

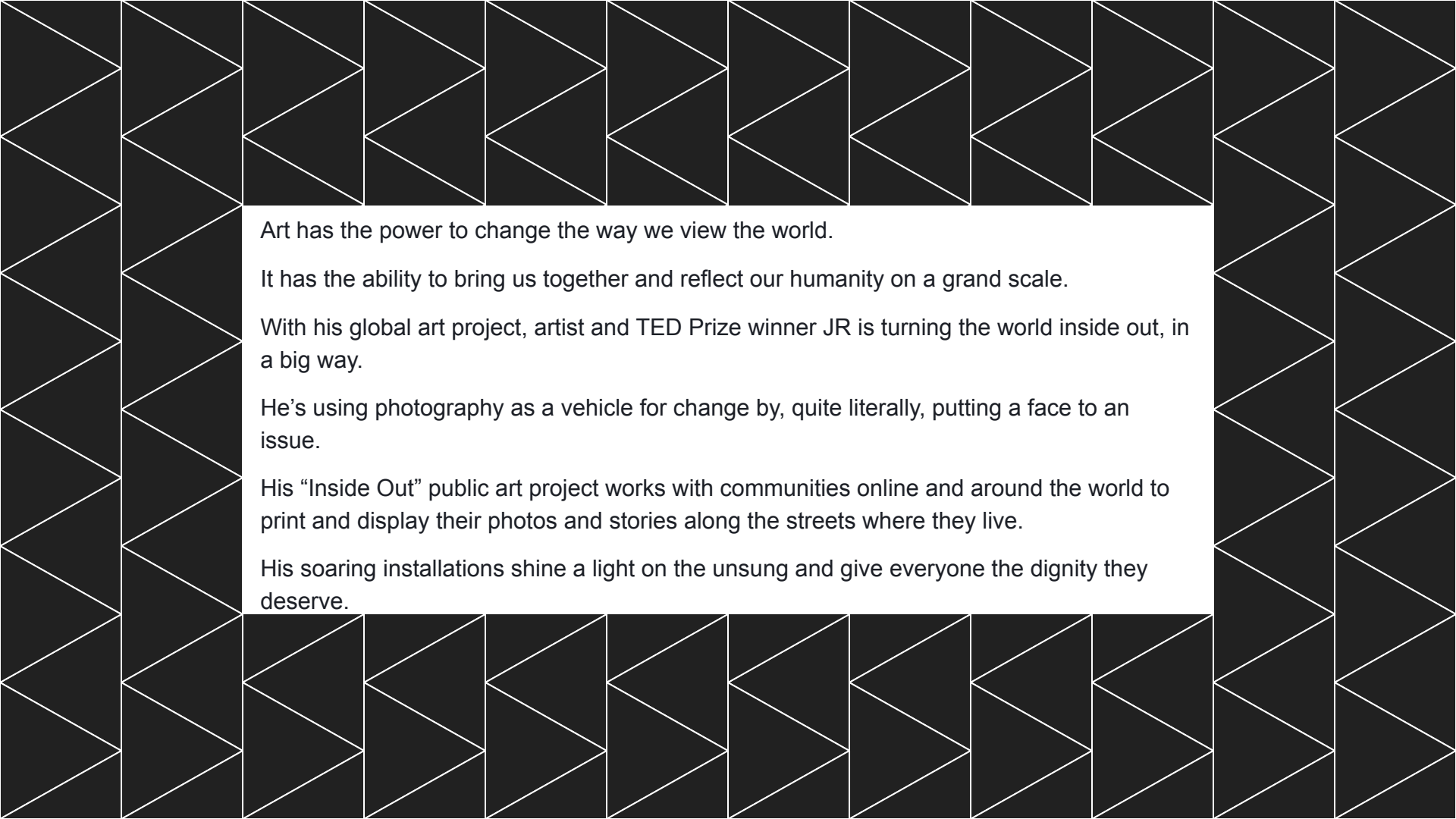
from the Inside Out



A global art project transforming messages of personal
identity into works of art

**I WISH FOR YOU TO
STAND UP FOR WHAT
YOU CARE ABOUT BY
PARTICIPATING IN A
GLOBAL ART PROJECT,
AND TOGETHER WE'LL
TURN THE WORLD...
INSIDE OUT.**

-JR



Art has the power to change the way we view the world.

It has the ability to bring us together and reflect our humanity on a grand scale.

With his global art project, artist and TED Prize winner JR is turning the world inside out, in a big way.

