

**DHS /Heart Gallery NYC**  
***THROUGH THE EYES OF THE HOMELESS***  
**Activities and Media Recap**  
*(as of December 7, 2015)*

**MEDIA OVERVIEW**

**Wall Street Journal** (*print and online*) <http://www.wsj.com/articles/giving-the-homeless-a-shot-at-a-better-life-1443476457>

Greater New York section - *September 28, 2015*

***“GIVING THE HOMELESS A SHOT AT A BETTER LIFE”***

**RENOWNED PHOTOGRAPHERS MENTOR HOMELESS PEOPLE IN NEW YORK CITY**

- Patrice O’Shaughnessy interview with Mentor photographer, Deborah Feingold and mentee, Janet, during a walk-about in the Meat-packing District of NYC. Laurie Sherman Graff and Karen Shaffer, DHS, interviewed by phone. The article is also posted online for download.

# THE WALL STREET JOURNAL.

## Giving the Homeless a Shot at a Better Life

Renowned photographers mentor homeless people in New York City



*Janet Sandlin takes a photo in the West Village. Ms. Sandlin, who used to be homeless, is working a mentor, photographer Deborah Feingold.*

*PHOTO: KEVIN HAGEN FOR THE WALL STREET JOURNAL*

By **PATRICE O'SHAUGHNESSY**

Sept. 28, 2015 5:40 p.m. ET

Janet Sandlin pulled wheeled luggage containing her important possessions over the cobblestones in the Meatpacking District last week, past posh clothing stores and charming eateries and under the High Line Park, to a patch of sidewalk near the West Side Highway.

She stopped and pointed a borrowed Canon digital camera at the spot, and snapped a picture.

“This is where I used to sleep,” said Ms. Sandlin, 54 years old, who was aimless and homeless in New York City for 15 years until May.

She had called the alleys and construction sites of the area her home as it transformed from the gritty, desolate-after-dark meat district to the prettified tourist draw of today.

Ms. Sandlin was accompanied last Tuesday by renowned photographer Deborah Feingold, portraitist of rock stars and world leaders, who mentors Ms. Sandlin in a program called Through the Eyes of the Homeless, sponsored by the nonprofit Heart Gallery NYC Inc. and the city’s Department of Homeless Services.

Off the corner of Little West 12th Street and the West Side Highway, at London Meat Co., Ms. Sandlin spotted Jose Vasquez, a worker, ran over and hugged him.

“He was always nice to me,” she said, choking up a little. “On Fridays they’d take chicken wings across to the Brass Monkey bar and fry them and he’d give me some.

“I used to ask him for money,” she added, looking abashed.

But Mr. Vasquez just smiled and put his hand on her shoulder, and congratulated her on the photography project.

Photographer Deborah Feingold, right, with Janet Sandlin in Manhattan. *PHOTO: KEVIN HAGEN FOR THE WALL STREET JOURNAL*

Then Ms. Sandlin and Ms. Feingold continued on their quest for a good photo, in what was their third time working together.

“Holding this camera allowed me so much freedom,” said Ms. Sandlin. “Deborah reminded me to stay focused; I was always looking over my shoulder, and she helped me a lot.”



“I never had a relationship with anyone who lived on the street,” said Ms. Feingold, who has photographed everyone from Keith Richards and [Madonna](#) to President [Barack Obama](#) and Desmond Tutu. “The first day she dragged in the three bags and said, ‘We’re taking it.’ And I said, ‘Really?’ Janet had fear, of letting go.

“The camera is the metaphor for our journey together; we talk very little about ourselves.”



Janet Sandlin's photo, taken Sept. 22 in Manhattan. PHOTO: JANET SANDLIN

Heart Gallery, an organization dedicated to raising awareness about children in foster care and encouraging New Yorkers to adopt through exhibits of the youngsters' portraits, paired notable photographers with 14 people selected by the Department of Homeless Services.

After a workshop, “We gave them new point-and-shoot cameras, donated by Adorama camera retailer and Canon (Fuji, Olympus and Century 21 also contributed) and they went out on the street,” said Laurie Sherman Graff, executive director of Heart Gallery. “They were valuable cameras, and all came back. And many of the photos are amazing.”

“We thought it would be a positive thing, to raise awareness about the homeless...and empower them,” said Karen Shaffer, executive director of the Office of Public & Private Partnerships at the Department of Homeless Services. “It’s been incredible and heartwarming.”

An exhibit will be held Nov. 16 to showcase the images, and some are on [heartgallerynyc.org](http://heartgallerynyc.org).

Ms. Sandlin said her caseworker at Common Ground, a social services organization, urged her to participate.

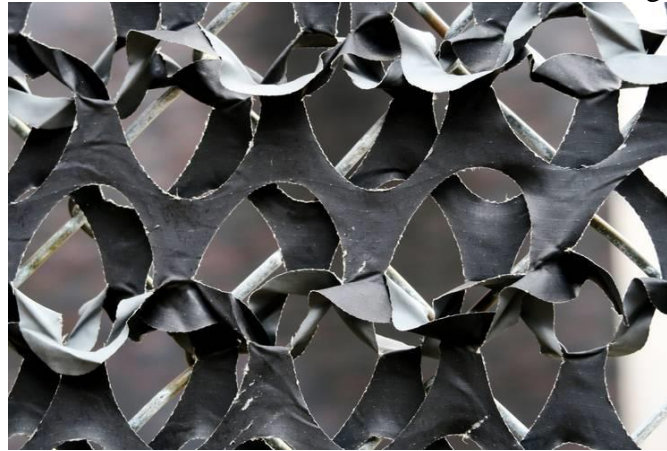
“She threw it out as a lifeline, and it worked,” said Ms. Sandlin. “I had just gotten off the street into transitional housing, and she thought it would help me.”

