



# PICTURE PEOPLE

global stories · local visions

Registered UK Charity 1125716  
[www.picturepeople.org](http://www.picturepeople.org)



**What we are.** Picture People is a UK based Charitable Trust.

We were formed after the Bam earthquake in 2004. We make available photography and film to men, women and children, regardless of ethnicity, race, gender or belief. We are a vehicle for communication, advocacy, creativity and healing, created by and for diverse individuals all over the world. We are intent on connecting global audiences, facilitating the self-expression of individuals who would otherwise remain silent, whilst exposing others to situations and events they would usually remain unaware of, or have little understanding of.

Since 2004, Picture People has helped bring to light voices and visions of varied people who have suffered extraordinary disaster or live in extraordinary circumstances in places like Iran, Sri Lanka, Algeria, Turkey and Azad Kashmir. Working in partnership with international and local NGOs we have helped to produce participatory photography projects that have at their heart underlying themes of identity, belonging and inter-cultural dialogue.

Based in both London and Istanbul, Picture People aims to increase its operations in the next few years to work on innovative multi media projects all over the world. All these projects retain the Picture People ethos of handing the camera to the individual to allow them to tell their story to a wider audience, and through this to increase their world view and allow others a better understanding of the events that surround these extraordinary people.

We have been registered as a UK Charitable Trust, number 1125716 as of September 2008.



## Who are we. There is a Board of Directors and Patrons

Lord Phillips of Sudbury, Patron, Lawyer  
Nick Danziger, Patron, Photojournalist and Writer  
Jon Snow, Patron, Channel 4, News Presenter

Neil Burgess, Managing Editor of NB Pictures.  
Daphne Christelis, Picture Editor of Greenpeace.  
Jenny Matthews, Photo Journalist and Teacher

Nevil Mountford, Director  
Oli Jones, Web Design  
Sarah Walker, Youth Worker and Drama and Education Specialist

We have worked alongside and in partnership with: Merlin, UK, Terre des Hommes, Switzerland; Photo Voice, UK; The British Council; Target Follow, UK; The Popli Khalatbari Charitable Foundation, UK and Iran; Kodak; Tassvir Image, Iran; Aida International, Holland; Support to Life, Turkey; Diakonie Emergency Aid, Germany; Revolution Films, UK; SandBlast Arts, UK; Bilgi University, Turkey; The Crucible Centre for Human Rights and Social Justice, UK; The Guardian Online, UK; BBC; Al-Jana, The Arab Resource Centre for Popular Arts, Lebanon and more..



**How we make a Project.** Since our first few projects in Iran and Sri Lanka, Picture People has now evolved into an organization that places creativity at the heart of all projects. We aim to work with those affected by war, disaster and social neglect in order to help them communicate certain things that are important to them, in order to build their capacities to influence their decisions.

Our projects begin with a DESIGN stage, where we develop a project. This takes into consideration who is the project for, and importantly why are we making this project.

After identifying what it is we will DESIGN, we move onto the IMPLEMENTATION stages that work closely with the community in order for them to involve themselves throughout the whole process of IMPLEMENTATION. These objectives consider how we are to achieve the aims, and what are the OUTCOMES and BENEFITS for the participants, and the community..

The next stage is to produce the OUTPUTS. These are books, exhibitions, films, brochures, print material and other creative tools, which are designed together with the community. The outputs in whatever form they take are then used by Picture People in order to develop future projects for that community, and work in collaboration with other organizations to provide tangible needs for the community - be it a school, computers, musical instruments and a host of other objects that can be used to further the capacities of the community and participants.

The final stage is the SUSTAINABILITY of these projects. The SUSTAINABILITY is defined by the results of the OUTPUTS, to raise awareness and finances to put back into the community. These objects are carried out with local NGOs and partners, to ensure a lasting legacy that will be of use to the community for future generations.

In essence Picture People projects in its new form take several years to complete, from conception to final outputs and sustainability. In this way Picture People uses at first creative workshops to help the participants think in a wider context, bringing them into contact with others around the world, and most importantly giving them the opportunity to participate in a project that has at its central foundation the desire to see the establishment of things tangible to the community.

