

An aerial photograph of a historic European city, likely Gdansk, Poland, featuring a dense cluster of buildings with red-tiled roofs and a river in the foreground. The image is split vertically, with the left side in a darker, blue-tinted color and the right side in a warmer, golden-hour color. The text is overlaid on the image.

# How to Make Latte with a Dash of ~~Milk~~ Social Conscience

- The Cafe Art Way -

Michael

Cafe Art UK

FEANTSA Policy Conference

18-19 May

Gdańsk, Poland

# RECIPE IN 5 EASY STEPS

- Art in cafes
- 'MyLondon' photography contest/calendar
- Cafe Art market
- 'This is Where I Live' international art exhibition
- 'Beyond Homelessness' corporate art rental scheme



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GREAT ART & COFFEE MEET

# KEY INGREDIENTS

- Empowerment
- Self-pride
- Confidence
- New skills
- Community engagement
- Doing it from the heART



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# RESULT

A delicious & aromatic cup of  
*“social enterprise that **CONNECTS**  
people affected by **HOMELESSNESS**  
with the wider **COMMUNITY**  
through **ART**”*

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# WHY ART?



## Positive Outcomes

- Increases social inclusion
- Improves mental health and well being
- Develops skills for work
- Challenges prejudice



Published by Homeless Link, UK 2014

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# 1. ART IN CAFES

- A network of independent cafes
- Free changing landscape of art
- Walk-in art gallery for customers
- Increase awareness & understanding of homelessness
- Artists feel proud & connected



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# The Art of Buying Art!



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# 2. MyLondon PHOTO CONTEST/ CALENDAR

- Free to participants
- 100+ single-use cameras
- Training from The Royal Photographic Society
- 3 days to capture images of London
- Shortlist of 20 images by Judges
- Public vote
- 13 Winning shots + narratives in calendar
- Cash prizes
- Vendor-selling scheme





# MyLondon 2014-2017 & counting ...



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2014 CALENDAR

Supported by  
The Royal Photographic Society



**MYLONDON**  
2015 CALENDAR

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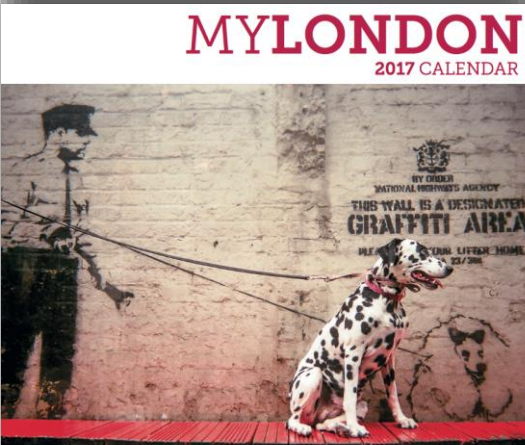
Supported by  
RPS



**MYLONDON**  
2016 CALENDAR

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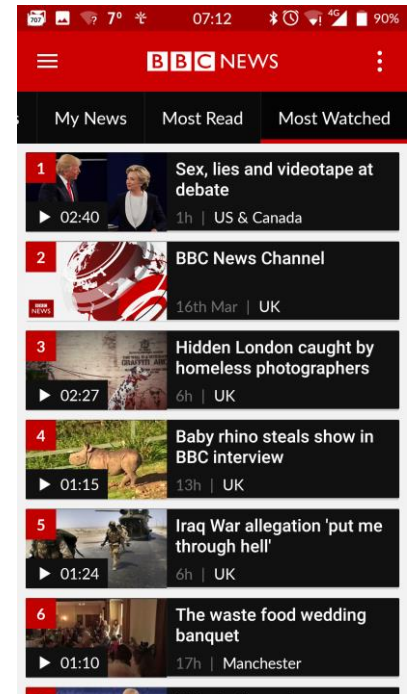
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RPS



**MYLONDON**  
2017 CALENDAR

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Supported by  
RPS



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# Human Connection



MYLO  
I would definitely  
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a differen  
...  
project like this  
helps homeless pe  
to get a new persp  
and hope in their

CAFÉ  
WHERE HO  
GREAT ART

cafart.or  
cafes  
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Café





# Come join us & others!



**MY SYDNEY**  
2016 CALENDAR



**MINHASÃO PAULO**  
CALENDÁRIO 2016



**MY BUDAPEST**  
2017



**MY NEW ORLEANS**  
2017 CALENDAR



STREETART, MATCHES & CHANGES  
BY MICHELLE BUCKLEY  
DESIGN: JOLAN LARSEN



Show Toronto what is important to you.  
**What matters to you in this city?**



**MYTORONTO** invites people who are homeless  
or who have experienced homelessness  
to participate in workshops for the MYTORONTO  
Photography Contest and Calendar project.

