

Black and white **photography** as a tool for raising awareness to **promote** responsible **pet adoption**

Fotografía en blanco y negro como instrumento de sensibilización para fomentar la adopción responsable de mascotas

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Abstract

Animal shelters aim to ensure the overall well-being of every dog or cat living in their care—spaces that offer protection and care until a family decides to adopt them.

This research focuses on promoting healthy and responsible adoption while also contributing to the reduction of the shelter population, since, in some cases, those in charge of these places are forced to resort to euthanasia due to a lack of space.

This is how Conexiones was born: a black and white photography project used as a method of raising awareness and bearing witness, encouraging people—who have the space and necessary resources—to adopt a pet and make it part of their family, finding joy and peace in the process, while offering an animal the chance at a better life, one for which it will be forever grateful. The project takes the form of a photographic exhibition that promotes the intention of adopting shelter animals; the images capture genuine emotions between people and animals, creating strong bonds and showing how both lives can experience a significant positive change in mood and emotional well-being after adoption.

Keywords: photography, graphic design, pets, adoption, family

Resumen

Los albergues de mascotas tienen como misión mantener el bienestar general de cada perro o gato que habite en sus espacios, sitios que les brindan cuidados y protección hasta que alguna familia quiera adoptarlos.

Esta investigación se centra en fomentar una adopción saludable y responsable y, al mismo tiempo, busca contribuir a aminorar la población que habita estos albergues, debido a que, en ocasiones, los responsables de estos lugares se ven obligados a recurrir al sacrificio de muchos de los animales por no contar con espacios suficientes para recibirlos.

Es así como nace Conexiones, proyecto de fotografía en blanco y negro como método de sensibilización y testimonio para animar a las personas —que tengan el espacio y los recursos necesarios— a adoptar una mascota y hacerla parte de su familia, encontrando en ello felicidad y tranquilidad, y ocasionando el bienestar de un animal que agradecerá esta acción por siempre. El proyecto consiste en una exposición fotográfica que fomenta la intención de adopción de mascotas de albergues; las imágenes reflejan emociones naturales entre personas y animales, generando vínculos sólidos y evidenciando cómo ambas vidas pueden presentar un gran cambio positivo en su estado de ánimo y salud emocional tras la adopción.

Palabras clave: fotografía, diseño gráfico, mascotas, adopción, familia

Introduction

Working at a non-profit animal shelter is a noble and altruistic mission; seeking the well-being of living beings without expecting any reward in return reflects empathy and deep respect for animals. However, a person who works with animals most of the time is exposed to a variety of risks that can affect their physical and mental health (Meoño-Sánchez, 2017). Regarding the former, those in charge of animal shelters are constantly exposed to zoonotic diseases, which are transmitted from animals to humans (Dabanch, 2003). According to Cuthbert (2022), the most well-known are rabies, leptospirosis, mange, and Lyme disease, which can be transmitted through bites, scratches, or via vectors such as ticks or fleas.

Working with domestic animals creates a bond between the caregiver and the pet that can affect the person's emotional health if the connection is lost or if the animal suffers from a life-threatening illness (Schabram & Maitlis, 2017). There are cases where shelter workers must decide the life or death of an animal depending on its health condition, which generates significant stress among volunteers.

Animal shelters often take in animals rescued from extreme situations, with severely compromised health and serious injuries. Witnessing such situations, where the lives of the animals are in grave danger, can lead to emotional deterioration in volunteers, potentially affecting their mental health in the long term (Hoy-Gerlach *et al.*, 2021).

Salamanca *et al.* (2011) defines overpopulation in animal shelters as the uncontrolled growth of the animal population, which occurs when there is an excess of animals in relation to the shelter's capacity to provide a safe space with proper veterinary care. All of this is meant to be temporary, as the main goal is to find homes that are willing and able to receive a dog or cat and provide them with permanent protection (see Figures 1 and 2).



Figure 1. Dog shelter on the outskirts of Lima.
Source: Own work.



