



The Big Draw Press Release

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The World's Biggest Drawing Festival announces 2022 Theme:

“Come Back To Colour”

The 2022 Big Draw Festival theme, *Come Back To Colour*, is a love letter to each other and the world around us. The theme encapsulates what we all hope will be a rediscovery of the vitality, health, care and vibrancy in everyone's lives after what has been a challenging last few years.

The devastating effects of the pandemic on everyone across the world has been succeeded by even more fundamental fears which underlines the need, more than ever before, to nurture and cherish the places where joy, colour and freedom thrive, and celebrate this.

The colour in our lives and the world around us dazzles in its richness and diversity if we only choose to slow down and look. Many families and communities around the world are coming back together, seeing those long missed and seeking connection after so long apart.

This notion of rediscovery opens up a number of ways to observe the colour around us. We might see people seeking their vitality, reconnecting with both their physical and mental 'colours', elements that make them who they are. Or, we might observe the wonderful vibrancy in the colours across the seasons and our natural world around us, taking a moment to celebrate our environment and protect the 'health' of our ecosystem.

The world has changed over the last two years and there is no going back to 'normal'. Our theme is not about trying to recapture a time that has been lost – it is about capturing, celebrating and finding joy with all the beautiful and wondrous things that remain.

As of today, subscriptions are officially open, and we are ready to equip and support museums, galleries, civic centres, retail shops, businesses, universities, schools, community centres, zoos, wetlands, gardens, individual artists and more to take on our 2022 theme and bring colour back worldwide. Various subscription tiers are available for organisations large and small.

For the third year running, the fee for independent artists and individual event organisers has been waived in an effort to ensure continued support and opportunity for freelance and self-employed creatives, helping them take full advantage of the opportunity The 2022 Big Draw Festival presents. Organisers and artists can use festival events to attract new audiences, test market creative ideas, projects and workshops, increase exposure to an international audience and be part of an established and recognised festival celebrating the universal language of drawing.

Schools are a huge part of The Big Draw and we are pleased to be offering our Early Bird Subscription Discount for non-fee-paying schools. All eligible schools that sign up before 30 April 2022 will receive 20% off their 2021 Big Draw Subscription. Be inspired by what other schools have done and sign your school up today.

What Director of The Big Draw Kate Mason has to say...

"In 2021 it felt like we had somehow accidentally glitched into a parallel but ever-more disturbing and surreal world where literally, if something could happen, it would.

The ongoing impact of the pandemic continued to lay bare the systemic fragility and deep inequalities buried within many systems and processes. It seemed that on the horizon, the dark spectres of conquest, war, famine and death could be glimpsed.

This is why, more than ever in our past, our collective experience of what it means to be human, with all its commonality, vast differences and diversity needs to be held onto tight and celebrated in all its colour and beauty.

This year's theme continues to build on a key strand of all recent themes on the need to come together and protect our planet and fragile eco-system. As before, it is there to help support all the pioneers and positive change-makers, those seeking to make positive change in their community.

Most of all though, this year's theme aims to encourage us all to try – to capture, to define, to crystallise and to celebrate how colour creates joy in so many ways – big and small. The dazzling beauty of all that is good, kind, and full of light and hope in our world.

We hope that this year's theme will inspire Big Draw Festival event organisers all over the world. We look forward to you joining us."

ENDS

CONTACT

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#ComeBackToColour #BDF2022 #TheBigDraw

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

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 an annual month-long festival of drawing across the world.

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

The Guild of St George

The Guild of St George is an educational charity, founded in 1871 by the Victorian art and social critic, John Ruskin, devoted to the arts, crafts and the rural economy. The Guild is based in England but has a worldwide membership of Companions, which seeks to uphold the values and put into practice the ideas of its founder, John Ruskin

(1819-1900). The Guild of St George founded "Campaign for Drawing" in 2000 which is now, The Big Draw.

www.guildofstgeorge.org.uk