



PRISON ART

IMPACT REPORT

2018







# INDEX

SEARCHING FOR A CHANGE	1	PUBLIC POLICIES	14	DISTRIBUTION NETWORK	21
MISSION	2	LOWERING CRIME RATES	15	WHAT TO EXPECT FOR 2019	22
MEXICO PROBLEM	3	PRISON ART IN NUMBERS	16	ALLIES	23
SOLUTION	4	PRISON ART IN NUMBERS 2018	17	AWARDS	24
TRAINING	6	IMPACT	18	STAY UN CONTACT	25
REHABILITATION	8	DEVELOPMENT OF SUSTAINABLE			
REINSERTION	10	UNITED NATIONS OBJECTIVES	19		
LOWERING STIGMATIZATION	12	PRODUCT	20		





# SEARCHING FOR A CHANGE

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It's been 5 years since I left the Preventive Penitentiary of "Puente Grande", Jalisco. When I got out, I was certain that I would change all the things that I had witnessed and lived in the flesh.

After this personal experience, Prison Art was born with the purpose of confronting the difficult situation in which people are separated from their freedom and live in Mexican prisons. And to combat the even worse stigma that society has toward people with criminal records, making a successful reinsertion practically impossible.

This situation has led organized crime easily recruiting these people who have been rejected by society.

For 5 years we have worked to offer a more hopeful future to these people, reducing the stigmatization of ex-convicts and the rates of violence.

Aware of the impossibility of solving this problem on our own, this year we have sought to be an example for entrepreneurs and business groups. We are proving that people who are or have been incarcerated are not disposable, but on the contrary, they have the ability to create high-quality products that compete internationally if we are able to grant them training, time and the correct elements.

After all this time, I can only say that our intentions to move forward are stronger than ever and that our work has just begun. The challenge is enormous, and I stress enough how proud the results we have achieved make me. In fact, were it not for the invaluable help of our friends Carlos del Real and Alejandra Martínez of USAID, the work of making this First Impact Report would have been impossible.

I am also thankful for the enormous support we've received from our allies, among which I would like to mention Agora, Endeavor, Entrepreneur, Grupo Expansión, New Ventures, IPADE Business School, and EGADE Business School who are helping us increase the results of Prison Art for 2019.

Functor and CEO  
Jorge Cueto-Felgueroso



# MISSION

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We are dedicated to giving a hopeful future to people deprived of their freedom and their families, diminishing the stigmatization and discrimination they suffer every day. Along the way, we hope to reduce the rates of violence and crime.





# THE MEXICAN PROBLEM

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## 200 THOUSAND

People incarcerated in Mexican prisons.

## 35 THOUSAND

People with criminal records are released every year.

One society that avoids reinsertion because of the stigmatization.

More than 400 organized crime groups recruit young people who leave prison and society rejects them.

## 37 THOUSAND

Murders are committed per year in Mexico.





# OUR SOLUTION

We developed a process of paid training, rehabilitation, and reintegration based on creating luxury leather products that are made by the people deprived of their freedom during the period of imprisonment and after obtaining their freedom. Our model is totally self-financed through the sales from the products created in our program.





“From one day to another, I was doing something useful inside a prison.”

EDGAR





# TRAINING

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We have developed a training program that fuses the traditional tattoo, chiseling, fashion design and leather construction resulting in a luxury line of leather products. The training program lasts as long as the person stays in prison and, with the objective of maintaining their interest, we remunerate each piece regardless of whether it is well done or poorly done. The best ones are assembled in our products and the rest, are destroyed.

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REMUNERATED TRAINING  
COURSES GRANTED