He's using photography as a vehicle for change by, quite literally, putting a face to an issue.

His "Inside Out" public art project works with communities online and around the world to print and display their photos and stories along the streets where they live.

His soaring installations shine a light on the unsung and give everyone the dignity they deserve.





JR

JR exhibits freely in the streets of the world, catching the attention of people who are not typical museum visitors. In 2006, he created Portrait of a Generation, portraits of suburban "thugs" that he posted, in huge formats, in the bourgeois districts of Paris. This illegal project became "official" when the Paris City Hall wrapped its building with JR's photos. In 2007, with Marco, he made Face 2 Face, the biggest illegal exhibition ever. JR posted huge portraits of Israelis and Palestinians face to face in eight Palestinian and Israeli cities. In 2008, he embarked on a long international trip for Women Are Heroes, in which he underlines the dignity of women who are often the targets of conflicts, and created The Wrinkles of the City. In 2010, his film Women Are Heroes was presented at Cannes. In 2011 he received the TED Prize, after which he created Inside Out, an international participatory art project that allows people worldwide to get their picture taken and paste it to support an idea and share their experience.



Continued...

He has since created the Unframed project where images that exhibit the past of a neighborhood or city are interpreted and re-contextualized in present day through JR's pastings. In 2013, his film based off his project, Inside Out: The People's Art Project premiered at Tribeca Film Festival. Inside Out continued to grow with Photobooth trucks bringing the process directly to the streets in locations such as New York, Amsterdam, London, and Paris. As of April 2014, nearly 200,000 people from more than 112 countries have participated. In 2014, he collaborated with the New York City Ballet for their Art Series, and choreographed his own ballet based off his beginnings.

As he remains anonymous and doesn't explain his huge full-frame portraits of people making faces, JR leaves the space empty for an encounter between the subject/protagonist and the passer-by/interpreter. That is what JR's work is about, raising questions...

**CAN ART CHANGE THE WORLD?
MAYBE WE SHOULD CHANGE
THE QUESTION: CAN ART
CHANGE PEOPLE'S LIVES?**

-JR



What is the TED PRIZE

The TED Prize is awarded annually to an exceptional individual who receives \$1,000,000 and the TED community's resources and expertise to spark global change. The award offers support to build a project's core infrastructure quickly - so that others can add their own collaborative action.

The first TED Prize was awarded in 2005, born out of the TED Conference and a vision by the world's leading entrepreneurs, innovators, and entertainers to change the world - one Wish at a time. What began as an unparalleled experiment to leverage the resources of the TED Community to spur global change has evolved into one of the most prestigious prizes.

A TED Prize winner is a rare and powerful combination of someone who knows how to capture the imaginations and make a measurable impact, a visionary and a pragmatist, a dreamer and a doer. From Bono's the ONE Campaign ('05 recipient) to Jamie Oliver's Food Revolution ('10 recipient) and JR's Inside Out Project ('11 recipient), the TED Prize has helped to combat poverty, take on religious intolerance, improve global health, tackle child obesity, advance education, and inspire art around the world.

JR's TED
Talk after
winning the
TED Prize
2011











**Participating in
the Inside Out
Project...**

What is a Group Action?

A Group Action is when one or more people decide to create a project as a part of Inside Out. A Group Action uses portraits (of different subjects) to convey a message of a cause that you are passionate about. The portraits will be printed as posters and displayed at a location of your choice.

Group Action

Raise Awareness

Draw attention to a cause

Advocate change

Start a conversation

Create a global impact

Strengthen your community

Stand up for what you believe in

The Goal?



With a strong statement, great portraits, and a good location, you can create something both beautiful and powerful!

Lawrence Inside Out



Essential questions to consider about participating in Inside Out...

- Who will be participating? YOU!
- How many portraits do we want to take? This depends on how many subjects we have to photograph, how much wall space we have, and how many people are available to help us paste. Note: Some of the most moving actions have been small, with only a handful of posters. Sometimes less is more!
- Where will we paste? On the exterior buildings around school.
- What do you want the posters to stand for? Our posters will be a representation of Joy and the people who embody it with their whole self.

Our Group Action Statement

Organized by the staff and students of the ArtQuest Program at Santa Rosa High School, "from the Inside Out" is the 2019-2020 interdisciplinary theme that connects our students and their art making to a greater purpose. The theme represents how finding joy does not come from outside of ourselves, but is manifested within.