Ms. Sandlin’s face is weathered and she is missing some teeth. She speaks, in her native Alabama twang, of how grief over the loss of several loved ones led her to drinking, and drinking led to a life on the streets, and that she did things she will not talk about.

But in the next moment she is upbeat and smiling about the hope she finds in her church, Metro Baptist Church on West 40th Street, and with the photo project.

She took a creative close-up of a chain-link fence, and then she focused on a building where she had often taken shelter before it was renovated.

Janet Sandlin's abstract photo of a fence, taken Sept. 22 in Manhattan. PHOTO: JANET SANDLIN



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The glaring, gray sky contrasted with the dark-painted brick building, and Feingold suggested Ms. Sandlin “get rid of the bright sky” so the details of building would emerge.

“I like taking pictures of construction, it’s busy, it’s going somewhere,” Ms. Sandlin said. She parked her luggage—filled with paperwork and some clothes—in the plaza ringed by Bagatelle, Serafina and other trendy restaurants, and her mentor scrutinized the shots she had taken.

Then last Wednesday, Ms. Sandlin moved into permanent housing. She is thrilled to have keys to her own apartment. And picture this—she will no longer take the three bags everywhere she goes.

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### Wall Street Journal – Website photojournalistic coverage

<http://www.wsj.com/articles/photos-of-new-york-through-the-eyes-of-the-homeless-1447734944>

posted Nov. 16, 2015 11:35 p.m. ET

### Photos of New York: ‘Through the Eyes of the Homeless’

A collaboration between photographers and their homeless protégés show us their view of New York City.

- 12 images are posted on the WSJ website, including one of the actual exhibition. Below is the first of the 12.

‘Through the Eyes of the Homeless’ is a project that pairs professional photographers as mentors with homeless people as their students. Daniel Rosenthal, at left, is one of the mentors. The exhibit opened Nov. 16 at the Prince George Ballroom. Danielle Vaughan



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**Fox 5-TV** <http://www.fox5ny.com/news/50165615-story>  
*posted November 16, 2015*

**“Exhibit Features Photos Taken by Homeless”**

- FOX 5 News ,Zachary Kiesch and cameraman arrived ahead of the opening at Prince George Ballroom to cover exhibit launch. In-depth interviews focused on Michael Weschler and Carl, in addition to comments from Laurie Sherman Graff. Wonderful b-roll of exhibit photographs and mentors and mentees. It aired on the 5 pm broadcast and on the 10 pm news.
- Website features newsclip and write-up:



NEW YORK (FOX5NY) - It's an exercise in humanity, professional photographers paired with folks down on their luck. It's been a real opportunity to give voice to New York City's homeless population. And they are doing it. One snap shot at a time.

Michael Wechsler and Carl Jordan came in as strangers.

One is an editorial and advertising photographer with more than 30 magazine covers to his credit.

The other is confident and battle tested gentleman who quote "lost it all", a bad divorce and an extended stay on the streets.

Exhibit feature photos taken by homeless

It's called "Through the eyes of the Homeless", a collaboration between the Department of Homeless Services and The Heart Gallery.

Five mentors, professional fashion and celebrity photographers and 14 mentees empowered to tell their own stories.



They got corporate sponsorship. They learned about lighting and shutter speed. They produced beautiful prints, but they also got to know each other.

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**Metro New York** (*print and online*) <http://www.metro.us/new-york/homeless-new-yorkers-explore-their-city-through-photography/zsJokp--YDMCYkfUIN7A/>

*published November 16, 2015*



**“A Different View” - the COVER story of Metro New York.**

- It’s the lead story on the website as well!
- Featured as cover story in print and online. Meet and greet interview on the streets of Chelsea and Madison Square Park with mentor photographer Michael Weschler and Carl, mentee. The reporter also conducted phone interviews with Laurie Sherman Graff and Karen Shaffer, DHS. DNAinfo journalist and photographer attended the opening night reception at Prince George Ballroom

## **Homeless New Yorkers explore their city through photography**

**A program through the city's Department of Homeless Services and nonprofit Heart Gallery recently gave 14 photographers an artistic outlet.**

1 of 8 photos viewable on the Metro NY website



Last Friday, Carl Jordan walked around the Flatiron District, snapping photos of bright sun coming through leaves, piles of garbage and water fountains in Madison Square Park, which he said back in the day was called the “stroll.”

His photographer mentor, [Michael Weschler](#), followed him, helping him frame his shots, giving him feedback and occasionally holding Jordan’s cane, which he has used since a recent knee surgery.

Jordan, a 62 year old sharp dresser who talks with his hands, will tell you about the homeless outreach work he does through his mosque and the organization

[Muslims Giving Back](#), and the gimmicks and scams that street homeless run. What he won't immediately tell you is that he is homeless himself, living in temporary housing in the South Bronx and trying to get into permanent housing for seniors.

