

INSIDE OUT

THE PEOPLE'S ART PROJECT

JR / Artist

JR owns the biggest art gallery in the world. He exhibits freely in the streets of the world, catching the attention of people who are not the museum visitors. His work mixes Art and Act, talks about commitment, freedom, identity and limit.

In 2006, he achieved Portrait of a generation, portraits of the 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 did Face 2 Face, the biggest illegal photo exhibition ever. JR posted huge portraits of Israelis and Palestinians face to face in eight Palestinian and Israeli cities, and on the both sides of the Security fence / Separation wall. The experts said it would be impossible. Still, he did it.

In 2008, he embarked for a long international trip for Women, a project in which he underlines the dignity of women who are often the targets of conflicts. Of course, it didn’t change the world, but sometimes a single laughter in an unexpected place makes you dream that it could. Women Are Heroes, the movie that JR did about this project, has been selected to the Semaine de la Critique at the Festival de Cannes in 2010.

At the same time, he creates up the project The Wrinkles of the City. These actions aim to show through their wrinkles, the inhabitants of a city, the history and memory of a country. The artist chose the cities that have experienced changes such as Cartagena in Spain (2008), Shanghai (2010), Los Angeles (2011), La Havana (2012, in collaboration with José Parla) or Berlin (2013).

JR creates “Pervasive Art” that spreads uninvited on the buildings of the slums around Paris, on the walls in the Middle East, on the broken bridges in Africa or the favelas in Brazil. People who often live with the bare minimum discover something absolutely unnecessary. And they don’t just see it, they make it. Some elderly women become models for a day; some kids turn artists for a week. In that Art scene, there is no stage to separate the actors from the spectators.

After these local exhibitions, the images are transported to London, New York, Berlin or Amsterdam where people interpret them in the light of their own personal experience.

In 2010, he proposed UNFRAMED an urban project in which JR reinterprets photographs by famous or unknown photographers, and enlarges and pastes them to reflect about the importance of context. In September 2010, in Vevey, Switzerland, he worked with the Images Festival and the Musée de l'Élysée de Lausanne - and revisited works by Robert Capa, Gilles Caron, Helen Levitt as well as anonymous photographers, reframing and stretching on the outdoor facades that serve as exhibition walls, transforming the city into a gigantic open-sky museum. These icons and their references, diverted in this manner, now take on a new meaning. Their setting in the public space adds a geographical dimension to their historical references. The latest UNFRAMED actions took place in Sao Paulo (2011), Washington (2012) and Bordeaux (2013).

On March 2, 2011, at the TED Conference in Long Beach, California, JR called for the creation of a global art project - the INSIDE OUT project - inspired by his large-format street "pastings." The concept of the project is to give everyone the opportunity to share their portrait and a statement of what they stand for, with the world. Their actions are documented, archived and exhibited online at www.insideoutproject.net. Over 135,000 posters have been sent in more than 108 countries between March 2011 and March 2013.

Part of the project, the Inside Out Photoboosts bring the printers and the project to the street -- enabling the public to participate instantly and free of charge. Tens of thousands of portraits have been printed at Photoboosts located around the world in such locations as Centre Pompidou (Paris), Les Rencontres de la Photographie (Arles), various towns in Israel and Palestine, Emirati Expressions (Abu Dhabi), and Galerie Perrotin (Paris).

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.

This is what JR is working on. Raising questions...

EXHIBITIONS

2013

- Watari-Um Museum, Tokyo

2012

- Images Festival, Vevey, Switzerland
- Perrotin Gallery, Hong Kong

2011

- TED Prize 2011
- Abu Dhabi, «Emirati Expressions»
- Les Rencontres d'Arles
- Miami Art Basel, Perrotin Gallery, «Wall and Papers»
- Perrotin Gallery, Paris, «Encrages»
- JR's film, Women Are Heroes release in movie theaters
- Centre Pompidou, Paris
- MOCA Museum, Los Angeles - Art In the Streets

2010

- Shanghai, China - Contemporary art Biennial, in collaboration with Magda Danysz
- Vevey, Switzerland - Elysee Museum / Images Festival
- Museum of Contemporary Art of San Diego
- Los Angeles, US - Lazarides Gallery
- Düsseldorf, Germany - Springmann Gallery

2009

- Paris, Ile Saint-Louis, Pavillon de l'Arsenal, Mairie du 4e arrondissement
- Les Rencontres d'Arles
- Rio de Janeiro, Brazil, Casa França Brasil

2008

- Tate Modern, London
- Cartagena, Spain
- Rath Museum, Geneva
- Brussels, Belgium
- 28 MM at Lazarides Gallery

2007

- Biennale de Venise, Arsenal, Venice
- Foam - Musée de la Photographie, Amsterdam
- Les Rencontres d'Arles
- Artitud, Berlin
- ARTCURIAL, Paris

2006

- Parvis de l'Hôtel de Ville, Paris
- 11 Spring, Manhattan, New York
- Wuppertal (Allemagne)
- Murs de la Maison Européenne de la Photographie, Paris
- Murs de l'Espace des Blancs Manteaux, Paris

2005 - 2003

- 2005 - CircleCulture, Berlin
- 2005 - Montanashop, Barcelone
- 2005 - Les Muses, Paris
- 2004 - The Arcade, Manhattan, New York
- 2003 - La Loge, Paris

www.insideout-themovie.com

www.insideoutproject.net