Figure 2. Animal shelter infrastructure.
Source: Own work.

After the pandemic, many pets were left abandoned on the streets, wandering helplessly and exposed to various dangers—the most common being getting hit by a vehicle—and subjected to different forms of mistreatment. Even within the shelters themselves, animals often face numerous threats, as they may arrive with incurable diseases or severe infections that can lead to fatal outbreaks among the other animals and endanger the health of the volunteers.

Despite the years that have passed since the pandemic, this reality still lacks an effective solution. There are no visible municipal, regional, or governmental policies that address the issue effectively in the short or medium term (Salamanca *et al.*, 2011). However, there are families

today who, even knowing that a dog or cat has a terminal illness, choose to support them and offer a home so they can have a better quality of life. This is why a project that can help address this situation—through design and photography—is seen as a viable alternative.

The study problem regarding the overpopulation of abandoned animals in shelters has a negative impact on the physical and mental health of each volunteer working in these places. The presence of a large number of pets that cannot be fed or treated by veterinarians generates high levels of concern and stress among these volunteers. According to interviews conducted with shelter workers in Metropolitan Lima in 2024, the most pressing concern they mentioned was the overpopulation of animals, followed by the lack of adopters, the scarcity of financial resources, and the shortage of volunteer veterinarians. Additionally, participants reported being emotionally affected by witnessing severely injured animals or having to opt for euthanasia, and physically affected by exposure to bites, scratches, or parasite stings.

The work of volunteers who offer selfless support in each shelter is an action that must be recognized and valued, as the lives of hundreds of dogs and cats—often in critical condition—literally depend on them. Although there are studies on how working with animals can affect the health of veterinarians and other animal health professionals, the impact on volunteers and support staff working in animal shelters is rarely taken into account.

It is necessary to train volunteers about what they will encounter in these environments, so they can be emotionally prepared to face the often-devastating reality. On the other hand, it is also essential to carry out campaigns that educate the public effectively. Over the years, campaigns have been created with good intentions, but they often end up being inefficient or ineffective at generating awareness and encouraging responsible adoption.

One of the main causes of overpopulation in shelters stems from the irresponsibility of pet owners, who abandon their animals on the streets or leave them at shelters due to a lack of knowledge about proper care, or simply because the pet grew larger than expected or is no longer the puppy they bought or received.

Another issue associated with this situation, according to the organization Red de Apoyo Canino (2019), is the negative perception some pet owners have regarding sterilization. They believe that sterilized animals suffer radical personality changes or develop aggressive behaviors, which discourages the use of this essential method to control overpopulation. As a result, families often end up abandoning animals when the household becomes overcrowded.

Understanding the reality of this problem and presenting it to the target audience is vital to raising awareness and encouraging people to adopt animals and engage in healthy pet ownership—one that involves knowing all the responsibilities and care involved. This study addresses concepts such as empathy and respect for animal life, since every step toward solving the issue is directly related to understanding the true meaning of raising a pet in the fullest sense of the word.

❖ The pet as part of the family

A commonly accepted definition of a pet refers to a domestic animal under human care, established in a home environment, sharing close and intimate bonds with its caregivers, and receiving special treatment characterized by affection, care, and attention necessary to maintain its well-being (Savishinsky, 1985). This deep connection between humans and animals forms the basis of a relationship that can have a significant impact on the lives of both people and the animals themselves. Various studies have shown that when a person lives with a domestic animal, their perspective on life changes—they become more responsible, more concerned for others, more tolerant in the face of adversity, more empathetic, more sensitive, and above all, a better human being (Santana Rivera & Amado López, 2017).

There are many valid motivations that may lead someone to choose to have a pet. The decision to adopt represents a meaningful act of love that transforms the life of an abandoned animal—one that has had to endure cold, hunger, abuse, and other hardships (Neidhart & Boyd, 2002). This commitment to animal adoption not only benefits the rescued animals but also enriches the lives of the adopters, providing them with companionship, affection, and a sense of purpose and responsibility. Additionally, promoting and encouraging responsible adoption eases the burden on shelters and provides emotional relief to volunteers and workers in these facilities, offering emotional well-being and a renewed sense of hope that their efforts are achieving real results.

