

The Big Draw Press Release

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UNDER EMBARGO: SATURDAY 09 OCTOBER 2021

The Big Draw announces the Concepts Drawing Challenge

The Big Draw has announced the Concepts Drawing Challenge, a new challenge to celebrate The 2021 Big Draw Festival theme, *Make the Change* and to kick off a new partnership with sketching app, Concepts.

Designed by TopHatch, Concepts is the first app to explore and redefine visual thinking and design for touch on mobile devices. Concepts is a vector-based sketching tool with an infinite, whiteboard-like canvas, and is popular with note takers, visual thinkers, architects, designers and illustrators. With creative epicentres in California and Finland, Concepts works with creators world-wide to share stories, news, tutorials and drawing challenges that inspire people to sketch and build their ideas.

Launching today, Saturday 9 October, the Concepts Drawing Challenge runs from 9 -30 October 2021. Entrants are invited to think of how they can tackle a key area in their community or environment that will help Make the Change. Entrants then draw a sketch about it in the Concepts app, write a description about their idea and what they hope it will accomplish, and submit their idea on Instagram.

Director of The Big Draw Kate Mason said: “The Big Draw is extremely excited to be partnering with Concepts and to start our work together with the Concepts Drawing Challenge. We can’t wait to see the ideas flooding in!

By sharing our ideas with each other, we can help to encourage people to think about how we can all make changes to our communities, our schools and our countries. This is just the beginning of our work with Concepts!”

Erica Christensen, Director of Community at Concept, said: “We are delighted to announce our partnership with The Big Draw, and to encourage people to share their ideas of where they see much needed change in their communities and beyond with the Concepts Drawing Challenge.

Our goal is to encourage creative innovation, thoughtful design and inspiring artistry through cutting edge creative tools. We are thrilled to work with The Big Draw, an international charity invested in creating positive change through drawing, visual literacy, and creative confidence, this is a perfect fit for Concepts.”

All entrants for the Challenge are encouraged to share their sketch on Instagram, along with the description and the hashtags #thebigdrawconceptschallenge, #makethechange, #contest and #conceptsapp to enter. After the Challenge closes on 30 October 2021, a judging panel will meet to select the top 10 prize winners.

For more information about The Big Draw X Concepts and The Concepts Drawing Challenge, visit thebigdraw.org/concepts. To find out more about Concepts, visit concepts.app.

To find out more about the work of The Big Draw and The John Ruskin Prize, organised by The Big Draw, visit thebigdraw.org and ruskinprize.co.uk.

ENDS

CONTACT

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#MaketheChange #TheBigDrawConceptsChallenge #Contest #ConceptsApp

NOTES TO EDITORS:

The Big Draw

The Big Draw is a visual literacy charity promoting the universal language of drawing as a tool for thought, creativity, social and cultural engagement. The Big Draw (formerly The Campaign for Drawing) was launched in 2000 with support from and spearheaded by The Guild of St George, the charity founded by John Ruskin in 1871 - becoming an independent arts education charity in 2006.

The charity leads a diverse programme of advocacy, empowerment and engagement, and is the founder and driving force behind The Big Draw Festival – the world’s biggest celebration of drawing. The Big Draw manages collaborative research projects, campaigns and educational conferences on visual literacy, digital technology and STEAM. The charity supports professional and emerging artists through its national contemporary art prize, The John Ruskin Prize and exhibition, and through events, awards, and competitions, creates platforms for anyone who wants to draw.

www.thebigdraw.org | Charity no. 1114811

Concepts

Concepts is a vector-based sketching tool with an infinite, whiteboard-like canvas for note takers, visual thinkers, architects, designers and illustrators. The app’s clean, customizable interface, flexible vector lines, and beautiful brushes in Copic colours encourage people to explore, create and share ideas on their mobile device. Creators can sketch notes, plans and drawings in the moment, bridge their work across apps and workflows, and present and share with others wherever they go. Available as a free download in the app stores on iOS, Android and Windows.

concepts.app

The Big Draw Festival

Launched in October 2000, The Big Draw Festival has encouraged over five million people back to the drawing board. It has notched up two world records – for the longest drawing in the world (one kilometre) and the greatest number of people drawing simultaneously (over 7,000). The first Big Draw Festival in 2000 attracted 180 partner organisations. Since then, the number has risen to over 1,000, with over 500,000 people participating each year. What began as a one-day celebration of drawing in October 2000 in the UK, is now a year-long festival of drawing across the world.

The Big Draw Shop

The Big Draw Shop is the online shop from The Big Draw. Packed with art books, prints, sketchbooks and more, it is your one stop for art lovers, print collectors and stationary addicts. Highlights include Russell Walker prints, limited edition Ruskin Prize works, beautiful sketchbooks by Lightship Print and t-shirts and tote bags from The Big Draw Festival celebrations past and present.

www.bigdrawshop.co.uk

The John Ruskin Prize

The John Ruskin Prize was initiated in 2012 by The Big Draw in partnership with the Guild of St George. The Prize is the fastest growing multi-disciplinary arts and crafts prize in the UK. With the values of the radical polymath John Ruskin at its core, the #RuskinPrize has a growing representation for supporting and promoting artists, designers and makers whose work defies easy categorisation.

www.ruskinprize.co.uk