*"We support Picture People's aim of helping bring more voices and visions from people in some of the most unreported areas of the world, to a wider audience."*

Photo Voice

*"Out of terrible tragedy, Picture People gives a voice and brings hope to those who would otherwise suffer unseen, and all too often in silence".*

Nick Danziger, Photo Journalist and Patron of Picture People

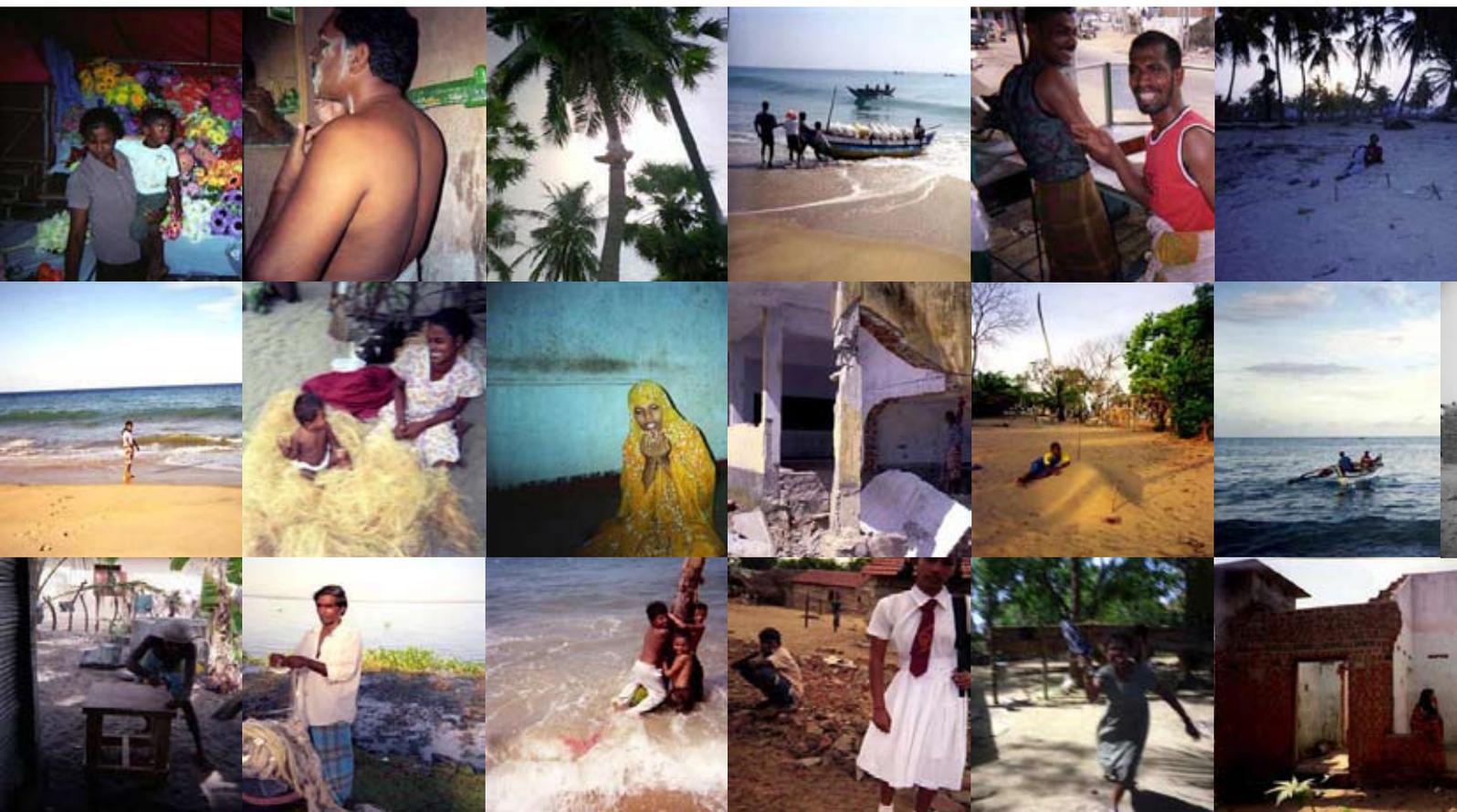


**Echoes of the Tsunami.** Exactly one year after the Bam Earthquake, the South Asia Tsunami hit the eastern shore of Sri Lanka. Merlin, the UK medical NGO immediately responded to the disaster.