The success of adopting a dog or cat depends on a variety of factors, and the first few weeks are vitally important, as emotional bonds are established and the animal adapts to its new environment, learning and understanding the rules for healthy and harmonious coexistence (Marston & Bennett, 2003).

According to Wells and Hepper (2000), fear is the most common issue reported by people who adopt shelter animals. This fear stems from the idea that the animal might run away at the slightest distraction; however, this can be avoided by building trust through food, a comfortable sleeping space, petting, and kind treatment. Barking, meowing, and hyperactivity may occur because the animal is also trying to understand that this is a new environment—one that, fortunately, offers a chance

at happiness. These behaviors will decrease over time as the pet begins to trust its new protectors.

Finally, a very common fear is the damage the pet might cause or the aggression it may display. It's important to highlight that an animal that damages furniture or specific areas is often doing so because it lacks its own space to develop—and this is of vital importance. Every pet must receive attention and have its own space. For example, cats should have scratching posts, and dogs must go for walks to release stress and burn off energy.

When someone adopts a pet, they must be fully aware of all these details. In this regard, shelters serve a fundamental role in preparing the animals for a better and faster adaptation. For instance, cats are trained to use litter boxes, and dogs are taught to care for those who protect them.

❖ Changes after adopting a pet

Based on interviews with individuals between the ages of 18 and 65 who had adopted a pet, it is evident that the tendency to care for, protect, and meet their pets' needs is crucial in generating a positive impact—often perceived as an improvement in health by the adopters. Young people report feeling an added sense of joy when the pet at home shows signs of gratitude for the affection received. For adults, pets provide companionship that helps prevent loneliness and sadness. This is due to the development of empathetic relationships with their pets—attributing emotions, abilities, and responsibilities to their companion animals (Taborda *et al.*, 2018).

In terms of physical impact, having a pet can serve as an important distraction from pain or a motivation to overcome it. Research supports the idea that pet ownership is associated with increased physical activity, healthier diets, greater medical attention, and a more optimistic outlook on illness and life in general. These phenomena are linked to a significant improvement in perceived health status (López, 2015).

Adopters report feelings of well-being, confidence, happiness, calm, and even attribute to their pets the ability to reduce stress and promote a sense of security. This is because they feel their pets accompany them, provide affection, and most importantly, give purpose to their lives. Pets become a significant concern that involves interaction, communication, and integration with others, as well as a positive use of free time (Taborda *et al.*, 2018).

❖ Pets and shelters

There is currently an uncontrolled overpopulation of animals in shelters, resulting from the widespread abandonment of animals in streets,

parks, and garbage dumps, where they are exposed to diseases that can be lethal to humans. It takes only one animal with a highly contagious disease, such as feline AIDS, to infect the entire shelter population. In light of this situation, shelters must not only have a food budget but also allocate resources for veterinarians, medication, and special care.

According to statistics published in *El Comercio* (2023), in 2019, a study conducted by experts from Universidad Cayetano Heredia estimated that the number of homeless cats exceeded 6 million. Of this total, approximately 4 million were estimated to be in Lima, according to the Voz Animal project in 2018. Additionally, the ALaMichi initiative, which promotes responsible cat adoption, reports that around one million cats are homeless in Lima Metropolitana (Andina.pe, 2023).

This issue is also present in many Latin American countries, where shelters are often overcrowded and lack the proper facilities and resources to adequately care for the large number of abandoned animals—a situation that worsened in many places after the pandemic.

