

INSIDE OUT

THE PEOPLE'S ART PROJECT

PRESENTATION OF THE INSIDE OUT PROJECT :

«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, TED2011

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. IOP provides individuals and groups from all corners of the globe with a vehicle to make a statement. Anyone can participate, and is challenged to use photographic portraits to share the untold stories and images of people in their communities.

Their actions are documented, archived and exhibited online at www.insideoutproject.net. Over 135,000 posters have been sent in more than 108 countries since March 2011.

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), Galerie Perrotin (Paris, Hong-Kong) and soon on Time Square in New-York City.

SYNOPSIS :

This fascinating documentary tracks the evolution of the biggest participatory art project in the world, the wildly popular 'INSIDE OUT'.

Travel the globe with French artist JR as he motivates entire communities to define their most important causes with incredibly passionate displays of giant black and white portraits pasted in the street. We witness young and old taking ownership of walls that were previously restricted and in doing so testing the limits of what they thought was possible.

In capturing the process, Alastair Siddons creates a glowing testament to the power of image and the role that art can play in transforming communities.

www.insideout-themovie.com
www.insideoutproject.net