

THE 2022  
BIG  
DRAW  
FESTIVAL



## The Big Draw Press Release

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#TheBigDraw

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FOR IMMEDIATE RELEASE: 27 APRIL 2022

### Derwent joins The 2022 Big Draw Festival as Official Art Material Partner

The Big Draw has announced Derwent as the official art material partner for The 2022 Big Draw Festival, *Come Back To Colour*. Derwent and The Big Draw will work together over the course of the annual celebration of drawing, collaborating on a variety of events and initiatives. Artists have chosen and trusted the Derwent brand for art materials for generation, with over 100 years of know-how packed into every pencil and art tool. Based in England's Lake District, Derwent has made professional art materials since The Cumberland Pencil Company was founded in 1916, and has not stopped pushing boundaries and innovating their materials.

Commenting on the announcement, Kate Mason, Director of The Big Draw said:

"The Big Draw is so excited to welcome Derwent Art as official art material partner and sponsor to The Big Draw Festival 2022, '*Come Back to Colour*'.

Derwent have an illustrious heritage and track record of supporting artists and being passionate supporters of arts education and the value of high quality, art materials.

The Big Draw and Derwent share aligned beliefs and core values around the importance of the role of artists in society, quality materials, and the right for everyone to be able to express their own creativity.

Synergies between Derwent Art and the #KeepDiscovering campaign, alongside The Big Draw's theme for 2022, #ComeBackToColour are strong. We look forward to a fruitful partnership full of colour, creativity and one that celebrates the everyday joy all around us."

Commenting on the announcement, Charlotte Watson, Global Brand Manager, Derwent said:

"We at Derwent are hugely honoured and excited to be partnering with The Big Draw, '*Come Back to Colour*'. Raising awareness of how art can be used as a tool for wellbeing is incredibly important to us, and working with this pioneering charity enables us to lever this sentiment.

Our mission is to delight artists and inspire them to keep discovering. Our partnership with The Big Draw will be an effective vessel to support this mission. The Big Draw aligns closely with our own brand values; being proud to have a rich heritage, while also looking to the future, being excited by the possibilities of art material innovation, taking great pride in what we do and being authentic and true.

We look forward to joining to deliver art education, artist grade materials and engaging and accessible events."

Together with Derwent, The 2022 Big Draw Festival theme, *Come Back to Colour*, is set to lead the way in encouraging a rediscovery of the vitality, health and vibrancy in everyone's lives after the recent challenging years. As families and friends reconnect, *Come Back to Colour* encourages people to slow down and rediscover the colour in our lives and the world around us, as it dazzles in its richness and diversity.

The Big Draw Festival subscriptions are open, and The Big Draw is ready to equip and support art spaces around the world - museums, galleries, civic centres, retail shops, businesses, universities, schools, community centres, zoos, wetlands, gardens, individual artists and more - to take on the 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.

## ENDS

### CONTACT

For further information, comments, images and interviews:

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### 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](http://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.

#### **Derwent Art**

With over 100 years of know-how packed into every pencil and art tool, for generations, artists have chosen and trusted the Derwent® brand for art materials. Derwent® still makes art materials in England’s Lake District, where graphite was first discovered in 1832 and hasn’t stopped pushing boundaries and innovating since The Cumberland Pencil Company was founded there in 1916. Derwent® is owned by ACCO UK Ltd, an ACCO Brands Company.

**[www.DerwentArt.com](http://www.DerwentArt.com)**

### **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](http://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](http://www.guildofstgeorge.org.uk)**