

# VISUAL ADVOCACY

## Hosting a We Animals Exhibition



**WE  
ANIMALS**





## AN OPPORTUNITY TO INSPIRE CHANGE

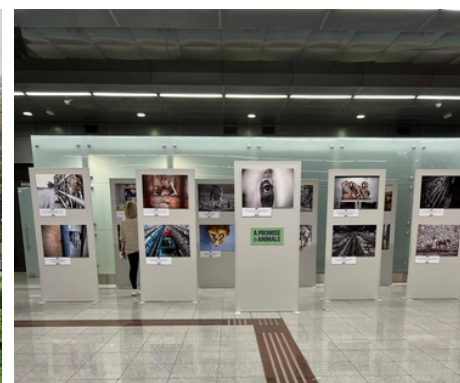
**We advocate for animals through photojournalism.  
We Expose. We Educate. We Empower.**

Images have the power to change hearts and minds. The animals we eat, wear, and use for entertainment, research, tradition, and work are often hidden. In a split second, an image can reveal what words cannot.

With thousands of available images from global contributors, We Animals invites you to educate the public by showcasing our work in an exhibition format.

Whether exposing abuse, highlighting the adverse effects of humans on animals and the climate, or telling stories of change and progress, our collections fuel inspiration and drive change far beyond the animal advocacy space.

**Like you, we envision a world where animals live free from human harm.**





The interior of the transport truck is reflected in this cow's eye. Louise Jorgensen / HIDDEN / We Animals

## A GLOBAL EFFORT TO END ANIMAL SUFFERING

### **We Animals by the Numbers:**

- 35,000+ images
- 130+ international photojournalists
- 85+ countries

Wherever you are, we have relevant images for your goals.

### **Where Our Work Has Been Exhibited:**

- Across the United States, Europe, South Africa, and Peru
- Universities, galleries, subway stations, conferences, festivals, and donor events
- [Watch this video of our exhibition in the European Parliament.](#)

Exhibitions allow this vital work to be seen up close by thousands of individuals—many in positions to drive meaningful change through community engagement, funding, or through advocacy.





“Among all the exhibitions of the FAIT & CAUSE gallery, the one we produced in 2023 with We Animals, which we called "LES SACRIFIÉS," is one of those that moved me the most. Its eight chapters show and denounce the multiple aspects of animal suffering.

This taboo subject is still invisible for economic, religious, or societal reasons. This exhibition has helped draw the French public's attention to the cruelty with which these living beings are treated, thus **developing individual and collective awareness**. It is essential to continue this work to convince people that behavior change is necessary and urgent.

Finally, I would like to highlight the excellent welcome we received from We Animals and the generosity and trust shown to us by all its contributing photographers who fight to denounce these injustices and advance this noble cause in favor of those who cannot defend themselves.”

— Christian Predovic, Director of the FAIT & CAUSE Gallery

"Outdoor exhibits showcasing We Animals photography invited community members to not only bear witness to cruelty but also appreciate the heartwarming innocence of animals in sanctuary settings. **Exhibits like these open eyes and inspire action.**" — Scott Pflumm, Animal Advocate

“We were eager to host this exhibition because **some realities are too important to ignore**. Through We Animals' powerful photography, we hoped to give people a chance to truly see — to connect with these stories and reflect on what they mean. **The impact was profound. People stood in silence, visibly moved.** Some shared how the images made them question things they had never considered.

**Others simply said, “I had no idea.”** And that’s exactly why we did this—awareness is the first step toward change. This exhibition wasn’t just about showcasing powerful images—it was about starting a conversation. Some were shocked. Some were saddened. But most of all, they were engaged. Throughout the exhibition, we were reminded why we do this work: **when people see the truth, many want to be part of the solution.**” — A Promise to Animals (NGO)

“The exhibition at the Residence Palace in the heart of Brussels served as a reminder of the need for change. Photography’s power to convey the suffering of animals can expose hidden truths that words alone often cannot. **Jo-Anne’s work, and that of other photographers, has contributed to a rethink of our treatment of animals, especially in industrial farming.** Highlighting these issues for EU policymakers and the public is key to raising awareness and sparking meaningful change.” —Olga Kikou





Jedes Jahr müssen fast zwei Milliarden\* Nutztiere tage- oder sogar wochenlange Transporte bei hohen Temperaturen und mit wenig Futter und Wasser über sich ergehen lassen. Im Jahr 2019 exportierte Deutschland mehr als 317 Millionen Rinder, Schweine, Hühner und andere Tiere und importierte mehr als 171 Millionen Nutztiere aus EU-Ländern.\*\* Dicht aneinander gedrängt, mit wenig Raum zum Atmen, fordern Hitzestress und Dehydrierung ihren Tribut;

## Lebendtransport

viele Tiere brechen zusammen und sterben noch vor Ende der Reise.