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907

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IN THIS LAST YEAR

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258

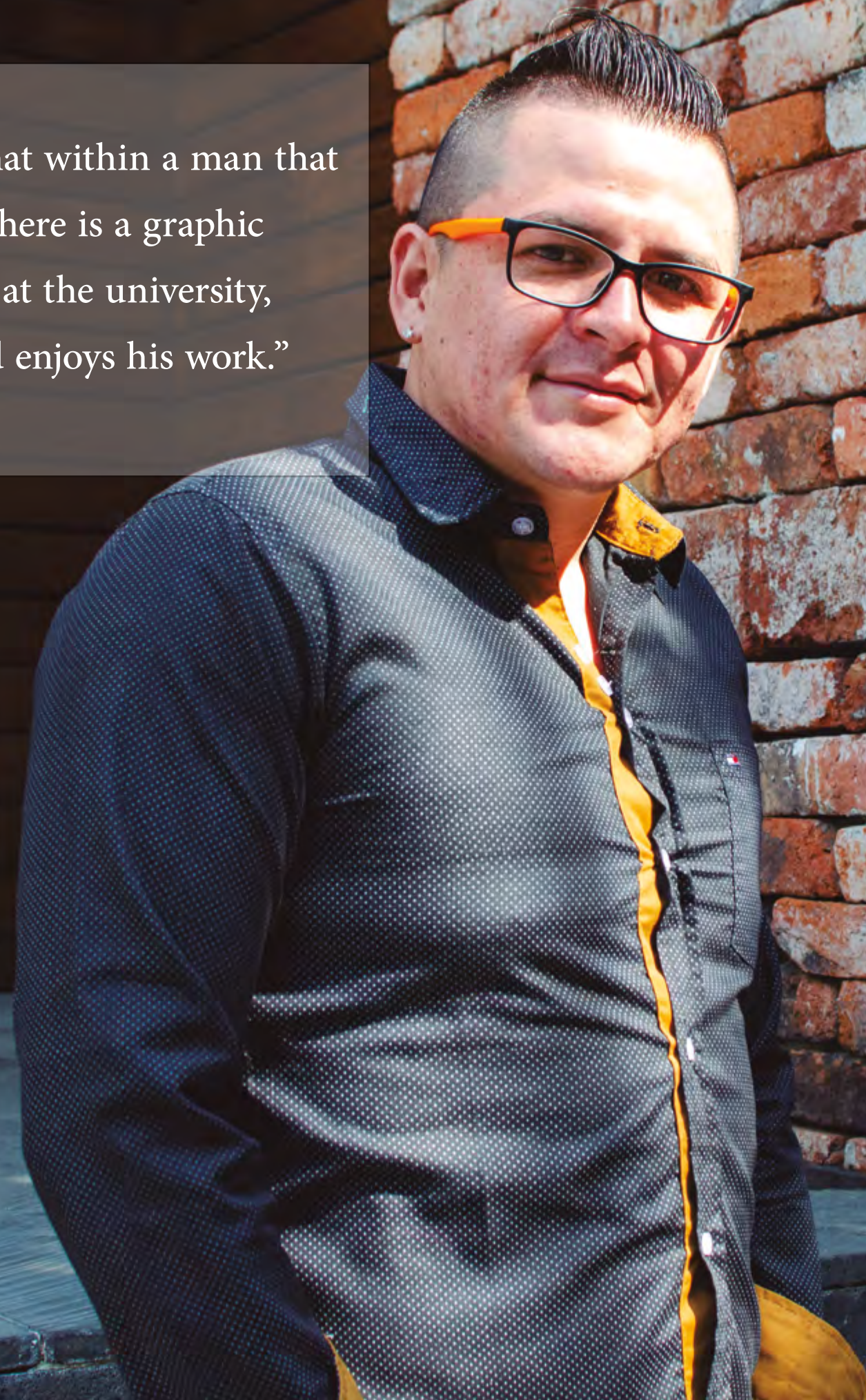
**2** participants who obtained their freedom are now attending the University sponsored by Prison Art (Graphic Design and Psychology).

99%

OF THE PARTICIPANTS  
ASSIST THE  
TRAINING COURSES



“Who would have thought that within a man that was bad at a time, now there is a graphic designer that is studying at the university, learns more every day and enjoys his work.”



# ROBERTO



# REHABILITATION

We are well aware that the rehabilitation process is a personal matter and requires an act of the individual's own will; however, to encourage this process, supportive talks are given in the management of alcoholism and addictions.

REHABILITATION SUPPORT  
TALKS

470

IN THIS LAST YEAR

157

84%

OF THE PARTICIPANTS  
ASSIST THE SUPPORT  
TALKS





“Today, I have faith and certainty that everything I want to undertake will have success and impact in our Mexican society.”



**DAVID**





# REINSERTION

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We know that once the freedom is obtained, the difficulty to obtain a job due to the criminal records is enormous. For this reason, Prison Art offers an opportunity to work in our facilities outside the prison and achieve the reintegration given to all program participants who obtain their freedom.

42

RELEASED PEOPLE WORKING  
FOR PRISON ART





“When my sons see my finished tattoos,  
they say: That’s so cool! When I grow  
up, I want to be like you.”

TOÑO



# LOWERING STIGMATIZATION

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We have the idea that from knowledge acceptance is born, and demonstrating the capabilities and quality of the work developed we will reduce the discrimination in which our group of participants is subjected. Therefore, we have given ourselves the task of showing to the world our entire work program: from our belief and the shopping experience in our boutiques, to the development of a marketing strategy through social and a mass media; both national and international. We appreciate the great interest that all media have had for sharing our story.











# PUBLIC POLICIES

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Aware of the importance of public policies not only as a resource, but as a fundamental tool for the transformation of social realities, during 2018 we started linking and participating in different workshops in collaboration with the Government Secretariat, Ministry of Foreign Affairs, and The European Union Delegation in Mexico, and other participants generating changes that support:

- Awareness workshops for the labor inclusion of people in conflict with the law or at risk situations.
- International Forum for the Exchange of Experience on the Social Prevention of Violence and Crime. Second Meeting of Wills and a Dialogue Table on Citizen Security and Social Cohesion.
- National Model of Attention for Adolescents of the Criminal Justice System.



