



Everyone needs a home... even the homeless.

Home Sweet Home is a 3-step design and communication initiative:

- Provide access to temporary cardboard 'houses', and simultaneously use them to build awareness of homelessness;
- Raise this awareness further through film, photography, PR and other supporting, relevant projects;
- Create a concrete call to action to counter homelessness: "make something from nothing", e.g. raise money by selling cardboard design items, postcards (supported by local sponsors).



From the book
Sidewalk Stories
Ronald Rosario B.,
New York City 1999
©Photo Salvo Galano

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1

Video interviews of ex-homeless or currently homeless men and women telling us their life stories.

The goal is to create a direct relationship with the homeless, to make us face their lives and problems, to provide an honest look and make us see them for who they truly are: ordinary people with "extraordinary" problems. Most of us never talk to homeless people. It is an experience we avoid because we are scared, insulated, or simply more preoccupied with our personal issues. With this piece, I want to create the feeling we would have during a conversation with a friend next door.

2

Photographs - Portraits by Salvo Galano

For five years, photographer Salvo Galano visited a park near the Holy Apostles Soup Kitchen in New York. There, tens of thousands of homeless men, women, and children have gathered daily for food, friendship, and guidance since its inception in 1982. Galano set up a makeshift studio with a simple burlap backdrop and photographed the fascinating characters he encountered, documenting their stories of love, loss, and survival. 'Sidewalk Stories', Galano's moving testimony to the power of the human spirit, showcases some of New York City's most remarkable individuals - the homeless - and their integrity and courage in the face of the stigma of homelessness. Accompanied by mind-boggling, up-to-the-minute statistics on this dire situation, Sidewalk Stories illustrates that homelessness could happen to any of us: Naval Academy cadets, policemen, performers, inventors, grandmothers, families, the disabled...But as Galano writes, "Homeless does not necessarily mean hopeless."



Nice studio with beautiful view
Installation at Trocadero, Paris, 2009.

3

Installations

Several models of cardboard houses installed in the top tourist locations around the city. The houses will carry messages alerting people about the homeless issue, and inviting them to act upon it with “call to action” suggestions. These cardboard house installations attract public and media attention and have already appeared in Paris, Madrid and Belgrade.

The houses will afterward be presented in a gallery or other venue:

- in installations
- in videos showing how they were installed, how they were moved around, how people reacted to them

The installations always feature a headline, either a typical phrase from real estate ads (e.g. *Nice studio with beautiful view* will be the headline for the basic model of cardboard house installed at the Trocadero looking to the Eiffel Tower...) or something specifically tailored to the host city.

Characteristics of all cardboard house models:

- made minimalistically from cardboard boxes: no sticking, cutting only
- easy to make: all that is needed is cardboard boxes (number of boxes depends on the "house model") and a knife or scissors.
- easy to reassemble and move from place to place
- isolated from the ground and very stable

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Other materials

- postcards featuring portraits from *Sidewalk stories* book
- other house accessories made from cardboard such as house shaped “piggy-banks”, photo frames etc...

Note: All the objects for sale are designed by project authors and produced with the support of a local sponsor. For example, In Belgrade, a packaging company produced the items and they were sold at the gallery, and the money raised bought much needed supplies for a local orphanage.

WORK-FLOW

Phase 1

Home Sweet Home is a collaborative project and as such we tailor it to serve the needs of the particular organization and city we're working with at the time. We offer it as a tool to like-minded organizations who use it to draw attention to homelessness and social exclusion in their cities. In the cities we've worked in so far, we've created a network between artists, galleries, social organizations and sponsors, and this network continues to grow and benefit everyone involved either through raised funds, media coverage, attendance or raised awareness. **Phase one** involves establishing this network.

Phase 2

- **Making and filming the installation in the current city:** constructing and positioning the cardboard installations in prominent positions around the city, and filming the process and reactions. Informing the media of the project so they can also film.
- **Conducting portrait-interviews with local people.** This makes the project more personal and impactful. When people get to know homeless people from their own city, they are more likely to be involved and empathetic.
- **Planning the event, marketing and PR.**

Phase 3

• **Event organization** (it is “easy to set-up” project – mobile and simple to set up). The setting elements include installations, video-works, photos, multi-media confessions...) and everything can be “re-shaped” according to the space. Space could be a gallery, a museum as well as an open space. The duration can be from one-evening event, 7 days exhibition up to one or more months.

• **Selling the objects and art-works**

• **Post-marketing** (“open-cards” projects, evaluation, awarding the raised funds to a local social organization)

*All project contributors are volunteers. The **Home Sweet Home** project does not depend on financial support from official institutions. All the help it received so far has been in the form of in-kind contributions, such as the free use of exhibition space and free materials. The projects sticks to this financial working method in order to keep it open to anyone who would like to contribute to it and remain independent.*

Please note that these are only suggestions. **Home Sweet Home** is a truly collaborative project and we invite your ideas, suggestions and direction. See our website www.home-sweet-home.org and feel free to contact us any time for further information.

Salvo Galano was born in Milan in 1968. He started taking photographs at the age of fourteen while he was attending the Santa Caterina da Siena College in Milan where he later obtained a degree in graphic and advertising techniques. In 1987, he began his studies at the Riccardo Bauer Institute in Milan obtaining a master degree in photography two years later. Between 1989-90 he studied in England and Scotland, where he worked as a correspondent for the Japanese magazine "London Diary."

Over the next two years, before starting collaborations as photo reporter with several Italian and international magazines, he collaborated with the portrait photographer Enzo Nocera and taught photography and printing techniques at the S. Caterina da Siena College in Milan. In 1992 beside working for several magazine, he was commissioned by the culture and information department of the photographic archives of the Lombardy region for a series of portraits of Italian leading figures in the world of art, culture and business, which was part of an exhibition aimed at promoting the image of Milan's region at an international level. Between 1995 and 2001 Salvo Galano lived in New York City and worked as correspondent in the US and South America for major Italian magazines.

In the meantime his passion for portraits took him to travel to collect stories and emotions imprinted on the faces of the people he met in South America, in New York and in the tribes of the Amazon's Rain Forest and Chiapas.

In 1998, the Guggenheim Memorial Foundation, supporting the achievement of the book "Sidewalk Stories", awarded him with a fellowship in photography.

He is currently living and working in Milan.

Milan Janić was born in Kraljevo (Serbia) in 1980. After graduating with honors from Belgrade school for Design, he entered at the Faculty of Applied Arts of Belgrade University in 1999, where he obtained his Diploma of Graphic Arts and Visual Communication, and later, a post-graduate degree in environmental graphics. Shortly after this he was invited to Paris to take on a position as an Art Director. Since graduating he has exhibited his works in various exhibitions around the world, including the Mexican poster biennial, Lahiti biennial, Magdalena, Chamount, est. His works were published in PRINT European review.

Currently, he is the creative director at Lamtar Planning and Communication, Paris.

He launched the **Home Sweet Home** project in 2009.



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