"Homelessness is not a crime, it's a situation," Jordan said. "It happened to me, look at where I'm at now. It happens to everybody, so much of New York City is one paycheck away from the same place."

Jordan, 62, is one of 14 homeless photographers selected for a project earlier this year with the NYC Department of Homeless Services and the Heart Gallery NYC that pairs homeless mentees with professional photographers. "[Through the Eyes of the Homeless](#)," had an opening reception on Monday night, where the photographers got to see their photos on display, and were each given cameras of their own.

"It's a learning experience for me too, and I appreciate that he's grateful" said Weschler, a photographer who shoots for magazines and advertising campaigns. "I've seen him raise his self-esteem — he was reluctant to do it. [Homeless] people so often think we want something from them and they're tired of that. They feel interrogated, so in this case we very clearly said, no, we're giving you cameras, we just ask that you don't break them, do whatever you want and show us what you see."

The most recent count of [New York City's homeless](#) was 57,774, according to the city shelter numbers.

Jordan said he's "delighted" at the idea of seeing his photos displayed, and hopes the show encourages real change in how the homeless are treated.

"I'm not saying the mayor's not down, I'm saying we need another voice to express what we need. He's listening... I'm 62 years old, I don't know how many days I have left on this planet, but every day I do I'm going to try to do the right thing. My job is to help people now," Jordan said.

Laurie Sherman Graff, executive director of Heart Gallery NYC, said her organization primarily works with foster children and pairs them with professional photographers. She said the city approached the nonprofit after hearing about a similar project with homeless people in Paris.

"It really has been an incredible process," Sherman Graff said. "We have a huge number of youth in foster care who age out and do end up homeless, and a few of the 14 were former foster youth."

Sherman Graff said they weren't sure all of the donated cameras would come back after they lent them to the photographers for a week (they did).

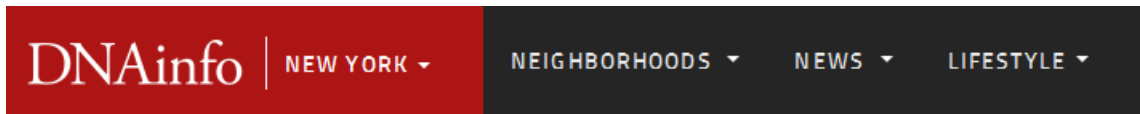
"In terms of work, it's beautiful," Sherman Graff said. "They're not pictures of sadness, necessarily, not of other homeless people but pictures of how they actually saw the city."

The show will be on display in the lobby of the Department of Homeless Services this week, followed by City Hall on Nov. 24 and then the City Council building at 250 Broadway.

“I just hope it motivates and inspires everyone,” said Karen Shaffer of the Department of Homeless Services. “We hope it opens the door to recognizing homelessness — it could be any of us — and that these are real people that need assistance like affordable housing.”

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**DNAinfo** <http://www.dnainfo.com/new-york/20151116/flatiron/rare-street-scenes-captured-photo-exhibit-shot-by-citys-homeless>



- Featured in the Arts & Entertainment section, DNAinfo reporter covered the opening remotely, through a phone interview with Laurie Sherman Graff, press release submission, phone prep by Winkleman Co and forwarding of selected images representative of this initiative with DHS.

## Rare Street Scenes Captured in Photo Exhibit Shot by City's Homeless



By [Noah Hurowitz](#) | November 16, 2015 5:48pm  
[@NoahHurowitz](#)  
[Twitter](#) [Facebook](#) [Email](#) [More](#)

FLATIRON — They shot what they know best: the streets.

**Through the Eyes of the Homeless**  
A group of homeless photographers will celebrate the opening of a gallery of their work photographing the people and streets of New York.  
**(1 of 5 photos)**  
*Photo credit: Heart Gallery/ MArY*



A group of homeless photographers will celebrate the opening of “Through the Eyes of the Homeless,” an exhibit opening on Monday night and showcasing the works of 14 amateur shutterbugs who spent the spring and summer learning about photography and shooting their surroundings.



After an opening Monday at the Prince George Ballroom, the photographs will hang in the lobby of the Department of Homeless Services through Nov. 23.

With the help of professional photographers as mentors, the shooters documented their world from their own vantage points, showing a side of the city many people rarely see, even if it's right in front of their eyes, said one organizer of the show.

“If you live in a home you tend to know everything in the house, and these are places they actually sleep so they look at them in different way than other people do,” said Laurie Sherman-Graff, director of [Heart Gallery NYC](#). “We didn't tell them what to shoot, so they generally got images of places that meant something to them in one way or another.”

The project is a collaboration between the [Department of Homeless Services](#) and [Heart Gallery NYC](#), a photography group that raises awareness about children in the foster care system and works to connect kids with families for adoption.

Heart Gallery teamed up with the city after an official at DHS heard about a similar [initiative with homeless people in Paris](#), and thought it be a good way of capturing the moving art of New York streets while empowering the people who know those streets best.

The participants, chosen from a pool of 42 who expressed interest, worked with five professional mentors, who armed them with point-and-shoot cameras and some basic photography skills. The photographers spent a week over the summer shooting their haunts, the places they sleep, and other street-level scenes of the city. Each of them brought their camera back a week later, Sherman-Graff said.