Six months later they asked Picture People to produce a photo project with some of their beneficiaries in Kulmani and Batticaloa. With the continuing support of Kodak, Picture People went to Sri Lanka and spent two months amongst the people of these towns. Tamils, Muslim and Buddhists set aside ethnic and religious differences to produce perhaps the most visually stunning images of a Picture People project.

Echoes was exhibited in London, Colombo and taken back to the east coast of Sri Lanka, and displayed in public spaces. All the participants told me that they wanted the world to know they were not frightened of the sea anymore.

Their lives revolve around the waves, and for them this project gave them the chance to photograph the very thing that took everything they owned, loved and cared about. For them it was a project to help heal and move on.

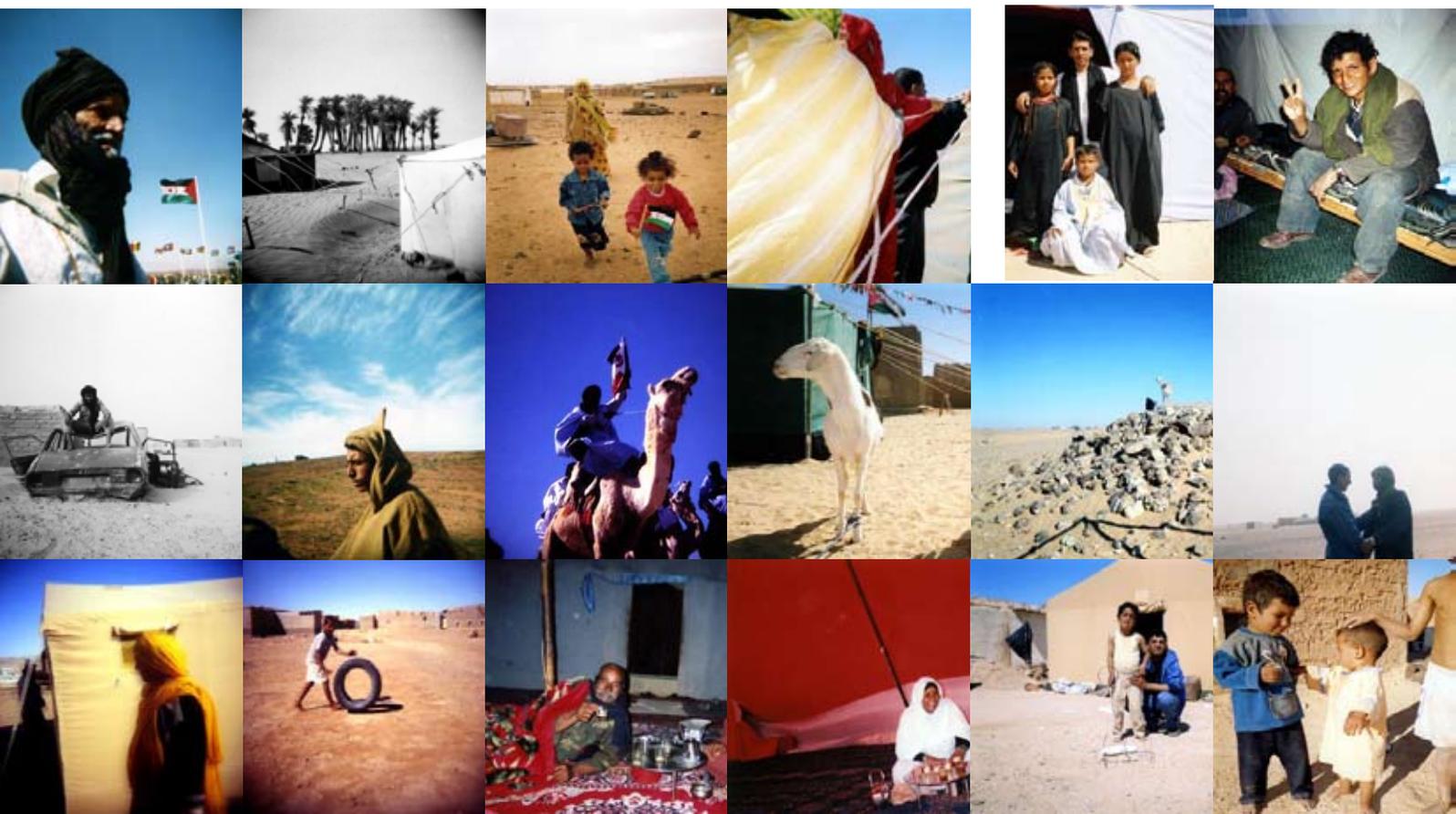


**Thirty Years in the Desert.** Western Sahara is the last colony in Africa. When Spain withdrew from this colony at the end of 1975, it sparked a long-standing territorial dispute in Western Sahara. Morocco, which forcefully annexed it and claims sovereignty there is opposed by the Polisario Front, the Saharawi independence movement launched in 1973 and still aspiring for a free homeland.

Few people know of this situation and the long standing refugee crisis. Picture People visited the camps in 2005, and again in February in 2006. Inspired by the music coming from within the camps we made a photo and film project with the musicians to bring out the self expressions of these people who for so long have lived in one of the most inhospitable places on earth.

We also made a series of films that explored the role music plays in the camps. It became a project that incorporated aural history set against the backdrop of the desert, and showed us that identity is constantly in flux, even as a refugee. As with all Picture People projects, what has been produced enables us to develop new projects.

From 'Thirty Years' a new project has emerged called 'Music in Refugee Camps', which gives video cameras to musicians in refugee camps around the world in order for them to communicate to us, and the wider world, what life as a refugee is like through their eyes and through their music.