One of the main factors exacerbating this issue is the lack of public policies aimed at reducing the overpopulation of animals through ethical methods, such as massive, systematic, and widespread surgical sterilizations (Barrera *et al.*, 2009). The World Organisation for Animal Health (2021) warns that pet abandonment in the streets constitutes a social problem with implications for public health, such as the transmission of rabies and contamination associated with scattered fecal matter. Furthermore, there is a risk of bites from stray dogs—not only toward humans but also other animals, due to street fights, which can also cause noise pollution. These risks particularly affect vulnerable groups such as children and the elderly.

Digital photography as a research method

Romero (2023) describes digital photography as a process similar to analog photography, but with some key differences in terms of image capture and processing media. Instead of using light-sensitive film and chemical development, digital photography employs a sensor composed of a matrix of photosensitive cells. These cells capture the light that enters through the aperture of the lens and generate electrical currents proportional to light intensity. These currents are converted into digital signals by the camera's processor. Each photosensitive cell produces a pixel, and the combination of all pixels forms the final image, which is stored on memory cards in various formats and levels of compression.

Kovacs (2015) notes that animal photography refers to the art and practice of capturing images of furry, feathered, or moist-skinned creatures—such as a dolphin—using increasingly sophisticated cameras and with growing dedication to image quality. Since the early 1830s, animal photography has evolved alongside camera technologies and growing

public awareness of wildlife. Initially popularized during the rise of zoological gardens in the 19th century, animal photography provided people with the opportunity to observe the beauty and diversity of exotic species. Formats such as stereographs, which offered a three-dimensional experience, contributed to immersing viewers in the animal world.

Early technical challenges, such as motion blur, were overcome with the development of faster and more sensitive cameras. This enabled photographers to more accurately document animal behavior and movement in their natural environments (Simon et al., 2022).

Throughout the 20th century, animal photography diversified into various artistic and conceptual approaches. From capturing dynamic moments in wildlife to exploring the relationship between humans and animals, photographers have used this medium to convey emotional and social messages. Considering the surreal collaboration between artist William Wegman and his dog Man Ray (see Figure 3) to contemporary images that question our relationship with nature, animal photography continues to be a powerful tool for observation, reflection, and appreciation of life in all its forms (Hermand-Grisel, 2023).



Figure 3. *Dog Walker*. Wegman (1990).
Source: Jones, 2014.

Photographing pets

The Game Magazine (2024) describes pet photography as a service that involves capturing images of clients' domestic animals with the purpose of preserving memories of them. Dogs are highlighted as ideal subjects for this type of photography due to their energy, unpredictability, and joy,

which result in striking images. On the other hand, kittens are praised for their extreme cuteness, making them excellent models, though their unpredictability and tendency to get into amusing situations—driven by their curiosity and character—are also noted.

Unlike dogs, cats are not easily directed during a photo session, which makes capturing their images an additional challenge. Their agility also presents a technical difficulty, as their quick and unpredictable movements require high shutter speeds and good lighting to achieve satisfactory results. What is evident for many photographers is that during a photo session, a unique and special connection often emerges between human and pet, creating a sense of complicity. This happens because the animal lives in a home where it is loved and well cared for. This project seeks to capture that complicity in a photograph: the bond that goes beyond caretaking—the love and friendship expressed by the pet toward the human.

Photographing animals is not simply a matter of pointing and shooting. It requires a special sensitivity on the part of the photographer, who must be willing to wait for the exact moment when composition, expression, lighting, and, in a way, energy come together. This combination is what makes a photograph expressive and capable of evoking admiration and reflection.

Anthro zoological neuroscience, defined as the application of neuroscientific techniques to investigate the interaction between humans and animals, offers a perspective for understanding the underlying mechanisms of the psychological, physiological, and other potential health impacts associated with this interaction (Thomas-Walters et al., 2020).

According to research, pet owners exhibit greater brain activity than non-pet owners when viewing images of animals—particularly in areas such as the insula, and the frontal and occipital cortices. Moreover, attractiveness ratings toward animals have been found to be positively associated with neural activation in various brain regions while observing representative animal images. These initial findings suggest that human perception of pets involves the visual attention network, which can be neurally influenced by subjective experiences of attraction or attachment to animals (Hayama et al., 2016).

