

# INSIDE OUT

## What is the Inside Out Project?

Created by the artist JR after winning the TED Prize in 2011, the Inside Out Project is a global art platform that helps communities around the world to stand up for what they believe in and spark global change locally. Group Leaders create their Actions by displaying large-scale black and white portraits of members from their community in public spaces, forming a public art installation. Over half a million people in more than 150 countries and territories have participated in Group Actions revolving around a range of topics such as diversity, feminism, racism, climate change, education, and art.



## How it Works

Communities come together and craft a statement that they want to communicate through their installation. Statements can be centered on anything the group feels passionate about.

## Bring Your Action to Life

With their Action statement in mind, Group Leaders gather participant portraits. We encourage Leaders to invite as many people as possible! The Group Leader then sends the portraits and participant release forms to the Inside Out Team using our website. We, in turn, transform the portraits into posters (36 x 53 in) and ship them back for the community to paste.

## Create Your Installation

A team of participants pastes the posters in an outdoor, public space to turn the street into a beautiful living art installation that shares their message. By inviting people and communities to turn their untold stories into a work of public art, the Inside Out Project sparks conversations within the community, with passersby and people across the world.

## Share Your Message!

We encourage Group Leaders and volunteers to collect personal stories from participants and passersby, share their Action on social networks, contact their local press, and create video content to spread their message. We will publish your pictures on our website and social media platforms to share your message!



## Support the Inside Out Project

The Inside Out Project is a global participatory art project that lives on thanks to the generosity of our participants. We encourage a contribution of 20 US Dollars per poster in order to cover printing and shipping costs and ensure a future for the Project. We recognize this amount is out of reach for many and do not want to discourage anyone from participating. Feel free to give a smaller amount as all donations are welcome!

Together, we can turn the world inside out!

Are you ready to create your Group Action? Submit your proposal today!