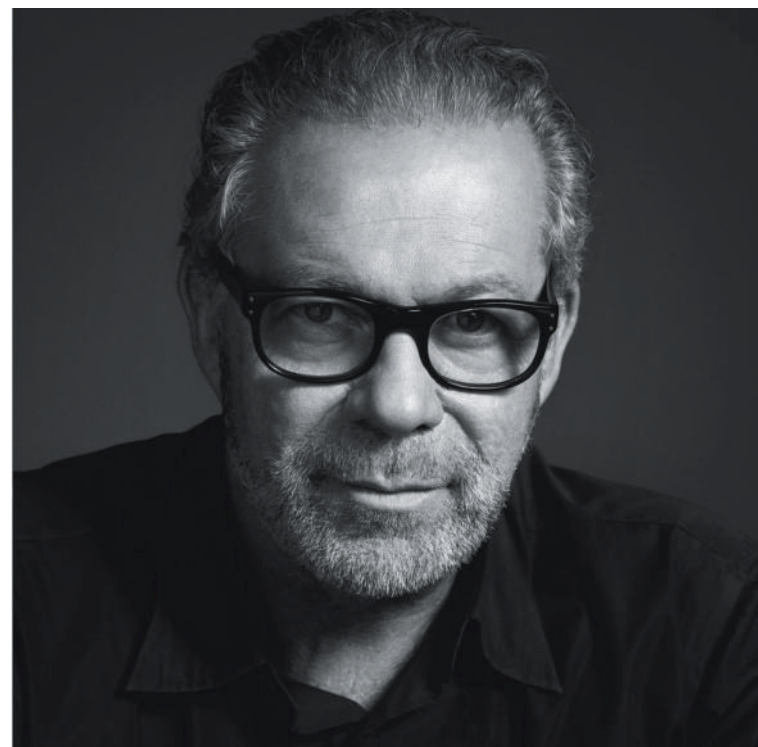
La creatività è una forma di attivismo? «Decisamente sì. Non tutti si identificano con le tradizionali forme di attivismo, come marce o scioperi. Ma l'arte è un linguaggio universale e inclusivo per natura. In fin dei conti ciò di cui abbiamo bisogno è che ogni singolo essere umano prenda parte a questa discussione».

Tra l'altro l'attivismo "esplicito", quasi sempre parte dello scenario delle Cop sul

clima, non è così ovvio a Sharm el Sheik. «Il ruolo di #CreateCOP è amplificare le voci, anche se il governo locale tenta di dare una stretta. Una delle ragioni di #ClimateCatwalk era che il terribile attacco terroristico a Parigi aveva imposto di cancellare le manifestazioni. Si trattava perciò di una "marcia virtuale" che ha creato molta partecipazione».

Art Partner lavora con la moda, sente una particolare responsabilità? «So bene che l'industria che amo è parte del problema e necessita di una trasformazione urgente. Dal 2017 Art Partner è una società a "emissioni zero". Esteso l'obiettivo alle produzioni fotografiche, abbiamo elaborato una "cassetta degli attrezzi" open source. Cerchiamo modi per supportare organizzazioni come Ellen MacArthur Foundation e World Land Trust. Proviamo, attraverso progetti come #CreateCOP, a diffondere il messaggio».

Sotto, Giovanni Testino, co-fondatore di Art Partner. In apertura, un'immagine tratta dal film Orilla Negra di Lizeth Lozano Palomino, vincitrice di #CreateCOP27



P

La nuova generazione non accetta scuse. Chiede risposte, azioni, responsabilità. Purtroppo la precedente, la mia, è stata vergognosamente lenta, con leader paralizzanti, inabili o riluttanti a muovere passi decisivi per assicurare un futuro ai propri figli». Così Giovanni Testino, co-fondatore di Art Partner - una delle più importanti agenzie creative al mondo - fa mea culpa e abbraccia la lotta al cambiamento climatico. Nel 2019 l'agenzia ha lanciato un concorso internazionale invitando giovani artisti (tra i 14 e i 30 anni)

a esprimere il loro punto di vista sul climate change. Con #CreateCOP27, l'iniziativa giunge alla terza edizione in occasione della conferenza sul clima delle Nazioni Unite, in corso in Egitto fino al 18 novembre (vedi pagina 29).

I progetti sono stati selezionati da una giuria composta, tra gli altri, dal celebre curatore e critico d'arte Hans Ulrich Obrist e Lidia Brito, responsabile delle politiche per la sostenibilità di Unesco, che supporta il progetto assieme alla Fundación Populorum Progreso «grazie a cui abbiamo potuto raggiungere».

PUÒ LA CREATIVITÀ SALVARE IL MONDO? di Marta Galli. Ne è certo Giovanni Testino, fondatore dell'agenzia di talenti Art Partner. Che racconta il premio per lanciare giovani «capaci di arrivare ai cuori»

VOGUE

Meet the Winners of #CreateCOP26, Art Partner's Competition for Emerging Artists on the Themes of Climate Change

EL PAÍS

CLIMATE SUMMIT > Lizeth Lozano Palomino wins the 10,000 euros of the #CreateCOP27 prize for her vision of the oil spill in Peru

VOGUE ITALIA



© Harley Weir

PHOTOGRAPHY Art Partner Open Call

DI VOGUE 10 OTTOBRE 2019

#CreateCOP25 is an open call for all young creatives to artistically respond with photography, film, performance, and new media projects to the climate crisis juried by industry leaders



VANITY FAIR

#CreateCOP26 dévoile les gagnants de son concours sur le changement climatique

SHOWstudio THE HOME OF FASHION FILM

Ahead of the United Nations Climate Change Conference COP26, the United Nations Climate Change Conference, creative agency Art Partner join UNESCO to present #CreateCOP26; a competition and virtual exhibition engaging young artists on climate change.