Fieldwork

For the development of the Conexiones project, a qualitative study was conducted, beginning with fieldwork that allowed for an understanding of the actual conditions of pet shelters and the immediate needs they face. Three pet shelters were selected, all of which shared certain similarities: they were located in districts on the outskirts of Lima, occupying large plots of land where the animals could walk and run freely, with dogs and cats always kept in separate areas to avoid fights.

The shelters also shared the characteristic that most of their volunteers live in nearby areas and visit the facilities to carry out tasks such as cleaning, feeding, treating wounds, and grooming each of the residents to prevent infections and disease transmission. Another common factor among the shelters is the lack of financial support, which stands out as the main obstacle to their survival. This lack of funding causes these spaces to appear abandoned, hazardous, and lacking in hygiene. The furniture—what little there is—tends to be damaged or in poor condition due to the animals' play behavior, which contributes further to the deterioration of the facilities (see figures 4 and 5).



Figure 4. *Interiors of the animal shelter*
Source: Own work.



Figure 5. *Infirmary inside the animal shelter.*
Source: Own work.

Another common characteristic is that all shelters have a first-aid area to attend to emergency healings or simple daily treatments that the animals require, such as scratches, minor bites, application of creams for mange or irritated skin, etc. In addition to this, they usually receive a visit once a week from one or two veterinary students who can do little or nothing because they do not have the essential economic resources to acquire the necessary medicines.

Finally, the shelters have very active social media management. On the one hand, help from new volunteers is constantly requested, since they have many pets that urgently need attention, in addition to needing people willing to collaborate with the cleaning of the enclosures; and on the other hand, photos of the animals that are ready to be adopted are published.

The adoption process is simple, since certain specific data are requested which, after being verified, are considered to proceed with the delivery of the pet. This always has a follow-up that allows knowing how it is doing with its new family, this because some people often regret the adoption and throw the animal out into the street, returning it to a hostile and dangerous environment.

❖ Responsible adoption

There is sufficient evidence to support the positive effects of the human-pet relationship. A study conducted by Odendaal and Meintjes (2003) with dogs residing in family homes observed significant increases in the levels of various neurochemicals associated with pleasure and attachment, such as β -endorphin, oxytocin, prolactin, β -phenylethylamine, and dopamine, as well as a reduction in their blood pressure after interacting with humans (Gómez et al., 2007).

In contrast, animals living in shelters often face various traumas, such as abuse, abandonment, or the loss of a family (Barrera et al., 2009). This situation worsens when considering that dog shelters are characterized by the presence of a series of stressors, such as overpopulation—which increases conflicts between animals—excessive noise due to barking, physical restriction, alteration of light-dark cycles, disruption of daily routines, and, in general, unpredictability and lack of control (Hennessy et al., 1997).

Responsible adoption implies showing respect towards animals and recognizing them as living beings that need protection and care, which allows us to identify their physical and emotional needs and provide them with appropriate care. Among the fundamental aspects of this care is feeding, where each pet has specific requirements that must be considered when selecting their food.

Furthermore, it is important to consider exercise and hygiene because pets need regular physical activity to prevent problems such as obesity or stress. Through this activity, they can channel their energy in a positive way, whether through sports or the use of toys, thus avoiding unwanted behaviors that can cause damage in the home. Likewise, visits to the veterinarian are essential to maintain the health of pets, even if they do not show obvious signs of illness or discomfort. Therefore, it is recommended to make at least two visits a year for a follow-up and general evaluation that helps prevent diseases or detect them in early stages (Sánchez et al., 2019).

Conexiones

Conexiones is an animal photography project that arises from the problems experienced within animal shelters in the city of Metropolitan Lima. The main objective of the project is to raise awareness among people by showing, through photographs, what life is like with a dog or a cat and how this combination is capable of transforming lives, both for humans and animals, for the benefit of both. With this, it seeks to encourage people to adopt a pet. As secondary objectives, it is planned to generate awareness about what it implies to have the responsibility to care for a pet and ensure their safety always and, additionally, to highlight the positive bonds that are generated by living with a pet. Finally, it seeks that by promoting responsible adoption, less crowded and more efficient shelters are achieved, with a better quality of care.

