

A group of children, mostly of Latin American descent, are holding up a large, white fabric or paper that features a mural of many smiling faces. The children are dressed in school uniforms, including white shirts and plaid skirts or trousers. The mural is composed of numerous individual portraits of children, some of which are partially obscured by the children holding it. The overall mood is positive and hopeful.

# INSIDE OUT

"Arroz Barato Unido" Luis German Gomez, Cartagena, Colombia, 2024



**CAN ART CHANGE  
THE WORLD?**  
FOUNDATION

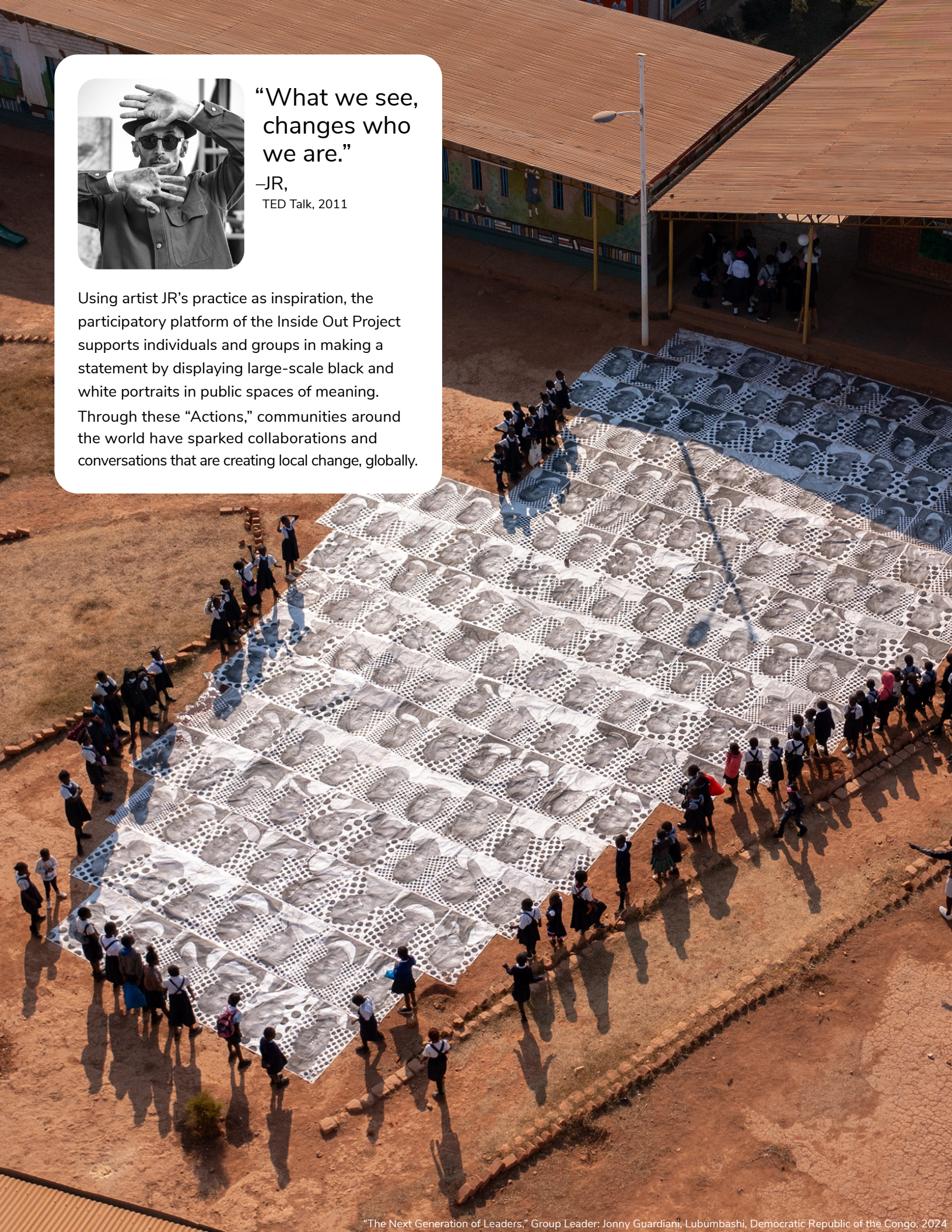




“What we see,  
changes who  
we are.”

—JR,  
TED Talk, 2011

Using artist JR's practice as inspiration, the participatory platform of the Inside Out Project supports individuals and groups in making a statement by displaying large-scale black and white portraits in public spaces of meaning. Through these “Actions,” communities around the world have sparked collaborations and conversations that are creating local change, globally.





# INSIDE OUT



"The Faces of Monastic Life" Group Leader: Aline Deschamps, Chiang Mai, Thailand, 2012



**Created by French artist JR in 2011 after winning the TED Prize, The Inside Out Project is the people's art project.**

As of today, The Inside Out Project has been used by over **half a million participants** — **across 153 countries and territories around the world** — to create local change in communities, globally.

