



About the Inside Out Project

[The Inside Out Project](#) is a global participatory art project that allows everyone to share their untold stories by creating a work of public art. Participants express their message by displaying large-scale black and white portraits of members of their community in public spaces. Through their Actions, communities around the world can stand up for what they believe in and spark global change locally.

Since 2011, **more than 550,000 people spanning across 152 countries and territories** have participated in the Inside Out Project. Thanks to participants' donations, **the project has reached all of the continents, with over 2,600 Actions created**. Inside Out Actions have revolved around a range of topics such as diversity, community, feminism, racism, climate change, education, children's rights, and art. These installations are documented and shared online.

Press Guidelines

Please adhere to the following guidelines when producing any communication materials, press releases, emails, press interviews, and/or multimedia. The Inside Out Team can provide image and design assets upon request after reviewing your drafted content. All photos must be appropriately credited as indicated by the Inside Out Team.

- **Inside Out cannot be utilized for any commercial purposes or be affiliated with promoting any organizations, NGO's, products, companies, political parties, fundraisers, or brands in any way.** Keeping Inside Out free of branding is very important to us.
- **Sponsors should remain anonymous and no logos, brands, or products may be used in conjunction with any Group Action or its documentation;** including but not limited to photos, videos, audio, social media posts, etc.
- Group Actions are created by individuals known as "Group Leaders," **not JR**. Group Leaders cannot speak on behalf of JR, the Inside Out Project, or on behalf of TED.
- **Please do not say that a Group Action is "in partnership with", "collaboration with", "organized by JR," "sponsored by JR", "an official JR event", or that "JR is coming to [city name]."** JR is not directly involved in Inside Out Actions and therefore cannot provide any statements about Group Actions. We encourage you to reach out to Group Leaders for further information about specific Actions.

All press material must be approved by the Inside Out Team before publication.

Please send all of your fully drafted materials to hello@insideoutproject.net.

If your Action communication does not follow our guidelines, we will not approve its publication, and we will not share it on our website. We reserve the right to not publish any Action's page on our website.