“So many people said ‘you’re not going to see them again,’ but our participants proved them wrong,” she said.

To prepare for opening night, Heart Gallery worked with Century 21 department stores and volunteer stylists to help dress the homeless photographers — not because the photographers need makeovers but as a way of helping them, at their request, feel on par with attendees at the opening, Sherman-Graff said.

“Most of these people are already on the road to recovery, so we’re not really transforming them, just making it extra special for them,” she said. “We can’t solve homelessness but we can help them empower themselves.”

*The photographers and their mentors will show their work from 6-8 p.m. tonight, Nov. 16, at the Prince George Ballroom located at 15 W. 27th St. Their work will hang from Nov. 17-Nov. 23 in the lobby of the Department of Homeless Services at 33 Beaver St.*

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**Manhattan Times** (print 11/19 and online 11/18) <http://www.manhattantimesnews.com/wp-content/uploads/2015/11/MT-11-18-15-LRS-.pdf>

- Phone interviews were conducted with photographer mentor and mentee, Aliya Naumoff and German, Heart Gallery's Laurie Sherman Graff and DHS quote submission via email per reporters request. The reporter could not attend the reception but used photos from project website and opening event photos we submitted, to produce the wonderful bi-lingual coverage

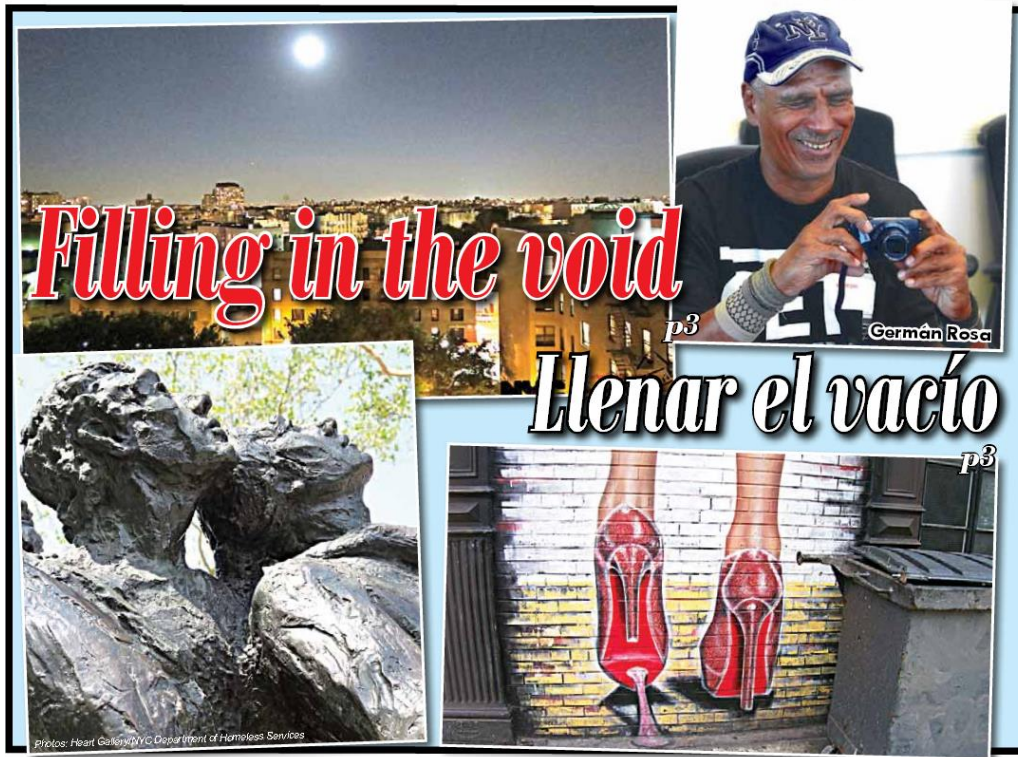
NOVEMBER 18 - NOVEMBER 24, 2015 • VOL. 16 • No. 46  
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# Filling in the void

Story by Gregg McQueen  
Photos: Heart Gallery NYC Department of Homeless Services

German Rosa has always been interested in photography, and he longed to take pictures of New York City.

However, he didn't own a camera. He'd also spent many years without a permanent roof over his head. Rosa said he has been without stable housing since 2000, sleeping in subways, parks, shelters, even an empty synagogue. He suggested that displaced New Yorkers share a unique perspective of the city.

"Homeless people view things differently," said Rosa. "Most people look at a park bench and see a relaxing place where they can look at birds, but a homeless person sees it as a bed."

This year, Rosa received an opportunity to learn about photography and document the city through his distinct vantage point — he is a participant in "Through the Eyes of the Homeless," a project that showcases photographs taken by homeless individuals.

The project, sponsored by Heart Gallery NYC in partnership with the city's Department of Homeless Services (DHS), paired 14 homeless individuals with professional photographers who served as mentors. Participants were given



"Homeless people view things differently," says photographer German Rosa, here receiving his camera. Photo: Stephanie Warren

use of a camera to capture images of city life and landscapes.

"It was really about empowering the homeless participants," said Heart Gallery NYC's Executive Director Laurie Sherman Graff. "They were able to display hidden talents and develop confidence and meaningful bonds with their mentors."

