

THE INVISIBLES

POEMS, DRAMAS, REPORTAGES BY HOMELESS.
 INK ACTIVATED BY LOW TEMPERATURE.
 READ THE BOOK WHERE IT WAS CREATED - UNDER THE OPEN SKY AND IN THE COLD.

AVE: 440 000 EURO
 (Institute of Media Monitoring)

Range: 11 721 311 people
 (Institute of Media Monitoring)

WHY?

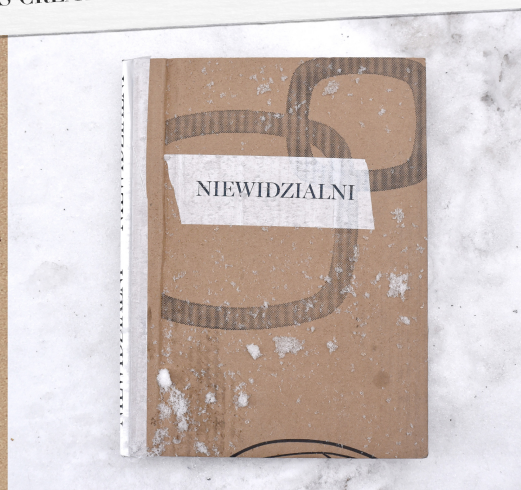
Poland. **116 people froze to death this year.** Mainly the homeless. Mainly because no one cared to help them. If they do not care about themselves, why should I? It is not my business. INVISIBLE. This is what the homeless are to us.

WHAT?

Having looked all around Poland, we found three homeless writers and published a book with their poems, reportages, dramas. To make the book visible for the media we printed it with a special ink, which is **INVISIBLE INDOORS. Low temperature activates the ink, hence the content of the book is visible only in the cold.** Imagine reading about sleeping in the cold, actually feeling the cold. The more interesting the text, the longer it takes to read. The colder you are the better you feel what the text is about.

HOW?

During the coldest days of winter 2017 (minus 30 degrees Celsius) we sent examples of 'the Invisibles' to all of the top CULTURAL JOURNALISTS in Poland and ask them to review it. **After a few days all main media nationwide spoke about the incredible experience of reading in the cold.** We got really good reviews from Cultural Journalists and received warm comments from ALL major TV stations, radio stations, magazines, portals in Poland. Also people who were ordering books wrote really emotional letters promising that the Homeless will not be Invisible anymore.



„Somebody screamed: Get outta here bum! Bum? I never thought of myself like that. I always thought others are called that”.

M. Łukaszewski “Winter in the city”

Chosen comments:



Read in the cold. Understand the homeless.
 RADIOLACIEBIE.PL

An unusual book on a worldwide scale.
 TVN 24

Touches the heart.
 ELLE MAGAZINE

This is how I started to see the Invisible people.
 TEDxWarsaw

A beautiful way to give voice to the homeless.
 FPIĘĆ.PL

Touching memories, poems, a reportage and a theatre play.
 POLSAT NEWS

The homeless have value. It's too bad we don't see them.
 TV REPUBLIKA

Recommended #experience
 HATALSKA.COM

The most interesting book.
 NOIZZ.PL

The most wonderful idea. Thank You!
 K MAG magazine