As a project of the Can Art Change the World? Foundation, the Inside Out Project harnesses the power of art, storytelling, and community collaboration to amplify local voices, inspire social awareness and incite change in communities around the world.

"Toma Artística por la Integración: El futuro será Juntos," Photographer: Luis German Gomez, Bogotá, Colombia, 2022



# THE HISTORY



## The Creation of the Inside Out Project

In 2011, French artist JR won the TED Prize and used his achievement to launch the Inside Out Project, officially proposing the question to the world, "Can Art Change the World?"

2011

### Inside Out Tunisia: Arab Spring Inside Out Action

The first official Inside Out Project Group Action.

Tunis, Tunisia

600 Portraits

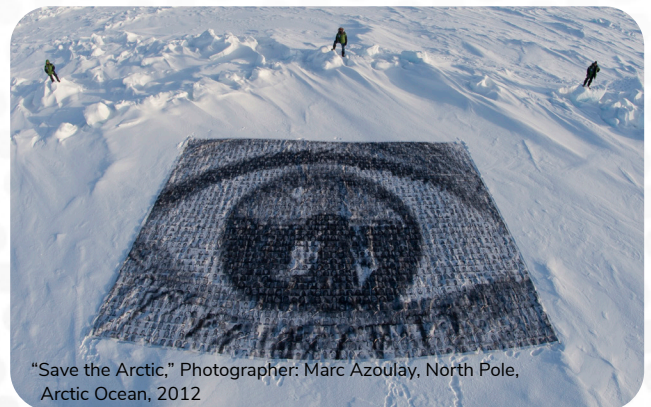
### Centre Pompidou Inside Out Photobooth

The first ever Photobooth in Europe occurred at the Centre Pompidou Museum.

Paris, France

23,836 Portraits

2012



## Save the Arctic Inside Out Action

Over a thousand portraits of members of the #savethearctic movement made up a giant eye on the North Pole, in a statement of defiance against destructive industry in the Arctic.

"Save the Arctic," Photographer: Marc Azoulay, North Pole, Arctic Ocean, 2012

North Pole, Arctic Ocean

4,000 Portraits

2013



## Inside Out NYC Photobooth

The first Photobooth in the United States took place in Times Square.

New York City, NY

5,916 Portraits





## 2016 Olympic Games Inside Out Photobooth in collaboration with JR

For the inaugural edition of the Olympic Art Visions program JR was invited by the IOC to give his interpretation of the Games. JR created 3 gigantic installations around the city, while the Inside Out Photobooth truck plastered the faces of athletes, spectators, residents of the host city, visitors and volunteers at the Maracanã Stadium, the Olympic Boulevard and the Olympic Village.

Rio de Janeiro, Brazil

7,478 Portraits

## Museum Frieder Burda Photobooth

The largest Photobooth to date.

Baden Baden, Germany

23,669 Portraits

## Inside Out Dreamers Photobooth Tour

"We are the same as every immigrant who has come before us. Filled with dreams. Determined to contribute. See our potential. We are all here. And our story is an American story."

-Participant of the Inside Out Dreamers Photobooth

31 Locations across US

7,431 Portraits

2014

2016

2017

2018



## Millions March NYC Inside Out Action

In the wake of the deaths of Michael Brown, Eric Garner, Delbert Rodriguez Gutierrez, the Inside Out team took eyes of all three to the Millions March in New York to bring healing and awareness to this current widespread issue.

New York City, NY

1 Portrait

## Inside Out Project Vote Photobooth

A US Photobooth Tour across the United States supporting and encouraging voter registration during the 2018 midterm elections.

22 Locations across US

5,145 Portraits



**CAN ART  
CHANGE  
THE WORLD?**  
FOUNDATION

The Can Art Change the World Foundation is incorporated in the United States.





"Brazilian Advocacy Tour - Indigenous Blood: Not a Single Drop More," Photographer: Camilla Rossi, Oslo, Norway, 2019

## Brazilian Advocacy Tour: Indigenous Blood: Not a Single Drop More Inside Out Action

"We want to show to European citizens the faces of Brazilian indigenous leaders who are fighting for their territories and rights under the Bolsonaro government....We will seek important opportunities for dialogue and call upon European citizens to take impactful political actions and draw the world's attention to the serious violations taking place in Brazil.... The agenda will be a campaign of dialogue, pressure, denunciation, dissemination, and awareness for European society about the situation that Indigenous Peoples are facing in Brazil, a reality that threatens the lives of forest peoples and the planet."

- Group Action Statement

5 European Cities

21 Portraits



"Europe look me in the eyes," Group Leader: Håkon Frode Særsten, Moster, Norway, 2021

## Europe Look me in the Eyes Inside Out Action

155 portraits of refugees being detained in Lesvos were displayed across 17 cities in Europe as a call to confront European immigration policy.

