Create your own
Inside Out Group Action



Ready to turn the world inside out?

You can create your own Group Action by gathering 50 or more members of your community who stand behind a message you are passionate about and pasting your portraits in your community.

Click on the following 6 steps and read the detailed guidelines before submitting your Action.

Step 1

Start thinking About your Group Action

Get inspired!

Explore the map and see what other Group Leaders have accomplished.

Craft a statement

In a few lines, summarize your Action and the message you would like to share with the world.

ℹ Inside Out's goal is to focus on personal stories and statements, not on the actions of a specific organization or parties. Your Group Action cannot be utilized for any commercial purposes, or affiliated with promoting any NGOs, products, companies, fundraising, or brands in any way.

We do not tolerate hate messages.

Consider the logistics

Who will you be photographing?
Where will you be pasting the posters?
What resources do you have access to?
How many people will you need for this Action to come to life?
Start reaching out to your community!

ℹ Follow our Press Guidelines available in the FAQ.

Step 2

Register Your Group Action and Take pictures!



Submit your Group Action proposal

Create a user account and submit your Action.
To have your submission approved, schedule a call with us to tell us about your plans and have us answer any questions you may have.



Gather participants and signatures

Gather at least 50 people to be photographed in support of your statement and have them sign a model release form. Make sure all minors have their legal guardian sign their authorization forms. You will not be able to submit your portraits if they are not all paired with a release form.

ℹ If you don't have 50 portraits, you can print the posters locally. We will edit, process, and send you the print-ready files. If you can't print your posters locally, use the message box on your submission form to request an exception.

Photographers also have to sign a release form!



Follow the guidelines

- **Make expressive faces!**
- Only human faces.
- No sunglasses.
- Only one person per portrait.
- No brands or logos.

Make sure your portraits are **cropped to the face**!
If your hands or props are not close to the face we will have to crop them out.

ℹ Use a camera or a smartphone but watch out for the resolution and size: files must be larger than 1MB.

Step 3



Bring your Action to life!

Send us your portraits.

Send us your unedited portraits through your user account dashboard.

ℹ If you have behind the scenes footage, you can also upload that through your user account.

We will let you know as soon as they are approved and ready to be processed!

Let us work our magic!

Our team will email or ship your portraits to you within 3 to 4 weeks from the moment your portraits are approved.

Step 4



Get ready
for your pasting!

Secure your date and location



Set the date and time for the pasting and tell your community!

ℹ If you change your date, you can let us know through your user account.

Find a location for your pasting and make sure you are allowed to use the space. Find a wall that is big enough, has good visibility and a good texture to paste on.

Gather a team



Find people to help you paste your posters and have someone take photos and videos of the process and installation.

Make sure to take a team photo!

Organize your material



You will need:

- **Glue**: Wheat paste/wallpaper glue. One bucket pastes around 20 posters.
- **Brushes**: You can use 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 want to cover.
- **Box cutter**: To cut around surfaces that aren't flat.

Step 5

Time to paste your posters!



3... 2... 1... Paste!!

The day has come. Find out how to paste and make glue.



Document your action

Collect pictures and videos of the pasting process and the installation!

ℹ All footage of your Action must be submitted with the photographer's authorization.

Great installation images are dynamic and show the progress of your pasting, a clear view of the pasting location and the community's reactions to the pasting.



Collect stories

Collect stories from your team, the community and passersby. We want to see their interaction with the pasting. What does this Action mean to them?

ℹ This includes recorded testimonies, quotes, stories and anecdotes.

Step 6

Let's share your message with the world!

Send us content

Send us your Installation Images and Behind the Scenes footage through your user account dashboard. You can include videos, news articles, and any additional content that can bring your action to life.

Share your action

Share your action on social media by using the hashtag: #InsideOutProject and reach out to your local press.

ℹ We ask that you send us any press material for approval before you publish them. Make sure you look at the Press Guidelines on our FAQ.

You did it!

We will publish your pictures on our social media platforms and website to spread your message worldwide. We're counting on your Installation Images and Behind the Scenes footage!
You can share your experience and the impact of your Action by writing an article for us to post on our news page.