Heart Gallery NYC is best known for its annual exhibit featuring photos of children



Mentor photographer Aliya Naumoff (center) with participants. Photo: Yuri Primakov

in the city's foster care system, to help connect them with permanent homes.

"Through the Eyes of the Homeless" was inspired by a similar undertaking in Paris by the French nonprofit Deuxième Marche, said Graff, which proved successful in linking previously homeless individuals with permanent housing.

Graff said she hopes the New York project can dispel common myths about homelessness and show the public that individuals who lack housing need not be feared.

"The homeless are not always drug addicts and criminals," remarked Graff. "There are

many things that can go wrong in someone's life to put them in that position. They could be anyone of us."

For Rosa, the program was transformative. "It made me feel important," he stated.

"Most people don't want to know that the homeless exist," added Rosa. "We've pushed to the side."

Participants began meeting with their photographer mentors in July over a series of lunches, where they were shown how to work a digital camera.

See VOID p16

# Llenar el vacío

Historia por Gregg McQueen  
Fotos por La Galería Heart NYC y el Departamento de Servicios para las Personas sin Hogar de la ciudad

German Rosa siempre ha estado interesado en la fotografía. Él deseaba tomar fotos de la ciudad de Nueva York, sin embargo, no poseía una cámara.

También pasó muchos años sin un techo permanente sobre la cabeza.

Rosa dijo que ha estado sin vivienda estable desde el año 2000, y ha dormido en el tren, parques, albergues e incluso en una sinagoga vacía. Sugirió que los desposeídos neoyorquinos compartieran una perspectiva única de la ciudad.

"Las personas sin hogar ven las cosas de manera diferente", explicó. "La gente encuentra una banca en el parque y ve un lugar relajante donde contemplar a las aves, pero una persona sin hogar la ve como una cama".

Este año, Rosa recibió la oportunidad de aprender sobre fotografía y documentar la ciudad desde su particular punto de vista. Es un participante en "A



Una de las imágenes de la nueva exhibición. través de los ojos de las personas sin hogar", un proyecto que muestra fotografías tomadas por las personas sin hogar.

El proyecto, patrocinado por la Galería Heart NYC en colaboración con el Departamento de Servicios para las Personas sin Hogar de la ciudad (DHS por sus siglas en inglés), emparejó a 14 individuos sin hogar con fotógrafos profesionales que sirvieron como mentores. A los participantes se les prestó una cámara para capturar imágenes de la vida de la ciudad y sus paisajes.

"Realmente se trata de empoderar a los participantes sin hogar", dijo la directora ejecutiva de la Galería Heart NYC, Laurie Sherman Graff. "Pudieron mostrar sus talentos ocultos y desarrollar confianza y lazos significativos con sus mentores".

La Galería Heart NYC es conocida por su exhibición anual de fotos que presenta a niños del sistema de cuidado adoptivo de la ciudad para ayudar a conectarlos con viviendas

Ver VACIO p16



## 10th Annual Puerto Rican Artisan Fair & Exhibit

4th Annual Book Expo  
1st Annual Memorabilia Collectors Show  
CN/Colgate Palmolive 1st Annual Bright Smiles Bright Futures Children's Pavilion

SATURDAY, NOVEMBER 21, 2015 | 12 PM - 7 PM  
Hostos Community College  
450 Grand Concourse, Bronx, NY

**VOID from p3**

"Some wanted to photograph where they slept on the street, to show what New York City looks like to them," Graff explained. "We told them to take pictures of whatever they felt like."

Rosa was paired with mentor photographer Aliya Naumoff, who has worked on Heart Gallery's foster child project for the past eight years.

Naumoff gave camera tips to Rosa as the two walked around the city scouting out scenes to photograph. Participants were allowed to borrow cameras for a full week in the summer to take pictures on their own before reporting back to their mentors.

Rosa captured images of statues, skyscrapers, parks and a rooster he witnessed strutting around.

"German took some really nice photos, including some beautiful shots at night," Naumoff said. "He seems to have a talent for finding something unusual in everyday life."

While Naumoff has frequently worked as a photographer of celebrities and rock



"[Participants] were able to display their talents," says Heart Gallery NYC's Laurie Sherman Graff.

stars, she has also documented the plight of Syrian refugees. Aiding displaced individuals is something that Naumoff is drawn to, inspired by her own mother, who spent time in a refugee camp in Germany.

"I was brought up in a way that made me think people are supposed to help others," Naumoff said.

For her sessions with Rosa, Naumoff encouraged her mentee to explore his natural talents.

"Homeless individuals are not used to people giving them a chance," Naumoff reminded. "Sometimes all they need is a friend and someone to believe in them."

Two photos from each of the 14 homeless participants were selected for display at DHS headquarters in Lower Manhattan. The collection can be viewed there until November 23, and will be shown at various sites around the five boroughs over the next year.

Prints of the photos will be sold by Heart Gallery NYC, with money going directly to the homeless individuals, according to Graff.

"We're hoping to do this project on an annual basis, and open it up to even more people," Graff said.

On November 16, a reception was held at the Prince George Ballroom to celebrate "Through the Eyes of the Homeless." Makeup artists and hairstylists were on hand to create new looks for mentees in their debut as emerging photographers.

"We wanted to have a red carpet atmosphere and really make the participants feel special," Graff said.

At the conclusion of the event, all

participants were given the gift of a brand new camera, to continue practicing their photography.