For the project, black and white photography was used because it allows capturing the emotional essence between the human being and their pet, highlighting textures, expressions, and contrasts without the distractions of a color photograph (Berry, 1986). By eliminating the visual impact of tones, subtle details are enhanced: the complicit gaze, the softness of the fur, or the gestures that reveal the connection. Compared to sepia, black and white offers a purer and more direct timeless aesthetic, ideal for conveying the depth of the relationship. This minimalist approach focuses attention on empathy and visual narrative, achieving more intimate and meaningful images (Deschin, 1960).

As a starting point, the basic concept of the project was developed: from sadness to full happiness through a friendship connection. This concept helped to design the proposed project efficiently and effectively. The next step was to create a collage of images that reflected the concept and that could serve as inspiration for choosing the typographies, colors, and aesthetics of the entire project development.



Figure 6. Collage of the concept.
Source: Own work

What the concept conveys is the possibility of achieving a state of happiness through a strong connection between potential adopters and pets from shelters, and that this can develop from the first encounter. Thus, this connection will not only change the life of the pet that has lived in a shelter for most of its life, but will also generate a positive change in the attitude and mood of the adopting person. In this way, when this friendship is generated, both the life of the pet and that of the adopter change forever.

This connection between pet and adopter forms a lasting bond of well-being and friendship, since the person will have a friend who will keep them company for a long time, while the animal will go from living in a difficult environment, where there are often deficiencies that endanger their life, to living in a home for the rest of their life, where they will have trust and protection. And this is what the project seeks to reflect through photography: life testimonies that encourage other people to adopt.

Project design

The target audience for Conexiones is responsible, financially established adults, whether male or female, with the decision-making power to adopt a pet and, above all, provide it with a sustainable home over time.

When someone is interested in adopting, they need to have information about the adoption process and the minimum essentials needed to adopt a pet, as well as needing to know real stories and testimonies from other adopting people to help them make a good decision and commit to the care of another living being. It is for this reason that the choice of photography as a testimonial medium is motivating and sensitizing. It also generates interest in the welfare of animals in shelters and allows a solidarity chain to be developed.

The project uses a photographic exhibition as its main piece, which was located in a special exhibition area within a private university in Lima, where the target audience had access to this exhibition and at the same time obtained information about the adoption process. The photographs that participated in the exhibition were taken through an audition of people who had lived through an adoption process and who wished to testify about the relationship with their pet and how they generated that connection that in a way not only saved the pet but also the human being.

The stories focus not only on the previous and current life of each pet, but also on the emotional situation of each adopter. It is visually commented on what each one felt at the moment of seeing their pet for the first time, how they came to make the decision to adopt and how the company of their pet had a positive effect on their day to day and their mental health.

The photographs are testimonial portraits of different adopters with their pets and medium shots of them making tender and adorable expressions, where the connection they both have and the happiness that adoption brought to their lives is visually sensitized. The photographic treatment is the same for all photos, using a black and white filter with slight retouching to give a deeper emphasis and contrast in each image (see figures 7 to 13). The images were printed on laminated photographic paper for protection during transport to the exhibition hall.

The use of photography as an artistic method to represent and visually communicate each narrated testimony allowed to provoke various emotions and feelings in the viewers, which was reflected in the surveys upon leaving the exhibition.



