



# INSIDE OUT

The People's Art Project



JR owns the biggest art gallery in the world : the streets, where he exhibits freely, catching everyday the attention of people who are not typical museum visitors.

JR creates pervasive art that spreads uninvited on the buildings of Paris, the walls in the Middle East, broken bridges in Africa or the favelas in Brazil.

People are the subject of JR's art : can WE change the world? His projects raise questions, and leaves the space empty for an encounter between the subject/protagonist and the passer-by/interpreter.



The INSIDE OUT Project was launched in 2011 when JR won the TED Prize, enabling him to create a global art project that would have the potential to change the world.

Inspired by JR's large-format street "pastings", INSIDE OUT gives everyone the opportunity to share their portrait and make a statement for what they stand for. It is a global platform for people to share their untold stories and transform messages of personal identity into works of public art.

Anyone can start a Group Action by becoming a group leader who commits to leading their own, independently organized project somewhere in the world.



This summer, Inside Out is taking on a new project centered around education in the United States! We are calling students, teachers, educators and everyone concerned about giving young people the high schools they deserve. The message behind this nation wide project is the following:

In the last hundred years, America has gone from a Model T to a Tesla and from a switchboard to a smartphone. But our high schools have stayed frozen in time. The time has come to update America's outdated high schools. The time has come to inspire a nation of lifelong learners. The time has come to demand a 21 st century education for every student.

We are inviting them to organize an Inside Out Group Action so we can start a conversation around education.

***How can we inspire a nation of lifelong learners and create a 21st century education for every student?***

# Step 1: Get inspired

Choose a statement, around the changes you want to see at your school.

Get people at your school ready to have their portraits taken.

Gather the students and staff to be part of this project.



What story do you want to tell?

Who are the people you want your project to represent?

Who do you know and have access to?

What do you want the posters to stand for?

Where will you be pasting?

# Step 2: Take pictures

## **Gather at least 50 people**

Use word-of-mouth, social media, and local bulletins to share your project and find people who would like to participate, either by having their portrait taken, donating a wall, or contributing to the pasting.

Get the authorizations (we'll provide the Parental consent form and Photographer release form)

## **Use either a camera or a smartphone.**

You only need to have picture >1MB.

Use a white background OR we can send you an **Inside Out backdrop.**

## **Use portrait format.**

Follow our guidelines :

- no sunglasses
- only one person per portrait
- only human faces



# Make a strong face!

# Step 3: Register your action

As a group leader, you will be asked to name the Group Action, and let us know the location of the Action. Your action will be approved quickly by our team.

Send us your pictures via wetransfer or Dropbox. Remember, the pictures have to be bigger than 1MB in order to be printed. There is no need to name the pictures.

If you have any questions during this process, please email us at [education@insideoutproject.net](mailto:education@insideoutproject.net) or we can schedule a call.

Our team will prepare your posters and ship them rolled. You will receive them before August 26th in order to paste them in your school/community.

# Step 4: Find a wall

Look around your school to find a prime location:

- big enough
- good visibility
- you can paste on all surfaces
- if you don't find a wall, you can be creative : paste on the floor, on cardboards etc.

Make sure your principal is on board.



# Step 5: Action! Paste the posters

## Organize the action.

Gather any necessary materials – wheat paste or wall paper glue, buckets, squeegees, and brushes – and schedule a time and team for pasting.

You will need a team:

- a **leader** who will supervise the pasting
- crew of **pasters**
- one or two **photographers**. They will take pictures and videos in HD of the pasting.



Remember, your images will travel the world so take as many great pictures as possible! The more you get 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?

# What do you need to paste ?

**Glue** : either wheat, water and sugar or wallpaper glue mixed in buckets. One bucket makes around 20 posters.

**Brushes** : you can either use small brushes, or brooms.

**Squeegees** : to remove the extra glue on the posters.

**Ladder, scaffolding,** or boom lift : depending on the size of the wall, rent or borrow what you need to reach the space you need.

**Box cutter:** to cut around when the surface isn't flat.



# Step 6: After the pasting

Send us all your pictures and videos in HD!

Our email address is:  
[education@insideoutproject.net](mailto:education@insideoutproject.net)

You can use Dropbox or WeTransfer.

We will publish your pictures on our social networks to spread your message worldwide and we are counting on you to also spread the word by using the Hashtags:

#RethinkHighSchool

#IOPEducation

You will be part of the largest Inside Out group action done around education!



Each INSIDE OUT group action around the world is documented, archived and exhibited online. Over 300,000 people have participated in 139 countries.

Keeping Inside Out free of branding is very important to us. Therefore, sponsors should remain anonymous and no logos may be used in conjunction with any group action.



For more information on the project and how  
to get involved visit:

<http://www.insideoutproject.net/education/>

<https://xqsuperschool.org/>