

Café Art director Paul Ryan said: ‘Our goal is to help empower people affected by homelessness, not only through photography and art, but through connecting with the public.

Dr Michael Pritchard, director-general of The Royal Photographic Society said: Café Art director Paul Ryan said: ‘Café Art has brought photography and the homeless together in a ground-breaking initiative that is bringing real benefit to those participating. The calendar itself brings direct support but, equally important, is the raising of self-esteem and confidence for those taking part. It is a small project but it is making a big difference.’

**Contact Paul Ryan paul@cafeart.org.uk or 07517 141948**

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

**https://www.kickstarter.com/projects/cafeartmylondon2016/cafe-art-2016-my-london-calendar**

**The Café Art 2016 My London calendar will be launched on Monday 12 October at 1pm in Spitalfields Arts Market, London**

3 September, 2015 - A calendar of photographs taken by London people affected by homelessness in London has gone viral in the past week, prompting worldwide interest.

The Kickstarter campaign for the My London calendar has triggered international interest with the photographs of London being published on many major websites including Huffington Post USA, Upworthy, the NBC Today Show in New York, Stern in Germany and La Republica in Italy.

Director of Café Art Paul Ryan said the response has been incredible, with more than 50 news agencies or websites contacting them to share the photographs following the first article on the UK’s Amateur Photographer website. He said most shared the link to the Kickstarter crowdfunding campaign which is raising money to print the calendar. The initial target has more than doubled with 16 days left to go.

In July 100 FujiFilm single-use cameras were handed out to people affected by homelessness, with the theme My London. The participants were homeless or formerly homeless Londoners, and most came from art groups run by homelessness-sector organisations.

More than 2,400 votes were received for the top 20 photos at Spitalfields Arts Market in early August 2015, with the public being asked to choose the best photos for the *2016 Café Art My London* calendar.

‘It’s amazing what a single-use disposable camera can do to someone’s self-esteem.’

**David Tovey, photographer speaking on the video about the My London project which has been seen by more than 120,000 people on websites liked to crowdfunding website Kickstarter**

3 Sept 2015

Endorsed by

Supported by

**Cafe Art Kickstarter goes viral worldwide**