Inspired by the project, Rosa has been trying to set his life on a better path.

Through aid from BRC, a homeless outreach organization, Rosa is currently staying at an assistive residence in the Bronx while he awaits permanent housing. He has been taking work as a day laborer and carpenter.

It's Rosa's hope that the photography project will give voice to the city's homeless population.

"We're actually showing people New York City the way we see it," Rosa said. "If someone sees one of my pictures, hopefully it will connect with them too."

Photos from the "Through the Eyes of the Homeless" project will be displayed from November 17 to 23 in the lobby of NYC Department of Homeless Services, 33 Beaver Street, New York, NY.

For more on the project and to see a collection of images visit [www.eyesofthehomelessnyc.org](http://www.eyesofthehomelessnyc.org).

**VACIO de p3**

permanentes. "A través de los ojos de las personas sin hogar" se inspiró en una empresa similar en París de la organización francesa sin fines de lucro Deoudeme Marche, dijo Graff, que tuvo éxito vinculando a las personas previamente sin hogar con viviendas permanentes.

Graff dijo que espera que el proyecto de Nueva York ayude a dárle un hogar a más personas, acerca de la falta de vivienda y que muestre al público que las personas que carecen de vivienda no tienen por qué ser familias.

"Las personas sin hogar no siempre son adictas a las drogas ni delincuentes", comentó. "Hay muchas cosas que pueden salir mal en la vida de alguien para ponerla en esa posición. Ellos podrían ser cualquiera de nosotros".

Para Rosa, el programa fue transformador. "Me hizo sentir importante", declaró.

"La mayoría de la gente no quiere saber que existen las personas sin hogar", añadió. "Nos echan a un lado".

Los participantes empezaron reuniéndose con sus mentores fotógrafos en julio durante una serie de almuerzos, en los cuales se les mostró cómo trabajar con una cámara digital.

"Algunos querían fotografiar donde dormían en la calle para mostrar cómo ven a la ciudad de Nueva York", explicó Graff. "Les dijimos que tomaran fotos de lo que quisieran".

ARosa se le emparejó con la fotógrafa mentora Aliya Naumoff, quien ha trabajado en los proyectos de niños adoptivos de la Galería Heart durante los últimos ocho años.

Naumoff le dio consejos sobre las cámaras a Rosa mientras caminaban alrededor de la ciudad determinando el alcance de las escenas para fotografiar. A los participantes se les prestaron cámaras por una semana completa durante el verano para que tomaran fotografías ellos solos antes de reportarse con sus mentores.

Rosa capturó imágenes de estatuas, rascacielos, parques y un gallo al que vio pavoneándose. "German tomó algunas fotos muy bonitas, incluyendo unas hermosas en la noche", dijo Naumoff. "Parece que tiene un talento para

"De hecho estamos mostrando la ciudad de Nueva York la forma en la que vemos [nosotros]", dijo Rosa.



encontrar algo inusual en la vida cotidiana".

Sibien Naumoff ha trabajado frecuentemente como fotógrafa de celebridades y estrellas de rock, también ha documentado la situación de los refugiados niños. Ayudar a las personas desplazadas es algo a lo que Naumoff se siente atraída, inspirada por su propia madre, quien pasó un tiempo en un campo de refugiados en Alemania.

"Fui criada en una forma que me hizo pensar que las personas deben ayudarse unas a otras", dijo.

Para sus sesiones con Rosa, Naumoff animó a su pupilo a explorar sus talentos naturales.

"Las personas sin hogar no están acostumbradas a que la gente les dé una oportunidad", comentó Naumoff. "A veces, todo lo que necesitan es un amigo y alguien que crea en ellos".

Des fotos de cada uno de los 14 participantes sin hogar fueron seleccionadas para la exhibición en la sede del DHS en el Bajo Manhattan. La colección se puede ver hasta el 23 de noviembre y

se exhibirá en varios sitios de los cinco condados durante el próximo año.

Las impresiones de las fotos serán vendidas por la Galería Heart NYC, y el dinero irá directamente a las personas sin hogar, según Graff.

"Tenemos la esperanza de hacer este proyecto una vez al año y abrirlo a más gente", explicó. El 16 de noviembre tuvo lugar una recepción en el Salón Prince George para celebrar "A través de los ojos de las personas sin hogar". Estuvieron disponibles maquilladores y estilistas para crear nuevos looks para los pupilos en su debut como fotógrafos emergentes.

"Queremos tener un ambiente de 'alombra roja' y realmente hacer que los participantes se sintieran especiales", dijo Graff.

Al término del evento, todos los participantes recibieron como regalo una nueva cámara para seguir practicando su fotografía.

Inspirado por el proyecto, Rosa ha tratado de establecer su vida en un mejor camino.

A través de la ayuda de BRC, una organización para las personas sin hogar, Rosa está actualmente alojado en una residencia asistida en el Bronx mientras espera una vivienda permanente. Él ha estado tomando trabajos como jornalero y



Una imagen de la exhibición.



"Les dijimos que toman fotos de lo que quisieran", dijo Graff.

carpintero. Es la esperanza de Rosa que el proyecto de fotografía de voz a personas sin hogar de la ciudad.