Taking inspiration from the conversation between Archbishop Desmond Tutu and the Dalai Lama that transpired and led to "The Book of Joy", the students will photograph a person that embodies and exudes the qualities associated with one or more of the 8 Pillars of Joy: Perspective, Humility, Humor, Acceptance, Forgiveness, Gratitude, Compassion and Generosity.

Journal Question

Grab a notebook or sketchbook and something to write with.

Get settled and respond to the following questions:

Who are the people in your life who you admire for their ability to radiate joy and love? To support you and lift you up? Why are these people important to you?

Specifically looking at the 8 Pillars of Joy: Perspective, Humility, Humor, Acceptance, Forgiveness, Gratitude, Compassion and Generosity, write about a specific person in your life who is a shining example of someone who embodies one of these concepts. Why did you choose this person? How do they live this and show this idea in their life? How does this impact you? How does it benefit others?

The Process

(pay attention, this is important)

Step 1: Take a Picture!

Photograph the person you wish to celebrate and share with this project.

Remember, we are looking to honor participants who **contribute joy** and **positivity** through their actions and words.

Portraits do not have to be professional quality, as long as they are over 1MB in size at 100 dpi and capture the subject's face.

More about the photograph...

Remember, we are looking for portraits. A few things that don't count as a face and won't work for the project: pets, backs of heads, groups of people, and inanimate objects.

Here are some examples of portraits that do NOT follow the guidelines (these are all submissions that were actually received by the Inside Out global art project).

So remember (rules from the organization):

- one person per portrait!
- only human faces!
- crop to the face!
- no sunglasses!
- no full face masks!
- no selfies!



More about the photograph continued...

Need some inspiration? Here are some examples of portraits that the organization loves.



TIP: The best portraits are expressive, emotional, and captivating. They are more than pictures of smiling faces; they seem to reflect the personality and story behind the face!





Step 2: Names and Personal Statements.

In addition to the names of your models, write your personal statements. Your story or statement can be succinct or quite long. Explain how this person exemplifies one of our pillars of joy in a minimum of one or two sentences.

- Perspective
- Humility
- Humor and Laughter
- Acceptance
- Forgiveness
- Gratitude
- Compassion
- Generosity

Submit a personal statement for each image submitted, please include information about the person in the photograph.



Step 3: Get Authorization

Get authorization.

Taking photos of others, means they must give you permission to upload their picture to the site as well as paste their portrait publicly. You must turn in the signed sign release form. If participants are under the age of 18, have the parent or guardian sign for them. If you don't submit this, your portrait will not even be considered.

https://www.insideoutproject.net/sites/all/themes/insideout/documents/Release_Form_for_Models.pdf



Step 4: Upload to our google form

Step 4: Upload.

The portrait(s) and personal statement(s) get uploaded to the [Google Form](#)

You may submit up to 3 portraits of different people, each representing a different pillar of joy. Each portrait must be accompanied by a model release and personal statement. How many get printed and hung will depend on space and curation.

Submit your images as black and whites.

The file name of each portrait **MUST be formatted** like the following:
city_country_YourName_PersonInPortraitsNames.jpg (or .TIF)

Example: **SantaRosa_USA_BrookeDelello_JaneMiller.jpg**

DO NOT USE:

Spaces; use “_” instead

Dot or foreign characters (like ç é à ü)

No .PNG files

All photos, personal statements and release forms are due NO LATER THAN 2/18/20

Steps 5, 6 & 7: Printing, Shipping & Organizing.

Steps 5 & 6: Printing and Shipping.

The Inside Out organization will approve our images, print them at 36in x 53in and mail them to us.

Step 7: Organize the Action!

It is time to display. We'll gather any necessary materials – wheat paste, squeegees, glue, brushes, ladders and lifts – and schedule a time and assemble a team for pasting!





Step 8: Document it all!

Step 8: Document it all!

We will take pictures and videos and make sure to capture the whole Action. Here is what the organization says about it:

Make sure at least one person is taking pictures of your pasting in the highest resolution possible. Please also take pictures of the portraits decaying! Remember, your images will travel the world so take as many great pictures as possible! You may also record video. The more you extract from your Action, the easier it will be to measure the impact! Collect stories, ask people if the project has affected them, and if so, in what way? We want to know also how you have felt throughout the process, so please do not forget to send us feedback when we send it to you! We can then add everything to your page to make your Group Action more visible: links, press articles and so on!







www.madeoutproject.net

Madame's ...
A Linda ...
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