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# 3. ARTS MARKET

- One of London's busiest market
- Week long during World Homeless Day (10/10)
- Stalls run by participants to sell their art
- Gain work experience & confidence



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# The Connection



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# 4. THIS IS WHERE I LIVE

- International exchange of artworks between cities around the world
- Simultaneous exhibitions across 4 different continents
- Homelessness is a worldwide problem
- A unique platform for artists to showcase their work in different countries
- Positive and inspiring initiative

**THIS IS WHERE I LIVE 2017**  
**BERLIN : LONDON**  
**MUMBAI : NEW YORK**

**Social- and Cultural Center/ Alcohol-free Café Gitachiner 15**  
Gitachiner Straße 15, 10069 Berlin  
Wed 12th Apr - Wed 9th May 2017

**St Margaret's House**  
48 Fulton Street, New York, NY 10038, USA  
Mon 3rd Apr - Wed 31st May 2017

**Various Colleges and Universities in Mumbai, India**  
Mon 3rd April - Sun 30th April 2017

**Diorama Arts Centre**  
Regent's Place, 201 Drummond St, Kings Cross, London NW1 3PE  
Fri 7th April - Sun 14th May 2017

Top L - R: Linus Marik (Berlin) and Supri Khanna (Mumbai)  
Bottom L - R: Cindy Smith (New York) and Steve Manning (London)

**FREE ADMISSION**  
"This is Where I Live" exhibition is an exchange of artworks created by marginalised people in cities across the world. Started in 2013 between London & New York, it aims to include a new international city each year.  
For further information please contact [info@cafart.org.uk](mailto:info@cafart.org.uk)

**Buy Café Arts 2017 calendar online or at the London exhibition.**

**MYLONDON**

For 2017, this special London exhibition of paintings and works on paper are created by people in America, India & The EU. The programme they are a part of is fresh art in New York, Gitachiner 15 in Berlin and Pehelhan in Mumbai.

**freshart** ([www.freshart.org](http://www.freshart.org)) creates artistic and personal development opportunities for disadvantaged and underserved adults in New York City through fine art exhibitions and workshops. The organization raises public awareness and recognition of these artists work and talents by building partnerships with social service agencies, residences and community groups. fresh art is dedicated to promoting art as a tool for personal expression, creative growth and positive transformation. **fresh art** is a 501 (c) 3 non profit organization.

**Art despite poverty** is the motto for Gitachiner 15 ([www.gitachiner15.de](http://www.gitachiner15.de)). They provide cultural and health services for the low-income and homeless in Berlin, and have a thriving art group.

**Pehelhan** (<http://pehelhanindia.org>) is a community-based NGO that helps homeless citizens in Mumbai build a life of dignity and fulfillment. The word 'pehelhan' in Hindi translates as "identity".

**Café Art** ([www.cafart.org.uk](http://www.cafart.org.uk)), which exhibits artworks created by people affected by homelessness in London, is partnering with these organizations in an exchange of artworks to show a solidarity of our mission to highlight the visual art of marginalised people in our cities. We are committed to raising public awareness and recognition of these artists' work and talent, as well as promoting art as a tool for personal expression, creative growth and positive transformation.

The artworks in this exhibition show the wide range of subjects when the idea of "this is where I live" is thoughtfully considered.

