



# The Big Draw Press Release



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FOR IMMEDIATE RELEASE: 25 FEBRUARY 2020

## The World's Biggest Drawing Festival announces 2020 Theme:

### “The Big Green Draw: A Climate of Change”

The Big Draw Festival's 2020 theme, *A Climate of Change* is important to address in our 20<sup>th</sup> anniversary year as we mark and capture this pivotal moment in our society and for our organisation. This important and timely theme encourages and underlines the relationship between people and our living environments and ecosystems; highlighting how we live today and the ways in which we do and do not harmonise with nature.

The rapid current state of environmental change, socio-political and economic flux spur us to consider our relationship with the planet and humankind in tandem. 'Working and living sustainably has become more necessary than ever. The Big Green Draw is eager to help showcase mindsets and actions that proactively support positive symbiosis between people and the Earth.' Social justice and cultural capital are the underpinnings of The Big Green Draw with an aim to create a kinder more collaborative society with drawing as a catalyst. Through festival events, organisers will aim to introduce links between drawing and science; promoting the polymathic nature of great thinkers who used art as a tool to understand the world around them. Drawers and doodles across the globe will join in engaging the public realm in a campaign promoting sustainable materials and approaches for healthy built environment & public spaces, subsequently highlighting the impact on this on our wellbeing and productivity.

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 and individual artists to take on our 2020 theme and spark creativity worldwide. Various subscription tiers are available for organisations large and small.

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 2020 will receive 20% off their 2020 Big Draw Subscription.

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

“2020 is the 20<sup>th</sup> anniversary of The Big Draw and the campaign which shines a light on the need for drawing – making a mark with meaning – and its role as a tool for expression, creativity, learning and sharing ideas. Drawing – in all its forms, helps us make sense of a rapidly changing world around us. It is a global language which cuts across all barriers of culture, race and identity.

In this special anniversary year, it is apt that we, alongside many other voices, also lend our own voice to help increase awareness and understanding of the emergency situation unfolding across all ecosystems. This universal language of drawing is the perfect narrator helping to document, report and share thinking around the seismic shifts taking place in our society. Everywhere are visual manifestations of positive activism from people wanting to help make change.

We hope this year's festival will help support all those change-makers – all those interested in advocating for the positive and healthy impact on accessing outdoor green spaces and working 'collaboratively' alongside nature. We hope this theme will draw attention to the pioneers and innovators adopting new more sustainable materials and working practises – as well as more holistic ways of living in our cities and urban environments.”

### **What our supporters have to say...**

#### **Corinne Pluchino - CEO - Campaign for National Parks**

*“It is fantastic to join the Big Draw for the 2020 festival. It is crucially important to our present livelihoods and our future wellbeing that we strive to better connect with nature. Art and nature are universal languages. It was the Romantic poets and artists that inspired generations of National Park campaigners and so, after more than 80 years of fighting for the National Parks, it is only right that we join with the Big Draw to encourage everyone to seek their inspiration in the great outdoors.*”

*I would encourage you all to get outside. Go get mud on your boots. Then turn what you see into something you can share, a drawing, a painting or any piece of art that better connects us with the natural world in our busy and hectic modern lives.”*

#### **Katie Dominy, Co-Founder & Co-President Arts Thread**

*“Online platform Arts Thread is proud to be .... with The Big Green Draw 2020. The theme of A Climate of Change is one we know our members - emerging artists and designers, students and educational professionals - will be super keen to be involved with and we encourage them all to take part in The Big Green Draw 2020.”*

#### **Rachel Dickinson, Master of the Guild of St George**

*“The Big GREEN Draw! I am very excited the Guild of St George is partnering with the Big Draw to support this ‘climate of change’ initiative – a fantastic follow-on from the John Ruskin Prize for Art 2019 theme ‘Agent of Change’.*”

*In a lifetime observing and drawing the skies, our founder, Victorian polymath John Ruskin, documented the darkening caused by pollution. He saw the destructive effects of rampant industrialisation and an emerging throwaway culture on nature and humanity. He cried out for a revolution against pollution and the destruction of industrialisation.*

*In his own life, he recognised the positive effects of drawing and access to nature on mental health. His writings encourage us to draw so we can really see and appreciate nature and ourselves; to craft so we can experience the joy of the hand-made; to get outside and experience the revitalising effects of nature... and respond to it by celebrating and making.*

*It has been 201 years since Ruskin was born and his revolutionary message is still current. Looking for an antidote to the darkness? Join The Big GREEN Draw Festival!”*

## **ENDS**

### **CONTACT**

For further information, comments, images and interviews:

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#TheBigDraw #BigGreenDraw #ClimateOfChange #BigDrawTurns20

# 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 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 each and everyone who wants to draw.

[thebigdraw.org](http://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.

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