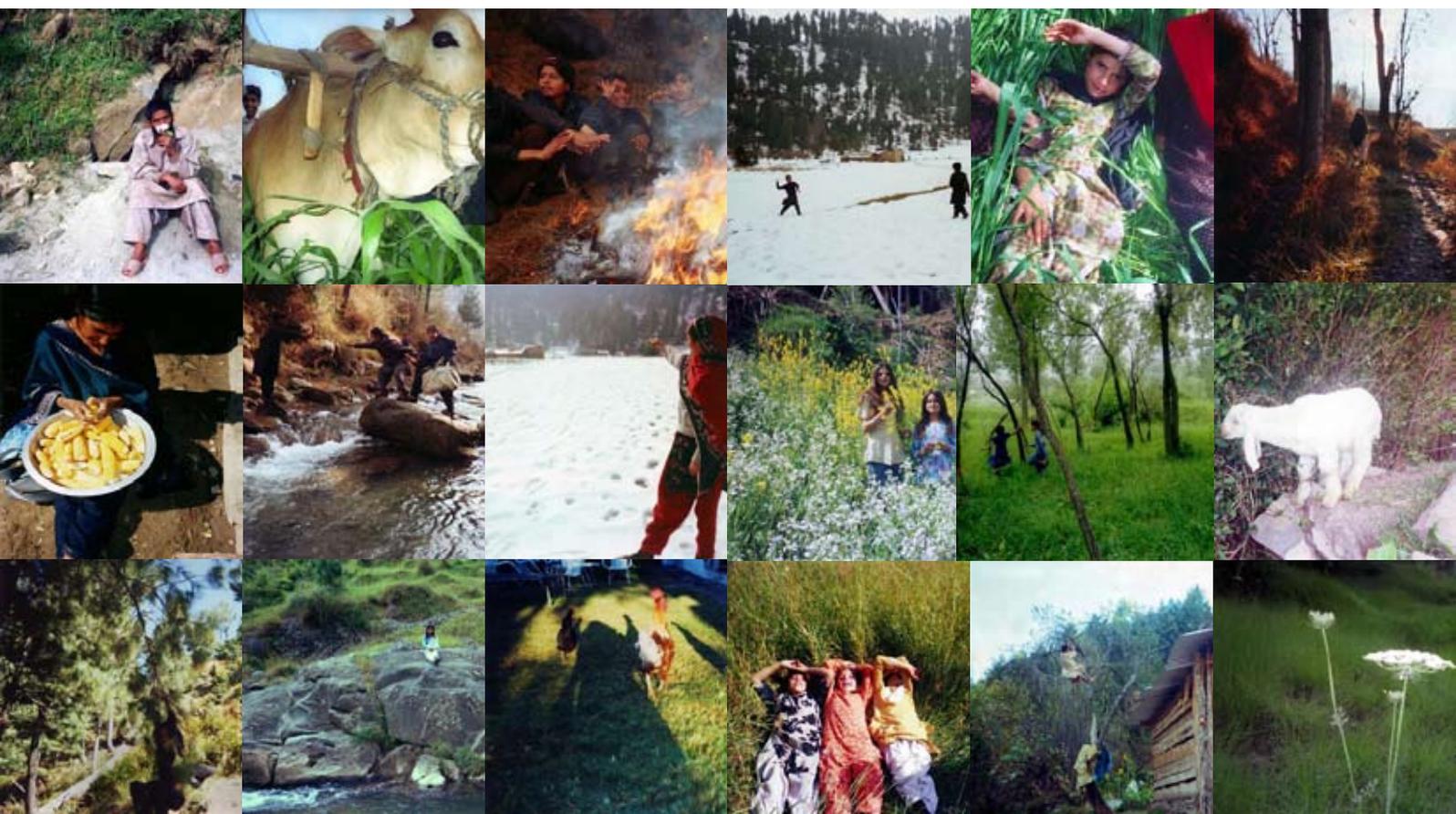


**Kashmir Seasons.** In response to the Kashmir Earthquake, Support to Life, a Turkish NGO, began an ambitious reconstruction program near Muzzafarabad. Having worked successfully with Picture People in Bam and Turkey, we were asked to make a year long project in Kashmir. We decided to make a calendar, that would enable children to appreciate their natural surroundings and in turn understand the fragility of nature.

The project worked with 100 children from three different villages, and provided weekly workshops and basic lessons on the environment and global warming issues. At the end of the project it was decided to make a reciprocal calendar with young people in the UK of Kashmiri origin to bring back to the Kashmiri children in Pakistan.

We have partnered a school in Sheffield, where students will photograph their natural surroundings and create a calendar to take back to the children of Kashmir. This project highlights the direction Picture People has established since its conception in 2004. We want to make inclusive projects allowing people from all over the world to participate and get to know and understand one another through photography.

This new aspect to the Kashmir project will create a partnership between Kashmiris in Pakistan and those in the UK at a school level, allowing them to support each other educationally, socially and culturally.



**33 Days Last Summer.** In July and August 2006, Israel went to war with Lebanon.

Widely seen as a battle between Israel and Hizbollah, enormous destruction was wrecked on Beirut and the predominantly Shia areas of the country. That said, damage to the Lebanese nation's infrastructure was disproportionate as well. Bridges, roads, power stations and the airport were targeted by Israeli bombs, shattering a once recovering nation. After 33 days of intense fighting, the two sides agreed to a ceasefire and a UN force in the south. On August 14th 2006, Lebanon found itself clearing the damage and asking themselves the question once more, 'Why?'

During those 33 days of fighting last summer, Beirutis from all areas listened to some kind of music or sound. Be it on the radio, a cd, an ipod, or the sounds of the outside war, people listened. And many people found themselves remembering a certain tune or song that summed up this situation that was going on around them.

One year on, Picture People began this project in a taxi ride through Beirut. We asked people what music they remembered as the bombs fell over Beirut. We passed through several music shops and cafes and bars. The music appears online as little postage size pods that fill up empty boxes with the 33 dates on them. One for each day of the war.



**Kashmir Comic Strip.** In June 2008, we travelled with Support to Life back to Kashmir to make a different kind of project.