Figure 7. Photograph of the collection presented at the exhibition. Adopter and his pet.
Source: Own work

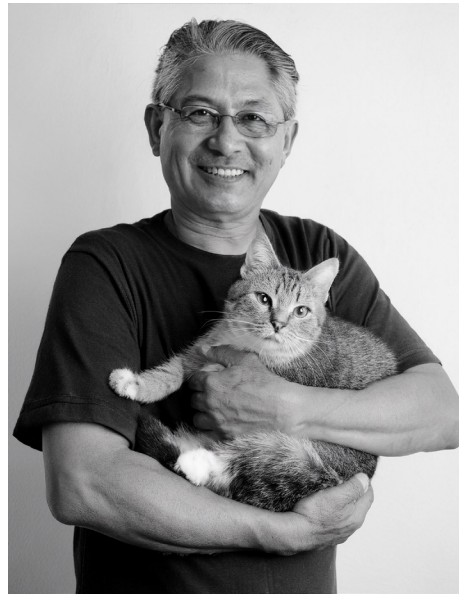


Figure 8. Photograph of the collection presented at the exhibition. Adopter and his pet.

Source: Own work



Figure 9. Photograph of the collection presented at the exhibition. Adopter and his pet.

Source: Own work



Figure 10. Photograph of the collection presented at the exhibition. Adopter and his pet.

Source: Own work



Figure 11. Portrait of pet.

Source: Own work.



Figure 12. *Portrait of pet.*
Source: Own work.



Figure 11. *Portrait of pet.*
Source: Own work.

The photographic exhibition lasted one day and was visited by a total of 320 students and professors from the university (see figures 14 and 15). It is worth noting that 83% of them stated that they felt moved by the images and that it generated tranquility. On the other hand, 67% expressed that they were willing to adopt, but that they needed to talk

to their family beforehand, because in several cases the decision did not depend on a single person or the emotion of the moment.



Figure 14. *Participants observing the exhibition.*
Source: Own work



Figure 15. *Participants observing the exhibition.*
Source: Own work

Although the project generated awareness, it sought to ensure that this awareness was reasoned and evaluated by those interested because, otherwise, there was a risk that the pet could later be returned.

Although the visual testimonies fulfilled the project's objective, it did not seek to deliver the pet at the same time, but rather to encourage the person to acquire information that they could later evaluate to make a final decision. In that same process, those interested were provided with information about the shelters and the animals that were available

for the adoption process. It is important to highlight that the photography project sought to generate responsible adoptions and that these are achieved through complete and, above all, transparent information.


Along with the exhibition, Conexiones created an account on the social network Instagram where the photographs were published, seeking to generate that same empathy and interest in adoption, highlighting at all times the importance of being well informed before making any decision.

Conclusions and recommendations

The photographic exhibition raised awareness among visitors on the subject of responsible adoption. Although it was not intended that they immediately make the decision to adopt, it was important to generate an interest in the process and what it meant to share a life with a domestic animal, taking into account the responsibility that this implies, especially in order to avoid regrets and subsequent abandonment. Therefore, after generating curiosity about the animals available for adoption through the photographs, those interested received specific information about the process and the care that should be taken. Similarly, the conditions and needs of the shelters were explained to them, managing to get many people, if they could not adopt, at least, when they felt moved by these animals, to make a bank transfer or some donation so that the shelters can continue with their tireless work.

According to the surveys carried out on the 320 participants of the exhibition, different opinions were found regarding their experience. It is worth noting that 78% of the participants recognized that the main theme of the exhibition was the connection established between a pet and its owner as positive and influential on the human being's mood. A second finding was that 76% of those surveyed opined that it is necessary to be well informed before carrying out a responsible pet adoption process, while 87% stated that the use of black and white photographs generated greater empathy and connection with the project and with the narration of the stories of each series of photographs, fulfilling the main objective of the project.

The exhibition received a rating of good to excellent by the participants, who indicated that the emotions that prevailed after seeing the exhibition were tenderness and nostalgia, and that it was possible to recognize these feelings thanks to the detailed expressions and gestures that were obtained in each photograph and that became more noticeable by the use of black and white images.

Attendees detailed that they learned concepts such as the importance of responsible adoption and how a pet can completely change people's lives. A recommendation that was received on several occasions is that the images should be shared more on social networks, including the stories of the pets that as a result of this project found a home. 

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