

12 May 2023

PRESS RELEASE

UNITED FOR EUROPEAN SPIRIT ! *An Inside Out Photobooth Tour on ESCP Campuses*

ESCP participates in Inside Out to bring its entire community together for a collaborative art project. On the occasion of the 50th anniversary of its European model, ESCP brings together all the actors of its community through the Inside Out Project, a participatory art platform.

This year marks the anniversary of a central pillar of ESCP's identity: its European multi-campus model. To celebrate this significant anniversary, the school has chosen to honour the individuals who, in their diversity, form the basis of ESCP's unique identity. Everyone is welcome to come have their portrait taken in the Inside Out Photobooth and add their face to a huge public art installation on their campus.

An artistic project

The Inside Out Project is a platform that helps communities around the world to stand up for what they believe in and spark global change locally. Anyone in the world can create an "Inside Out Action" by displaying large-scale black and white portraits of members from their community in public spaces.



*Credit: Group Leader: Shell Abels
Eindhoven, Netherlands
www.insideoutproject.net*

Since its founding in 2011 by the artist JR, the Inside Out Project has reached almost 500,000 people in 149 countries and territories, with more than 2,300 Actions created.

The Inside Out Photobooth trucks bring the printers directly to the streets – allowing the public to participate instantly. Participants enter the Photobooth and the camera snaps their portrait. Within a few minutes, a printed black and white poster comes out the side of the Photobooth. Posters are pasted in a nearby public space, creating an artwork with the faces of the participants.

Over 200,000 portraits have been printed at Inside Out Photobooth Actions around the world.

United for European spirit

The Inside Out Photobooth truck is visiting six ESCP campuses across Europe as part of the "United for European spirit" tour. This experience brings together the entire ESCP community to be photographed and have their portraits unveiled in giant mosaics on the walls of ESCP's campuses.

As a school founded by entrepreneurs over 200 years ago, we place a strong emphasis on fostering creativity. This Action celebrates the community of students that nurtures curiosity, embraces boldness, and encourages contributions from all disciplines to build a more equitable and sustainable world.

In the scope of this artistic action, students, professors, staff and alumni will meet across ESCP's campuses to exchange, learn, create and strengthen the links between all these communities.

These collaborative works of art reflect the student body's multicultural education and its pan-European DNA. Four years after its bicentenary anniversary, [the school celebrates the 50th anniversary of this European model](#) in 2023.

Like ESCP's students who travel from campus to campus, the Photobooth truck's journey will start on 8 June at ESCP's Parisian site in République. It will continue its journey through the cities of ESCP's European campuses, starting with Berlin, Turin then Madrid, and London, ending its expedition at the new Champerret site in Paris.

In line with ESCP's sustainable development policy, the truck will run on natural gas. The paper used to create the works is recycled and the glue 100% organic.

Professor Léon Laulusa, interim dean of ESCP, says: *"This art project is a perfect example of our ABCDE* skills hybridization strategy, with a capital 'A' for 'Arts'. This operation, in the context of the 50th anniversary of our European model, is the ideal moment to celebrate the community that makes the richness and history of ESCP"*.

**Arts-Business-Cultures-Diplomacy-Engineering (ABCDE).*

Press Contacts:

ESCP

Emily Olyarchuk
eolyarchuk@escp.eu

+33 (1) 49 23 24 62

Open2Europe

Emily Glynn
e.glynn@open2europe.com

+33 1 55 02 27 93

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 share their message with the world by displaying large-scale black-and-white portraits of members from 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 400,000 people spanning across 149 countries and territories have participated in the Inside Out Project. Thanks to participants' donations, the project has reached all of the continents, with over 2,300 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.

ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 9000+ students and 5000 managers from 130 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

Follow us on Twitter: @ESCP_BS