

Foto Friday – Time is Now! Yalla!

By Rachel Neiman, Published September 2, 2011

INSIDE OUT is a large-scale participatory art project that asks participants to upload their photo, receive back a poster and then paste it publicly in their communities. The project, spearheaded by a Paris-based artist, photographer and and **TED Prize winner** known only by the initials **JR**, is intended to “transform messages of personal identity into pieces of artistic work”.

In early March, JR announced his wish to turn the world **Inside Out**. A group of photographers and organizers in Tunisia were the first to participate in an InsideOut community project, which they named Artocracy.

Now it's our turn. The **Time Is Now, Yalla! – InsideOut in Israel & Palestine** project got underway yesterday and today and will continue tomorrow.

On Wednesday, the word went out on Facebook that InsideOut were building photo-booths in Ramallah and Bethlehem...



On Thursday, a new post read: “Guys, we are ready to start the action in Tel Aviv!! We really need help tomorrow (Sept 2) and Saturday (Sept 3) to paste, help tell people on the ground about the project & get them participating. Please let us know by emailing us: jr@insideoutproject.net. Tell us what day(s) & time(s) you can help. For the rest of you, stay

tuned for details on where/when the actions will take place. We can't wait to see you there!”



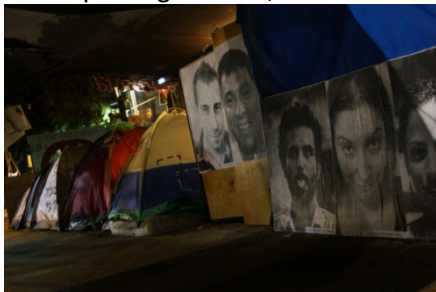
And so, last night a rolling studio-truck in Tel Aviv started its journey fittingly enough, at the epicenter of the social justice protest, the Tent City on Rothschild Boulevard.



Today came another post: “Waiting for you now !!!! Come and take your Time Is Now portrait ... In Tel Aviv, on the Habima, North of Sderot Rothschild – In the truck. In Bethlehem, at the bus station opposite St Joseph School. In Ramallah, in Baladna center.”



Tonight Rothschild sleeps before the big rally tomorrow night, after which the tents will be dismantled. The InsideOut in Israel & Palestine project is due to continue tomorrow. Go to the **Facebook page**, click "Like" and keep an eye on the postings. Go on, the time is now! Yalla!



More great photos of this exciting project are being posted **here**.