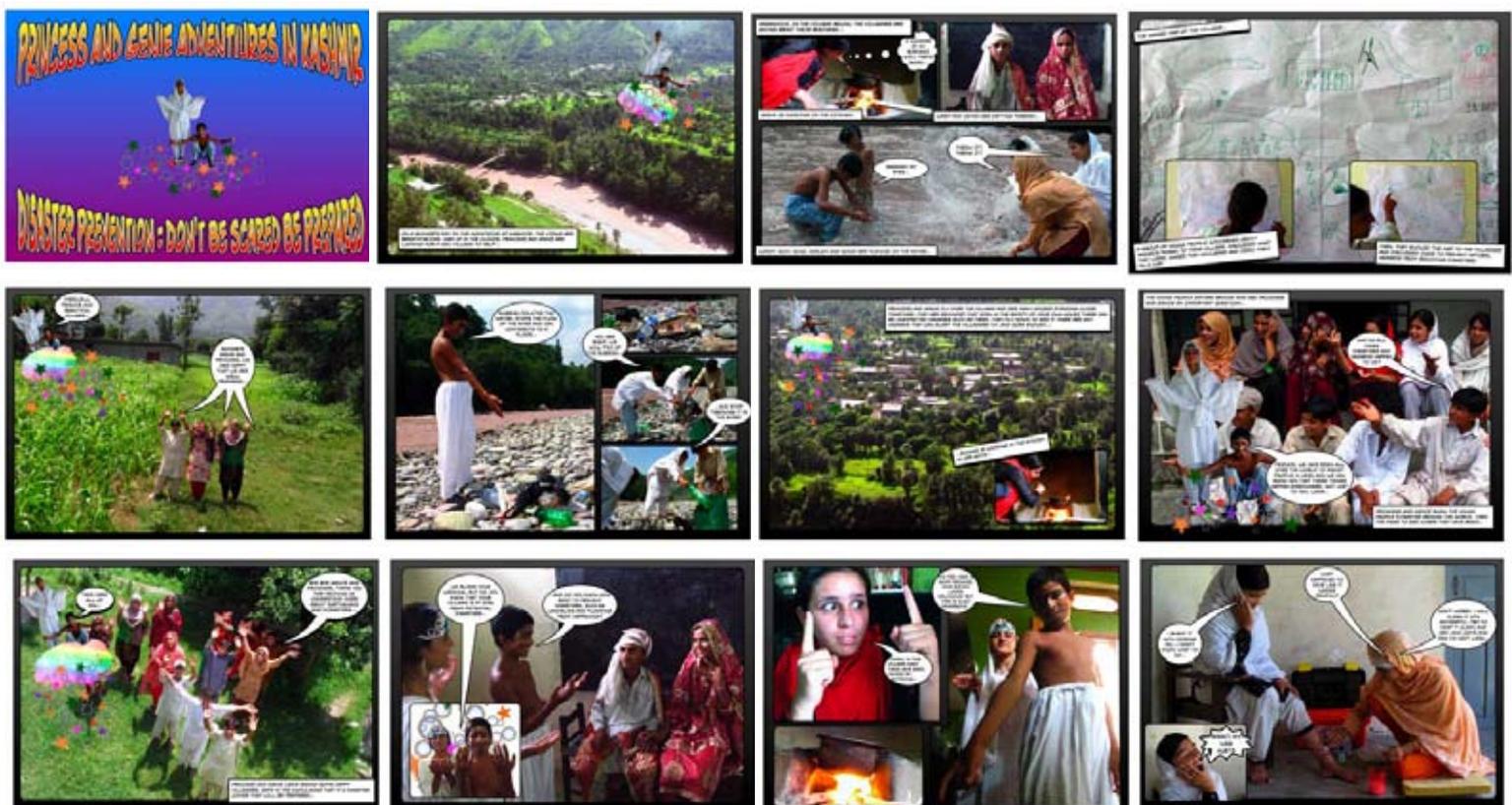
Our brief was to design, deliver and produce a project based on Disaster Awareness and Preparedness. It was decided we would use both photography and drama workshops to produce a comic strip. Working with 15 young people in Showan Village, we spent two weeks running workshops in both. The young people developed a script, photographed and played out their characters. The results were a perfectly formatted comic strip.