**PRESENTED BY**

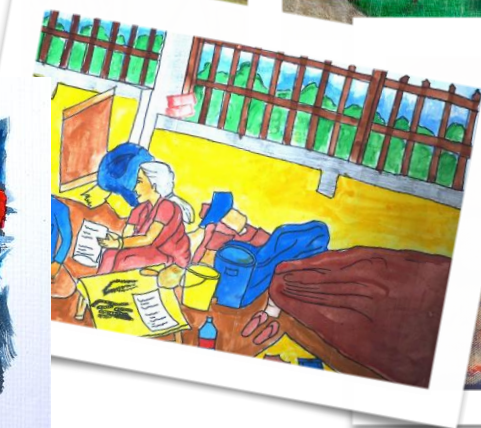
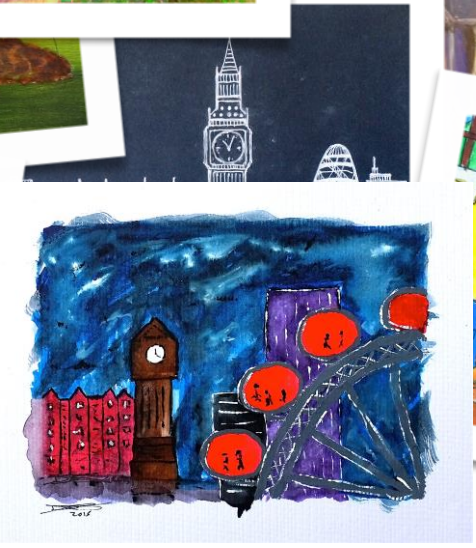
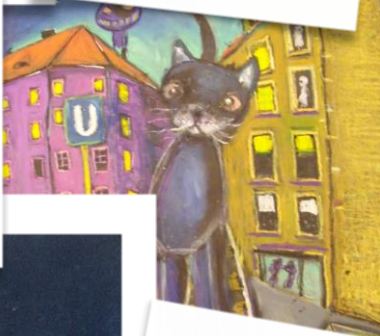
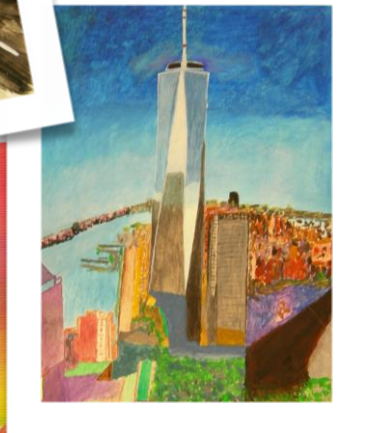
**Café Art**  
[www.cafart.org.uk](http://www.cafart.org.uk)  
CAFÉ ART  
Great Art & Coffee Meet

[www.cafart.org.uk](http://www.cafart.org.uk)

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# Berlin, London, Melbourne, Mumbai & New York .....



# 5. 'BEYOND HOMELESSNESS' CORPORATE ART RENTAL SCHEME

- Reaching out to Companies and Corporations
- Ticks all the right Corporate Social Responsibility boxes
- Rental of artworks and photographs
- Generates an income for the artists, art groups and the project



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*“Since we have placed the display in the reception area, we have had a multitude of positive feedback and comments from*

*both clients and internal staff.”*

*“It has also had a great impact on letting people know*  
*International Branding Company, London*

*about the fantastic CSR work that we do on a regular*



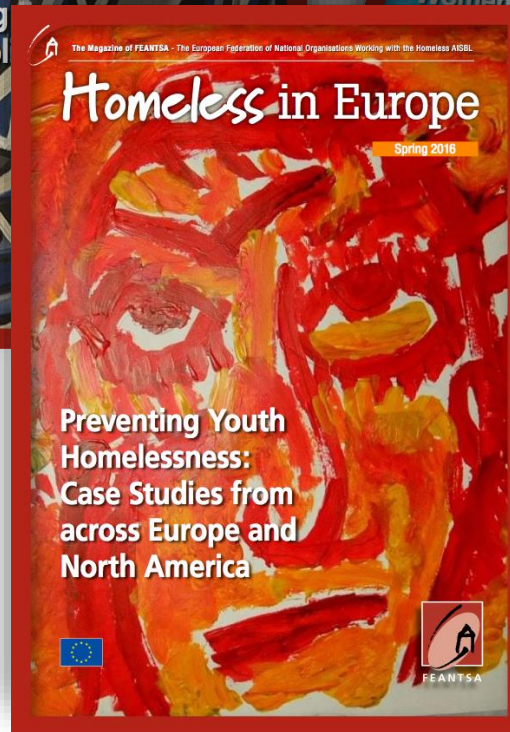
*see.”*

ftware **CAFÉ ART** London  
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# Thank you, Feantsa!



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“A journey of a thousand miles  
begins with a single step”

(or a cup of latte!) Confucius (circa 551 - 478 BC)

[www.cafeart.org.uk](http://www.cafeart.org.uk)

 [cafeforhomelessartists](https://www.facebook.com/cafeforhomelessartists)

 [@cafeforhomelessartists](https://www.instagram.com/cafeforhomelessartists)

 [@cafeforhomelessartists](https://twitter.com/cafeforhomelessartists)

[Pinterest: @cafeforhomelessartists](https://www.pinterest.com/cafeforhomelessartists/)

 [Café Art UK](https://www.youtube.com/channel/UC...)

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