



Photo: Alexander Mahmoud

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**Manual for the  
production and  
presentation of the  
exhibition**

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**Portraits of Migration  
– Sweden Beyond  
the Headlines**

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### 1. Project introduction

This project was initiated by the Swedish Institute in the autumn of 2015 when the number of migrants coming to Sweden exceeded anything Sweden had previously experienced and a lot of disinformation about Sweden and migration was spread across the world.

The photographer and journalist Alexander Mahmoud was called in to collect portraits of the people behind the statistics and beyond the headlines in order to present a nuanced and realistic image of Sweden today.

The project was completed with information about some of the many grass root initiatives in Sweden working to support the new Swedes and the final result was an exhibition in three parts that can be shown together or separately:

1. *Portraits of Migration.*  
A photo exhibition by photographer Alexander Mahmoud portraying 20 Swedes that have come to Sweden seeking asylum some time over the last 40 years.
2. *Sweden beyond the headlines*  
A text and image exhibition presenting some of the many grass root organisations and initiatives in Sweden working towards an integrated society.
3. 8 infographics on Sweden and migration and/or a banner/table cloth with a migration time line.

Sweden has a long history of migration and has taken in more refugees during the ongoing Syrian Civil war than any other European country in relation to its population, and even though we struggle with the challenges connected to this Sweden has a lot to be proud of. This project hopes to assist Swedish Foreign Missions in spreading a real image of Sweden and migration. It can also serve as a platform for discussions on global and local challenges in the area of migration and integration.

## **2. Aims, objectives and target groups**

The aims of the project are:

- To show, through personal narratives, a nuanced image of Sweden and migration.
- To generate discussion on migration and integration in Sweden and abroad.
- To boost international interest in and understanding about the migration situation in Sweden.

Target groups: The media, policymakers and shapers of public opinion, but also citizens interested in Sweden, migration and integration.

## **3. Roles and budget responsibility**

### **Roles**

*SI:*

- Contact with photographer Alexander Mahmoud
- Support to the embassy during the project process

*The embassy:*

- Examine local conditions/prospects
- Find a venue for the exhibition and local partners
- Set up the exhibition or hire a curator
- Contact Swedish participants such as guest speakers
- Marketing/invitations
- Report to SI after completion of the project

### **Financial distribution**

The embassy applies for funding from SI via the online form in the toolkit with a maximum financial support of 30 000 SEK.

*SI:*

- Production support for printing
- Fee and travel- and accommodation costs for other incoming Swedish participants, where appropriate

*The embassy:*

- Locally incurred costs such as refreshments at the opening, any costs for technology etc.
- Any costs for the venue
- Any costs for local transport/communications

#### 4. Step-by-step guide

Step	Event	Timetable (Prior to implementation)
1	<ul style="list-style-type: none"> <li>Identify local conditions/prospects</li> </ul>	2–3 months
2	<ul style="list-style-type: none"> <li>Find local partners/venue</li> </ul>	
3	<ul style="list-style-type: none"> <li>Fill out the application form to SI</li> </ul>	2 months
4	<ul style="list-style-type: none"> <li>Plan seminars and any other activities</li> </ul>	
5	<ul style="list-style-type: none"> <li>Translate exhibition texts if needed</li> </ul>	
6	<ul style="list-style-type: none"> <li>Begin production of the pictures</li> </ul>	1 month
7	<ul style="list-style-type: none"> <li>Book travel for any extra activities and review whether any technology may be needed for implementation</li> </ul>	
8	<ul style="list-style-type: none"> <li>Order exhibition catalogues if desired</li> </ul>	
9	<ul style="list-style-type: none"> <li>Send out invitations to the opening/Communicate</li> </ul>	
9	<ul style="list-style-type: none"> <li>Communicate via social media (Twitter, Instagram, Facebook)</li> </ul>	1–2 weeks and during implementation
10	<ul style="list-style-type: none"> <li>Follow-up and report to SI</li> </ul>	Afterwards

#### 1. Planning and implementation

##### Step 1

##### Identify interests, needs and target groups

Meet with people from your network to gain an understanding of what the situation is regarding migration and integration in the region. It may be worthwhile trying to meet the following kinds of people:

- Bloggers or the like who reach target groups interested in migration and integration
- Government officials within migration
- International Organization for Migration in your region
- Media representatives who cover the topic locally

### *Target groups for the exhibition*

- Representatives of migration and/or integration organisations and networks
- Social entrepreneurs
- Journalists interested in migration and integration
- The general public
- The media and shapers of public opinion
- Policymakers
- Persons from the general public reached by disinformation about Sweden and migration

## **Step 2**

### **Find local partners/venue**

#### *Partners*

The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in migration/politics/human rights.
- Networks interested in photography.
- The ability to communicate the project through their own channels.
- Access to an attractive venue where the exhibition can be shown

#### *Venue*

The venue where the exhibition is to be shown could be for instance a gallery, a photo museum, an art museum etc.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room
- Possess the means to light the walls from above
- Open for public viewings

If seminars or the like are planned in connection with the exhibition, it is a good idea if they can be organised in the same or in adjoining premises as the exhibition itself.

## **Step 3**

### **Fill out the application form to SI**

Fill out the application form in the toolkit to receive a confirmation of financial support from SI.