VOGUE



#CreateCOP26 : des jeunes artistes du monde entier se mobilisent pour sensibiliser à la crise climatique

Il y a cent ans, il y avait 30 ans. Venant de Chine, d'Iran ou du Mexique, ils ont décidé d'interagir, au prisme de leur talent artistique, sur le changement climatique qui se décline sous nos yeux. Des messages visuels d'impact plus importants, qu'ils sont déclinés en marge de l'édition 2021 de la COP26, qui soumet un peu comme le dernier défi...

PAR MARIE BLAET 25 OCTOBRE 2021

PHOTO VOGUE

#CreateCOP27 Open Call Invites Artists to Respond to the Climate Emergency

Art Partner is calling on multidisciplinary artists to create awareness about the urgency of climate justice

i-D

Meet the creatives making art to fight the planet's climate crisis

Art Partner have announced the winner and runners up from their recent competition to elevate young artists exploring global warming in their work.



Wallpaper*

Winners of # CreateCOP26 announced ahead of UN Climate Change Conference

As COP26, the 2021 UN Climate Change Conference, gets ready to kick off in Glasgow, we spotlight the winners of # CreateCOP26, an award for young artists confronting themes of climate change

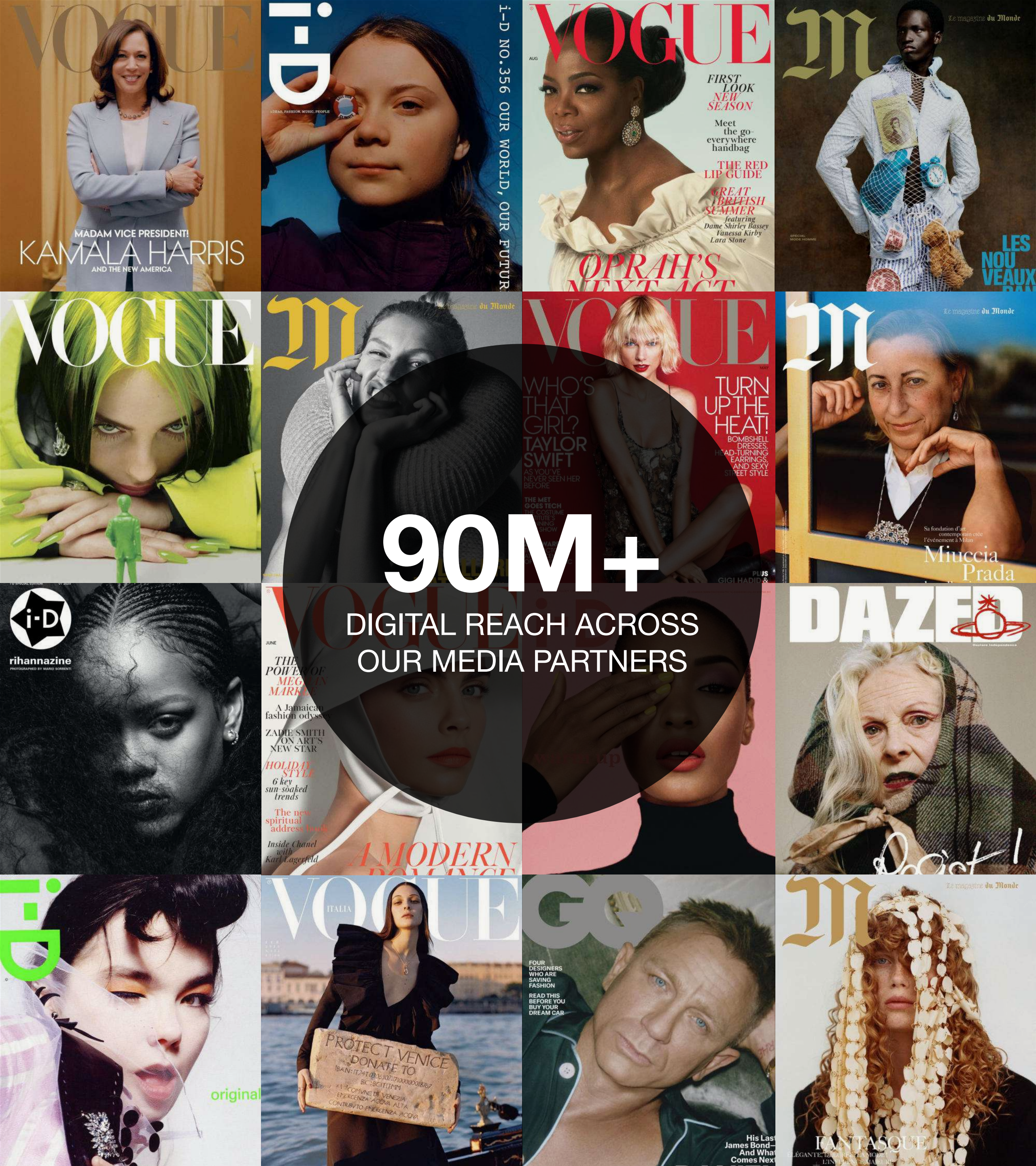
DAZED



"Untitled (Print 18)" from Harley Weir and Wilson Oryema's collaborative show 2018, rubbish, 1 Photography Harley Weir, courtesy of Soft Opening

Harley Weir and Wilson Oryema want to see your climate-crisis inspired art

The artists are among the judges of Art Partner's new contest which invites creatives to artistically respond to the environmental crisis



90M+

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THANK YOU!