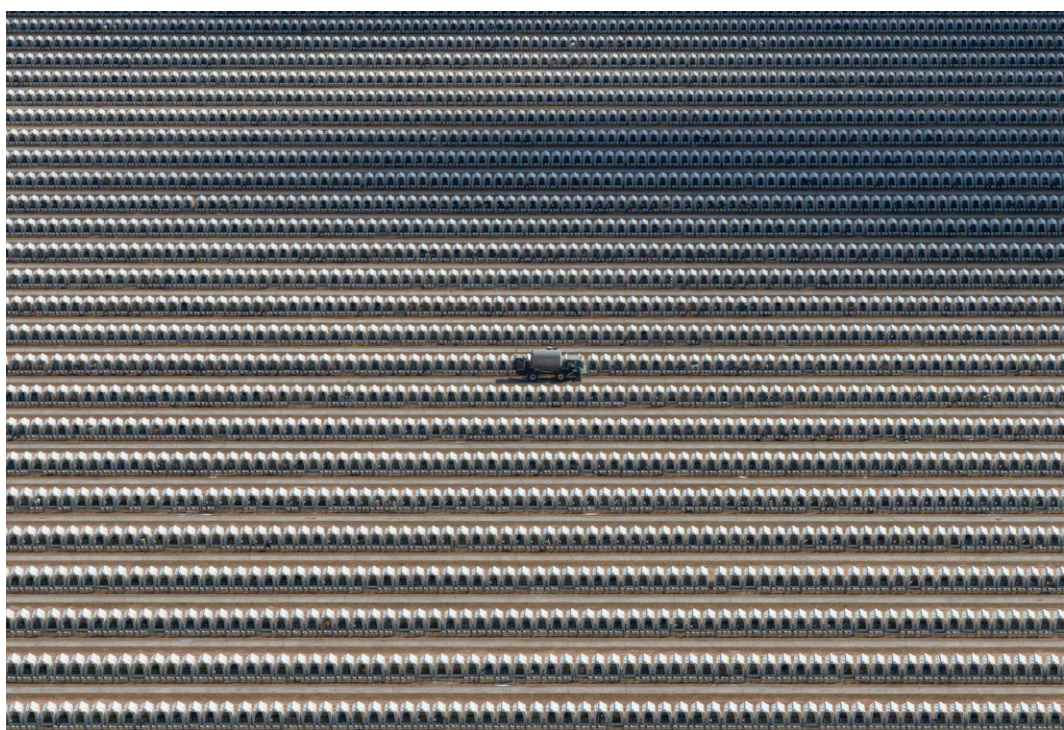


HIDDEN exhibition at the F<sup>3</sup> - Space for Photography in Berlin

**“When the suffering of another creature causes you to feel pain, do not submit to the initial desire to flee from the suffering one, but on the contrary, come closer, as close as you can to her who suffers, and try to help her.”**

**- Leo Tolstoi**





## A WORLD OF STORIES

**Top Left:** A fisherman carries a shark at a market in a region that's one of the largest exporters of shark fin to China. Paul Hilton / Earth Tree Images / HIDDEN / We Animals **Top Right:** Rescued arctic fox Maciek eats a tasty-looking pear, his first-ever, at a Polish animal sanctuary. Andrew Skowron / We Animals **Bottom Left:** A portrait of rescued rooster Geri in his pasture at Woodstock Farm Sanctuary. Jo-Anne McArthur/ We Animals **Bottom Right:** A milk dispenser truck drives between some of the thousands of calf hutches in a massive dairy farm's yard. Ram Daya / We Animals





**Top Left:** The face of a recently captured sardine protrudes through a fishing net. Resha Juhari/We Animals **Top Right:** A hen explores her new home at Farm Sanctuary. Jo-Anne McArthur/We Animals **Bottom Left:** A visitor enjoying time with rescued animals at Farm Sanctuary's annual summer festival.. **Bottom Right:** A pig en route to slaughter. Toronto, Ontario, Canada, 2012. Jo-Anne McArthur / The Ghosts In Our Machine / We Animals





A kangaroo and her joey who survived the forest fires in Mallacoota. Jo-Anne McArthur / We Animals

## CURATED EXHIBITION THEMES

Explore a range of exhibition possibilities tailored to different audiences and goals. Ideas include:

- **The Hidden Lives of Farmed Animals**
  - Brings to light the unseen realities of animals raised for food, clothing, and other industries.
  - Encourages reflection on consumer choices and their impact on animal welfare.
- **The Environmental Cost of Factory Farming**
  - Exposes environmental toll of intensive animal agriculture.
  - Features striking visuals of impacted landscapes and communities.
- **A Deep Dive into Aquaculture**
  - Sheds light on fish farming and its effects on ecosystems and animal welfare.
  - Includes stories of both industrial operations and sustainable alternatives.
- **The Health Costs of Factory Farming**
  - Explores the personal and global health implications of factory farming.
  - Highlights zoonotic disease risks, antibiotic resistance, and the human toll of working in these industries.
- **Compassion in Action**
  - Spotlights individuals and organizations making a difference for animals around the globe.
  - Demonstrates the diverse ways people contribute to a more compassionate world.





## THE VALUE OF HOSTING AN EXHIBITION

Whether you're creating an exhibition to raise awareness, connect it with a larger event, support a fundraiser, or build relationships, exhibitions offer you some immediate and long-term benefits:

- Engage your community in meaningful dialogue.
- Increase recognition and credibility locally and nationally.
- Build relationships with local leaders and policymakers.
- Attract new funding and supporters.
- Strengthen your community by creating a safe space for learning and connection.

A successful exhibit has the power to inspire and engage audiences in transformative ways.





Photo credits: Jo-Anne McArthur / Justin Mott / Kindred Guardians Project / Selene Magnolia Gatti / Essere Animali / Milos Bicanski / We Animals

## ELEVATE YOUR SPACE WITH PURPOSEFUL ART

We Animals exhibitions are a perfect fit for galleries and institutions seeking to combine powerful visual storytelling with a compelling social impact. Hosting our exhibitions can:

- Engage diverse audiences by addressing timely and universal themes.
- Elevate your reputation as a venue for meaningful, socially conscious art.
- Drive attendance and involvement with visually striking, thought-provoking works.
- Enhance programming with optional panel discussions, workshops, or artist talks.

Our exhibitions offer flexibility to suit your space and mission, whether you're hosting a solo exhibition or incorporating our work into a larger event.

### How We Animals Supports You:

- Share your exhibition with our network of supporters.
- List the exhibition on our website.
- Facilitate book and print sales.
- Explore opportunities for panel discussions, workshops, or contributor participation (subject to availability and honorarium).

A successful exhibit has the power to inspire and engage audiences in transformative ways. Ready to host a We Animals exhibition? Read on for information on how to begin and to get in touch. We look forward to working with you!





## FLEXIBLE AND SCALABLE EXHIBITION OPTIONS

There are many ways to develop an exhibition that fits your budget, scope, and mission.

- **Planning:** Event organization, venue collaboration, exhibition design, and promotions
- **Partnerships:** Work with local galleries, like-minded organizations, or community partners to reduce costs or secure funding
- **Space:** Visit the venue to determine number of prints possible and spacing for visitors
- **Marketing:** Create promo materials and publicity plan
- **Costs:** Expenses vary by size and scope but typically include:
  - Exhibition space (e.g., gallery or suitable venue)
  - Printing (fine art ink-jet prints on glacier photo paper, framed or matted)
  - Promotions (publicity, advertising)

\*The above work is the responsibility of the exhibitor.

**We Animals Fee:** A sliding scale admin fee, based on exhibitor type (e.g., individual, gallery, nonprofit). Fees range from \$100-\$500 CAD and help to support our work.





Buster, one of the residents pigs at Woodstock Farm Sanctuary nuzzles Jo-Anne McArthur's face. Bridget Laudien / We Animals





## A NOTE FROM OUR FOUNDER


“Like the exhibits that bring us nose-to-nose with human conflict, animals’ stories are equally deserving of being witnessed in a dedicated space. Large prints invite people to spend more time with the subject matter. Walking through a smartly-curated exhibit can leave a person informed, inspired, and changed. Exhibits, by intention and by design, state: This matters. And this is what we want to convey for animals.” - **Jo-Anne McArthur**

## GET IN TOUCH

Ready to host an exhibition? Contact us at [exhibits@weanimals.org](mailto:exhibits@weanimals.org) or visit [www.weanimals.org](http://www.weanimals.org) to start planning today.

 [Facebook](#)

 [LinkedIn](#)

 [Instagram](#)





[WWW.WEANIMALS.ORG](http://WWW.WEANIMALS.ORG)