## **Step 4**

### **Plan seminars and other possible activities**

Depending on which partners are brought in, different types of activities can be organised in connection with the exhibition showing. Examples of activities that SI can contribute to:

- Opening speech or talk at a later time by photographer Alexander Mahmoud
- Seminar/talk/panel discussion together with Swedish and local partners on migration, see toolkit MIG Talks for detailed information.

- Seminar/talk about the migration situation in Sweden
- Film screening of the film Nice People, available in Blu-ray Box 3, with connecting workshop on integration.

If you wish to use the seminar concept MIG Talks or show Nice People there are specific toolkits with manuals and financial support for these events on [Sharingsweden.se/toolkit](http://Sharingsweden.se/toolkit).

### **Step 5**

#### **Translate the texts if needed**

The exhibition is already available in an English/Swedish version. If you wish to replace the Swedish or English text with a local language, translate the texts in the toolkit and send it to SI project manager for new printing files.

### **Step 6**

#### **Begin production of the pictures**

See Appendix 1, Exhibition content and production, for details.

### **Step 7**

#### **Book travel for any extra activities and check whether any technology that may be needed for implementation is available.**

### **Step 8**

#### **Order exhibition catalogues if desired**

Linked to the project is an exhibition catalogue presenting all 20 portraits from the Portraits of Migration exhibition. This is available for ordering through SI in an English/Swedish version. If you wish to produce a catalogue with a local language, translate the texts and return to SI.

### **Step 9**

#### **Send out invitations to the opening/Communicate**

Adapt and dispatch press releases to media that report on politics, migration and integration/social issues.

See 'Portraits of Migration Press kit' in the toolkit.

### **Step 10**

#### **Follow-up and report to SI**

Fill in the evaluation form in the toolkit and send photos and/or press clips to the SI project manager.

# Appendix 1: Exhibition content and production

## Content in Portraits of Migration

- 20 photos to print, 50 x 70 cm format
- 1 introduction text to print, 80 x 200 cm format
- 20 captions, 35 x 35 cm format

## Printing the photos

The printing files can be downloaded from the link provided by SI via email.

A professional lab must be used to print the photos. The print lab will have to change the colour profile of the photos to match their own printer.

**Printer:** Chromira

**Media:** C-Print Matte, Fujicolor Crystal Archive DP II

[http://www.fujifilm.se/se/fotopapper/fujicolor-crystal-archive-papier-digital\\_114](http://www.fujifilm.se/se/fotopapper/fujicolor-crystal-archive-papier-digital_114)

**Mounted on:** 5 mm lightweight foam board such as KAPA® fix

**Lamination:** Matte

**Frames:** Black metal, Nielsen Profile 11, matte black, Colour 021.

## Captions

Caption signs are 35 x 35 cm format and mounted on Forex plates.

Translate the texts using the text files in the toolkit. Send the translated texts to SI. SI's graphic designer will return the texts in PDF format with the correct graphic design for local printing.

The text should be black on a white background.

For exhibitions shown in English/Swedish, printing files for captions, fact text and introduction text can be downloaded as PDF:s from the toolkit. Please contact SI to complete with embassy logo and name of venue and dates for the exhibition.

These do not need framing.

The introduction text sign is 80 x 180 cm and printed and mounted the same way as the captions.

## Content in Sweden Beyond the headlines

- 20 signs, 50 x 70 cm format

These are to be printed and mounted like the captions above.

## Infographics

- 8 infographics on Sweden and migration, 60 x 40 cm format

These are to be printed and mounted like the captions above.

## Time line table cloth/banner

- A time line of migration in Sweden, 400 x 80 cm

This can be printed on cloth and put on a table or as a banner to be hung on a wall.

## Appendix 2: Hanging the exhibition

### Portraits of Migration

About 20 meters of wall will be needed to hang all the objects in the exhibition. The pictures do not have to hang on the same wall but they must be shown in the same room and in the right order.

The pictures and captions must always be hung in numerical order. This is important so that the context and story of the pictures will be clear. Numbers are found in the document '[Exhibition overview with texts, images and display order](#)' in the toolkit.

The pictures and text signs must be illuminated from above. It is important that the lights do not give off a glare on the objects.

The easiest way to hang the pictures is to put two screws in the wall, 170 cm from the floor.

If unable to place screws in the wall, you can mount one or two metal loop hangers on the back of the frames. You will need a screwdriver for this. You have to ask the frame manufacturer to provide the metal loop hangers.

The loops can then be attached to a wire that is attached to the ceiling or to a rail on the wall. The holes should face down so the loops are not visible above the frame.

### Captions

Captions should be placed to the right of the photo frames, bottom aligned with the bottom of the photo frame. Use Velcro to attach the captions on the wall. The soft side of the Velcro is attached to the back of the caption board. Fix the hard side of the Velcro to the soft side and then remove the protective paper and place on the wall. Be careful when removing from the wall. Leave the soft side of the Velcro on the caption board.

The introduction text to the exhibition must be placed in the beginning of the exhibition.

### Sweden Beyond the Headlines

This part of the exhibition is developed to be mounted on the exhibition modules in the centre of the room. See the exhibition module toolkit for more information.

### Infographics on Sweden and migration

The infographics are to be mounted on the walls after the exhibition. See 'Preview of how the exhibition(s) can be displayed' in toolkit.

### Time line

Can be put on a table as a table cloth, on the floor as a carpet or hung on a wall as a banner.