# LOWERING THE CRIME RATES

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The ultimate goal of the “Prison Art” project is the reduction of crime. Each person who initiates a process of successful reinsertion clearly reduces the rates of violence. According to data provided by the Government Secretariat, each person involved in criminal activities commits two crimes daily on average.

**203**

People in the reintegration process

**365**

days per year

**146 THOUSAND**

thousand fewer crimes per year

**IN 4 YEARS**

With 1400 people in the reintegration process, we'll be able to prevent more than 1 million crimes per year.





# PRISON ART BY THE NUMBERS

**203**

Beneficiaries

**41**

Women

**162**

Men

**+1000**

Better lives

**8**

Jails

**2**

External  
Workshops

**12**

Reinserted people  
work as teachers  
training other  
beneficiaries.

**4**

States

**+ 10 Million**  
pesos in  
payments  
intended for  
the beneficiaries



# PRISON ART IN NUMBERS 2018



During 2018 we gave

+ than 2.8  
million pesos

22%

more than the previous year





# IMPACT

**89%**

of the participants  
didn't relapse.

**88%**

of the participants are in drug  
abstinence.

**90%**

of the participants developed  
new manual abilities.

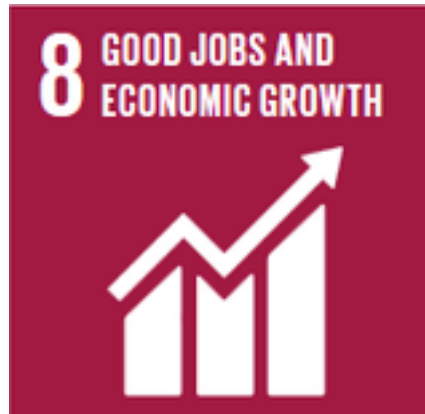
**89%**

of the participants have a job  
after one year of freedom.



# DEVELOPMENT OF SUSTAINABLE UNITED NATION OBJECTIVES

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Aware of the importance of achieving the UN's sustainable development goals to eradicate poverty and protect the planet, as well as guarantee peace and prosperity, Prison Art has committed to work on 8 of the 17 objectives:





# PRODUCTS

We’ve developed a luxury line of leather products that merge fashion design, traditional tattoos, chiseling, and art.

BAGS

PORTFOLIOS

SUITCASES

WALLETS

CLUTCHES

NOTEBOOKS

T-SHIRTS

JACKETS

BOARD GAMES

JEWELRY

PAINTINGS

SCULPTURES





# DISTRIBUTION NETWORK

We have created our own distribution network that sells all the products that are created in the training process. The revenues generated in our sales cover all the expenses of our social objectives making Prison Art a completely self-sustainable project.

## STORES

Cancun Airport T2  
Cancun Airport T3  
Cancun Airport T4  
Playa Del Carmen  
San Miguel de Allende  
CDMX, Airport T1  
Mazaryk, CDMX  
Downtown, CDMX  
Valle De Bravo  
Barcelona, Spain  
Ibiza, Spain

## DISTRIBUTORS

Austria  
Poland  
Germany  
Switzerland  
Canada

## ONLINE SALES

[www.prisonart.com.mx](http://www.prisonart.com.mx)  
Instagram  
Facebook

## STORE IN STORE

Puerto Cancun, Mexico  
Mayakoba, Mexico  
Barcelona, Spain





# WHAT TO EXPECT 2019

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For this year, we're developing new projects that will help consolidate our job.

School-workshop in the High Security Female Prison of Puente de Ixtla.

A better impact evaluation system through Social Value.

Development of Creative Concept Test by Atlantia Search to determine the decrease of stigmatization through our project.

Associations with universities for a scholarship program as well as training programs inside the prisons.

The beginning of the personal and family psychology program.

Preparation of a documentary about the work of Prison Art, which will be sent to national and international film festivals.



# ALLIES

Prison Art counts on big allies that share their knowledge and help us achieve our social objectives.



LAUREATE  
INTERNATIONAL  
UNIVERSITIES

IPADE



UNIVERSITY OF  
CAMBRIDGE

endeavor



USAID  
FROM THE AMERICAN PEOPLE



EGADE Business School  
Tecnológico de Monterrey

NEW  
VENTURES





# AWARDS

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Our work has been recognized by different Institutions which have given us some rewards.



Convocation prize  
2014



Top 10  
Mexican Startups 2018



Entrepreneur prize  
Community impact 2018



Entrepreneur prize  
Community Impact 2018





# KEEP IN TOUCH

Together we can do more! We've created different activities to stay in contact with you this 2019.

## VISITS

Talk with us to arrange a visit and learn more about our processes and our incredible participants.

## VOLUNTEERING

We will be happy to have you at our volunteer program.

## SCHOLARSHIPS

We created a scholarship program for students who want to do their social service with us.

## GIVE US A LIKE

Stay informed of our activities and progress through our social networks.







PRISON ART

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