

INSIDE OUT

THE PEOPLE'S ART PROJECT

STATEMENT

Inside Out - The People's Art Project is a film about the french artist JR giving away his method and the inspiring stories that follow that. JR wins the TED Prize 2011. He gives his prize (the wish to «turn the world Inside Out») and his art back to the people, creating a global participatory art project inviting people to stand up for what they care about through the power of their own image. From Tunisia to Haïti, North Dakota to Pakistan, the film follows individuals and communities pasting their portraits in the streets. Now they don't just see art, they make it.

What do the Arab Spring, the 2011 London Riots, the Occupy movement, the Haitian earthquake and the Bigfoot Ride all have in common? What links an 18 year old kid living hand to mouth on the streets of Port Au Prince with a 60 year old man living in a cave in Bethlehem? What similarity is there between a portrait pasted in the street to replace a dictator's image and a portrait of someone's lover glued to their front door? Is there a connection between 100,000 faces, all those expressions and all those eyes? The answer is: INSIDE OUT.

In March 2011 a young French artist by the name of JR, was awarded the prestigious TED Prize. Out of the blue a phone call offered the opportunity to make a wish 'big enough to change the world!'. He stated "I wish for you to stand up for what you care about and together we'll turn the world Inside Out." In that moment he morphs from artist to printer.

Since 2001 JR had been taking art to places where art does not normally go: pasting large scale black and white portraits in the favelas of Brazil, the broken bridges of Africa and some of the most famous walls on the planet. In the process he would shine a light on these otherwise forgotten people and places. Then in 2011 he invited everyone and anyone to do it for themselves. He launched his global participatory art project with the aim of turning the world "Inside Out". The rules are simple : take a portrait photograph of yourself or someone you know and then paste it in the street, using it to stand up for something you care about.

Approximately 130,000 people have uploaded their portraits onto www.insideoutproject.net. JR then prints them for display and transmission across the globe. Around this core 1500 groups have formed, with people coming together and making a statement through the collective power of their own image.

The film follows this extraordinary project, and the hundreds and thousands of truly inspirational stories and characters from all around the world, that are creating contributing to and ultimately shaping it.

The film starts with an action Haiti, which was based around the anniversary of the 2010 earthquake there. This action became a really philosophical event with the characters participating in Inside Out analyzing the project in a way that allows us to approach it from quite a theoretical angle in terms of the meaning and function of art. Through the project we are able to shine a light on JR's past which was always going to be the main narrative challenge.

Next we go to Tunisia where we filmed a group of photographers replacing the fallen dictators' public image with Inside Out photographs of the people. This political action and the public reaction to it went a long way towards encapsulating the country's new found freedom, whilst shining a completely different light on the project from that of North Dakota.

In the past year we also filmed an action in in North Dakota where the prophecy of the 7Th Generation combines with the harsh reality of youth suicide. This has been a major issue on the Standing Rock reservation. In many ways this action sums up what most of the individual projects on Inside Out have been about : identity and is therefore also introducing the project at its most fundamental level, whilst starting with an emotional story that draws you into our film.

These three actions go a long way toward expressing and encapsulating the meaning and spirit of Inside Out but on their own they are almost a series of vignettes connected only by black and white photographs.

So alongside the emotional, political and philosophical actions we have also been busy collecting material from the Inside Out projects that we were not able to film ourselves. We have film, photographs and audio statements from about 75 other Inside Out actions from every corner of the globe. These will play a really important part in terms of Inside Out being a project that has really evolved into a global movement.

JR the glue that holds them together. This is a film about an artist giving away his method and the inspiring stories that follow that. We keep coming back to him in an observational style, but it will always be other characters who try to explain what his art actually means.

JR will narrate us through his initial vision and anchor the beginnings of Inside Out. Alongside his narration, we will meet JR in a more observational way as he works on the ground lending his support and assistance to individual 'actions', whilst in the background he fights to self finance the project, without brand or corporate sponsorship, so as to make it all happen.

In this way JR will be the central voice of the film, but if this is a film about an artist, it is an artist who takes on multiple forms. He presents his wish, but then it is the world around him that defines its destiny. What truly determines the film will be the other characters that have participated in Inside Out and, more often than not, been deeply affected by it.