

## **PRESS RELEASE INSIDE OUT PROJECT:**

# **Dyslexia: Beautiful Minds**

**Location:** The Design Museum, 224-238 Kensington High St, London W8 6AG

**Dates:** 18-31 August 2021

**Community represented:** Dyslexics (there are so many of us)

**Inside Out: Dyslexia: Beautiful Minds:** Our aim is to show the world the strengths that come with being dyslexic. When dyslexics find jobs they love, with hard work, collaboration, and technology they fly. Participants are from all sorts of careers, from artists, architects, designers, entrepreneurs, scientists, doctors, and many more.

**Our Statement:** Imagine a world where dyslexia is understood as a hyperability rather than a disability. Our aim is to change the negative connotation of the word dyslexia. These portraits are of dyslexics who embrace their difference, use their dyslexic thinking, and focus on dyslexic strengths; like creativity, problem-solving, empathy, and seeing in three dimensions. Society needs these kinds of thinkers.

**Group action leaders:** Kate Power & Kathy Forsyth (London) & Gil Gershoni (San Francisco)

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**INSIDE OUT:** Dyslexia: Beautiful Minds:

**<https://www.insideoutproject.net/en/explore/group-action/dyslexia-beautiful-minds>**

### **About the INSIDE OUT PROJECT.**

The artist JR called for the creation of a global participatory art project with the potential to change the world with art. This project is called INSIDE OUT. The Inside Out Project is a platform that gives everyone the opportunity to make a statement by displaying large-scale black and white portraits of members from their community in public spaces. Through their action, communities around the world stand up for what they believe in and spark global change locally.

**Inside Out: The People's Art Project.** In 2011, JR received the TED Prize at the TED Conference in Long Beach, California. This allowed him to launch the Inside Out Project. Inside Out is a free global art project that allows communities to turn their untold stories and what they stand for into a public work of art! Posters are displayed in outdoor spaces that are visible to the public. These Group Action pastings are documented, archived and visible online at **[www.insideoutproject.net](http://www.insideoutproject.net)**.