"De hecho estamos mostrando a la gente de la ciudad de Nueva York la forma en la que vemos a la ciudad", dijo Rosa. "Si alguien ve una de mis fotos, espero que da a conocer esa persona también".

Las fotografías del proyecto "A través de los ojos de las personas sin hogar" se exhibirán del 17 al 23 de noviembre en el vestíbulo del Departamento de Servicios para las Personas sin Hogar de NYC, ubicado en el No. 33 de la calle Beaver, Nueva York, NY.

Para más información sobre el proyecto y ver una colección de imágenes, visite [www.eyesofthehomelessnyc.org](http://www.eyesofthehomelessnyc.org).



## Bronx-Free Press <http://thebronxfreepress.com/filling-in-the-voidllenar-el-vacio/>

Published November 18, 2015

- Reporter Gregg McQueen agreed to run the coverage in an additional publication.
- English and Spanish



## Filling in the void

## Llenar el vacío

Posted by: [Erik Cuello](#) in [Arte](#), [Arts](#), [Education](#), [Local](#), [News](#) November 18, 2015

- English
- Español

Story by **Gregg McQueen**

*Photos: Heart Gallery/NYC Department of Homeless Services*

German Rosa has always been interested in photography, and he longed to take pictures of New York City.

However, he didn't own a camera.

He'd also spent many years without a permanent roof over his head.

"Homeless people view things differently," says photographer German Rosa, here receiving his camera.

*Photo: Stephanie Warren*

Rosa said he has been without stable housing since 2000, sleeping in subways, parks, shelters, even an



empty synagogue. He suggested that dispossessed New Yorkers share a unique perspective of the city.

“Homeless people view things differently,” said Rosa. “Most people look at a park bench and see a relaxing place where they can look at birds, but a homeless person sees it as a bed.”



Mentor photographer Aliya Naumoff (center) with participants.  
Photo: Yury Primakov

This year, Rosa received an opportunity to learn about photography and document the city through his distinct vantage point — he is a participant in “Through the Eyes of the Homeless,” a project that showcases photographs taken by homeless individuals.

The project, sponsored by Heart Gallery NYC in partnership with the city’s Department of Homeless Services (DHS), paired 14 homeless individuals with professional photographers who served as mentors. Participants were given use of a camera to capture images of city life and landscapes.

“It was really about empowering the homeless participants,” said Heart Gallery NYC’s Executive Director Laurie Sherman Graff. “They were able to display hidden talents and develop confidence and meaningful bonds with their mentors.”



One of the images from the new exhibit.

Heart Gallery NYC is best known for its annual exhibit featuring photos of children in the city’s foster care system, to help connect them with permanent homes.

“Through the Eyes of the Homeless” was inspired by a similar undertaking in Paris by the French nonprofit Deuxieme Marche, said Graff, which proved successful in linking previously homeless individuals with permanent housing.

Graff said she hopes the New York project can dispel common myths about homelessness and show the public that individuals who lack housing need not be feared.

“The homeless are not always drug addicts and criminals,” remarked Graff. “There are many things that can go wrong in someone’s life to put them in that position. They could be any one of us.”

For Rosa, the program was transformative.

“It made me feel important,” he stated.

“Most people don’t want to know that the homeless exist,” added Rosa. “We’re pushed to the side.”

Participants began meeting with their photographer mentors in July over a series of luncheons, where they were shown how to work a digital camera.

“Some wanted to photograph where they slept on the street, to show what New York City looks like to them,” Graff explained. “We told them to take pictures of whatever they felt like.”

Rosa was paired with mentor photographer Aliya Naumoff, who has worked on Heart Gallery’s foster child project for the past eight years.

Naumoff gave camera tips to Rosa as the two walked around the city scoping out scenes to photograph. Participants were allowed borrow cameras for a full week in the summer to take pictures on their own before reporting back to their mentors.



Rosa captured images of statues, skyscrapers, parks and a rooster he witnessed strutting around. “German took some really nice photos, including some beautiful shots at night,” Naumoff said. “He seems to have a talent for finding something unusual in everyday life.”

While Naumoff has frequently worked as a photographer of celebrities and rock stars, she has also documented the plight of Syrian refugees. Aiding displaced individuals is something that Naumoff is drawn to, inspired by her own mother, who spent time in a refugee camp in Germany.

“I was brought up in a way that made me think people are supposed to help others,” Naumoff said. For her sessions with Rosa, Naumoff encouraged her mentee to explore his natural talents.

“Homeless individuals are not used to people giving them a chance,” Naumoff remarked. “Sometimes all they need is a friend and someone to believe in them.”



“[Participants] were able to display hidden talents,” says Heart Gallery NYC’s Laurie Sherman Graff.

Two photos from each of the 14 homeless participants were selected for display at DHS headquarters in Lower Manhattan. The collection can be viewed there until November 23, and will be shown at various sites around the five boroughs over the next year.



A reception was held at the Prince George Ballroom.  
Photo: Kim Parker Maneja

Prints of the photos will be sold by Heart Gallery NYC, with money going directly to the homeless individuals, according to Graff.

“We’re hoping to do this project on an annual basis, and open it up to even more people,” Graff said.

On November 16, a reception was held at the Prince George Ballroom to celebrate “Through the Eyes of the Homeless.” Makeup artists and hairstylists were on hand to create new looks for mentees in their debut as emerging photographers.