We will work in collaboration with a local NGO in Kashmir to deliver this comic strip to as many young people in schools over Kashmir to educate and inform as much as possible to the younger generation how important it is to be aware of the environment and its hazards and dangers.

Designing a comic strip is a simple and effective way to communicate a message to people with low literacy rates. The images humanize the story and the message with a quality that is not found in a newspaper article. We head back to deliver the comic strip in October 2008, and will print 15,000 comics in Urdu to be distributed amongst the students in Kashmir.

There is a film on the website which shows the making of the project and the distribution process.

As of December 2008, we had printed 15,000 copies in Urdu, and distributed across Kashmir.





**Living Together in Spain.** As guests of CinePosible Film Festival, Picture People were invited to conduct film workshops with the immigrant community in the city of Almandrelejo in Estramadura. We were able to design, implement and deliver a series of short films, made by five individuals that reflected the way they lived their lives in their new places they called Home.

Three films were made by these individuals - An Equadorean, a Pole, two Moroccans and one from Senegal – all different people, with different experiences. We sat with them, and asked what do they want to make films of. All of them decided that it would be something that their experiences have made of them..

One film was a documentary called El Elefante, the other was a love story called Campo Amor and the final one was a comedy called Siham and Sanna's Journey.

Throughout the project, the participants made sense of the film making process, the editing process, and finally they were invited on stage at the Gala of the Film Festival, where everyone gave them a raucous applause!

It was a fitting ending for the project, as 2 weeks is not a very long time to get 3 films made with people who had never picked up a camera before. Dani and Chavez were irreplaceable as Picture People practitioners, and without them and their language skills and their fantastic ability with the camera. But it is to the five participants that the most congratulations must go to – they gave us their all, which is all we ever ask for in making these projects. They learnt and most importantly they produced films they were proud of. The applause at the end of the Gala, was theirs – and theirs alone.



Campo Amor



El Elefante



Sanna y Siham en Excursion

**Picture People, Future 2008-2010.** Picture People begins life as a newly registered charity with a mandate to provide creative education to men, women and children, who have suffered from war, disaster or social neglect. Our aims are to increase the capacities of the people we work with through participation, communication, advocacy and healing. To this affect the projects we now design, produce and deliver are mandated to improve the social well being of the communities we work in.

**The Bam Project Book and Exhibition.** 5 years after beginning the Bam Project, we have come to the end of our journey in Bam, and we want to celebrate this by producing a book that contains many of the images, narratives and stories that have gone into this project. We are working with the British Iranian Chamber of Commerce and the Toos Foundation to make this happen. In Spring 2009, we hope to have a book produced and an exhibition in London, Tehran and Bam itself. It is hoped that the book and exhibition can lead onto the construction of an Arts Centre in Bam, as the legacy of this project.

**Footprints of Istanbul - A Day in the Life.** After we made Living Together in Eyup we developed an idea to create workshops with people all over Istanbul. In the light of Istanbul being European City of Culture in 2010, this project has a place in that celebration. The purpose of this project is to picture the cultural diversity of Istanbul, facilitating the expressions of people who have come from all Turkey to settle in this amazing city, adding to its vibrancy and diversity. The outputs of this project will be a book, and a travelling exhibition.

**Gaza Proverbs.** We will spend a month with teenagers in Gaza, describing, deconstructing and re-visualizing popular everyday sayings and proverbs. This will produce several short films made up of stills, that reflect the everyday reality of life in Gaza.

**Necessary Journeys.** An idea to give people in the developing world the opportunity to photograph the journeys they have to make as efforts of survival. This project aims to work in several continents in different geographical and climatic conditions, to give a perspective on the efforts one makes to travel in order to survive.

**Africa's Football Dreams.** As Africa prepares to celebrate the greatest show on earth - the Football World Cup, we will develop photo workshops in the six African nations represented. The theme of the workshop are Football, Dreams and the Future.