22 Locations across US

5,145 Portraits

# 2019

## Graduate Together: A Virtual Inside Out Action in Times Square

As a response to the Covid-19 pandemic the Inside Out Project created a digital yearbook for 2020 High School graduates from across the United States.

New York City, NY

18,775 Portraits

# 2020

# 2021



"Sexuality education is about all of us. And for all of us," Photographer: Zofia Jaworowska, Warsaw, Poland, 2021

## Sexuality Education Is About All Of Us. And For All Of Us. Inside Out Action

"We cannot imagine a healthy society without learning about our bodies, our identity, boundaries, consent or safe sex. This project is an initiative that carries immense optimism - in times, where we struggle for closeness, we can do something deeply moving and meaningful - together."

Warszawa, Poland

2,000 Portraits





"IOP-Tehachapi," Photographer: JR, Tehachapi, California, United States, 2023

## Tehachapi Prison Photobooth

The first Inside Out Photobooth to take place in a correctional facility. This project was followed by the creation of JR's documentary *Tehachapi*.

Tehachapi, CA

425 Portraits



"We Are Here!" Photographer: Oleksandr Zhugan, Kyiv, Ukraine, 2023

## "We Are Here" Photobooth Action

Ukrainians were invited to join together by participating in this Inside Out Action in Kyiv, Ukraine. This was also the first Inside Out Photobooth Action to gather audio recordings from participants.

Kyiv, Ukraine

4,799 Portraits

## Born Free Inside Out Action and Photobooth

The first Photobooth in Taiwan.

Taipei, Taiwan

1,600 Portraits

# 2022

## Inside Out and JR's *Deplacees* Project

Three Inside Out Actions were organized in refugee camps around the world – Rwanda, Mauritania, and Colombia – to make visible the faces of children being affected by climate change, war, and social instability – as their stories often receive less attention from the media.

# 2023

# 2024

## The Next Generation of Leaders Inside Out Action

An action advocating for the investment and support of education for girls in women in Lubumbashi, Democratic Republic of Congo.

Lubumbashi, DRC

196 Portraits



"Mãe, um Retrato." Photographer: Nina Soutoul, Rio de Janeiro, Brazil, 2023

## Mae um Retrato Photobooth and Inside Out Action

This action was committed to "making the invisible work of mothers visible to the world" and was created in partnership with our partners at Casa Amarela Providência.

Rio de Janeiro, Brazil

1,148 Portraits



# THE ISSUES & THE IMPACT

Inside Out Actions have revolved around a range of topics: diversity, community, feminism, racism, climate change, education, children's rights and art – just to name a few. Posters are displayed in outdoor spaces that are visible to the public. These Group Action installations are documented and shared online.

**153**

**COUNTRIES &  
TERRITORIES**

**2,700**

**ACTION COUNT**

**569,500**

**PORTRAITS AND COUNTING...**







"Inside Out Tijuana," Photographer: Scott Bennett, Tijuana, Mexico, 2018

**"Diversity is a wonderful thing that makes us all unique and defines us as people. Diversity becomes problematic when people fail to see that although we are so different, we are all united in what is the same about us... It's time to stop and think. To see that although so different, we are indeed in so many ways, the same. We can unite and change perception!"**

- Participant of Gamers United Inside Out Action (Cork, Ireland, 2011, 23 Portraits)



The Inside Out Photo Truck



"Portrait de cyclistes de Cognac," Group Leader: Camille Leroy-Vinclet, Cognac, France, 2023





"The Faces and Stories on the Frontline." Photographer: Ellen Doherty-Magochi, Malawi, 2013



"Time is Now Yallal," Group Leader: Rhea Keller, Palestine, 2011



"Sassoon Dock," Photographer: Karan Kaul, Mumbai, India, 2017



# INSIDE OUT EDUCATION

Since 2011, more than 60% of all Inside Out Project Group Actions around the world happen in education settings, with students from ages 3 to 21. The project has naturally transferred into the teaching environment as it allows educators and students to present subject matters in a playful and engaging way.

**544** SCHOOLS **906** EDUCATION ACTIONS

**106,978** EDUCATION PORTRAITS



"I Have a Dream," Group Leader: Anne laure Gueret, Accra, Ghana, 2024



"Our Bright Future!" Group Leader: Isaac Campbell, Coralville, IA, United States, 2023



"La Boquilla Dreams," Photographer: Luis German Gomez, Cartagena, Colombia, 2018




“Everybody has a voice, a desire, or something they care about. And the world should hear it.”

-Participant from Voices of Belgrade Inside Out Action  
(Belgrade, RS, 2011, 40 Portraits)



"Inside Out Giza 2023." Photographers: IOP Team, Giza, Egypt, 2023



 [CanArtChangeTheWorld.net](https://CanArtChangeTheWorld.net)

 [CanArtChangeTheWorld.net/support](https://CanArtChangeTheWorld.net/support)

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**INSIDE OUT**

 [InsideOutProject.net](https://InsideOutProject.net)

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