“We wanted to have a ‘red carpet’ atmosphere and really make the participants feel special,” Graff said.

At the conclusion of the event, all participants were given the gift of a brand new camera, to continue practicing their photography.



Inspired by the project, Rosa has been trying to set his life on a better path.

“We told them to take pictures of whatever they felt like,” said Graff.

Through aid from BRC, a homeless outreach organization, Rosa is currently staying at an assistive residence in the Bronx while he awaits permanent housing. He has been taking work as a day laborer and carpenter.



It’s Rosa’s hope that the photography project will give voice to the city’s homeless population.

“We’re actually showing people New York City the way we see it,” Rosa said. “If someone sees one of my pictures, hopefully it will connect with them too.”

*Photos from the “Through the Eyes of the Homeless” project will be displayed from November 17 to 23 in the lobby of NYC Department of Homeless Services, 33 Beaver Street, New York, NY. For more on the project and to see a collection of images, visit [www.eyesofthehomelessnyc.org](http://www.eyesofthehomelessnyc.org).*

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## New York 1 News

- Planning editor agreed to do a live-remote broadcast on November 16 to showcase the exhibit launch. The early morning access to the event space presented challenges to the venue so we had to pass on this media feature. While NY1 planned to attend and cover the evening reception, breaking news took precedence.

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## Time Out New York <http://www.timeout.com/newyork/things-to-do/through-the-eyes-of-the-homeless>

Posted: Thursday November 12 2015

- Deep captioned, boxed photo mention listed in its online “Things to Do” section.





**Time Out says**

**Details**

**Users say**

Heart Gallery NYC and the Department of Homeless Services have joined forces for this empowering photography project: Heart Gallery NYC photographers mentored homeless individuals to capture the city through the lens according to their perspective. See unique points of view on display at this innovative exhibition.

**Time Out says**

**Details**

**Users say**

**Event website:** <http://www.eyesofthehomelessnyc.org>

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**AM-NY** <http://www.amny.com/opinion/columnists/mark-chiusano/bringing-the-homeless-into-focus-1.11162647>

*November 25, 2015* Attending the City Hall event, AM-NY reporter interviewed many mentor and mentee photographers, Heart Gallery and DHS spokespersons. An opinion piece ran the day following the event. Additional coverage slated to run on Monday, November 30<sup>th</sup>, 2015



A picture taken by a homeless person on display at City Hall. (Credit: Mark Chiusano)

## Bringing the homeless into focus

By MARK CHIUSANO *November 25, 2015*

German Rosa was sleeping on the subway until a homeless outreach organization helped him into transitional housing.

From the window of his new room in Washington Heights, he photographed the city skyline. The view looked like Paris, he explained.

That picture was on display yesterday at City Hall, as part of "Through the Eyes of the Homeless," an artistic collaboration between New York City's Department of Homeless Services and Heart Gallery NYC.

### A problem and a response

It hasn't been an easy year for DHS. All summer, headlines screamed about a homelessness crisis that Mayor Bill de Blasio was accused of misunderstanding. Even his outspoken Police Commissioner Bill Bratton has said that the mayor was mistaken in "not validating what we all were seeing."

Through the doldrums of summer, however, DHS and Heart Gallery gave out cameras to 14 homeless or recently homeless people, paired them with working photographers as mentors, and asked them to take pictures of the city from their vantage point. The idea was based on a French project.

Janet Sandlin took her photo while she was walking through Midtown. She was struck by the image of water running in the street, "so clearly that you could drink it, almost," she says. She snapped a picture of a manhole rimmed by water droplets.

Sandlin, 54, comes from Alabama, but spent time out West. "I wasn't going anywhere. I was starting to get in trouble," she says. So she came to New York. She "was only planning on passing through," but she's been here for 15 years. She spent most of that time living on the streets in the Meatpacking District.

"I managed to find some really good hiding places," which she said was important. In June, the organization Breaking Ground took her off the street and into transitional housing on the Lower East Side.

### **Bringing the problem into focus**

The program is, of course, no substitute for the comprehensive solutions under consideration by the administration — from access to better mental health care services to expansion of supportive housing in service of the approximately 57,900 individuals now living in DHS shelters. But programs like this exhibition help to put a face on homelessness beyond a number, rising or falling.

Rosa, 59, says that he will be spending Thanksgiving with his mother, who lives in Coney Island.

While he was homeless he tried to hide it from her. But he came clean in telling her about his new place in Washington Heights. She said that she always knew, but she didn't intrude, according to Rosa. "I have a little pride," he said.

*This is amExpress, the conversation starter for New Yorkers.*

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## **. Reuters TV**

*November 24, 2015*

- Reporter/producer and cameraman attended the City Hall event, capturing images of "Through the Eyes of the Homeless" for an international audience. Multiple interviews with mentors, mentees, DHS and Heart Gallery provided ample content and b-roll. Additional interviews off-site focused on Aliyah Naumoff and German. Spot can be viewed on the *Through the Eyes of the Homeless* website at <http://www.eyesofthehomelessnyc.org/press-room/>

## **BBC**

*November 25, 2015*

- *BBC News*, Filmed and edited by Elettra Fiumi and Lea Khayata, Spot can be viewed on the *Through the Eyes of the Homeless* website at <http://www.eyesofthehomelessnyc.org/press-room/>