



The Big Draw Press Release

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#TheBigDraw

Patrons:

Sir Quentin Blake | Lord Foster of Thames Bank | Ivan Harbour | David Hockney
OM CH | Andrew Marr | Sir Roger Penrose OM | Chris Riddell OBE | Narinder
Sagoo | Gerald Scarfe CBE | Posy Simmonds MBE | Bob & Roberta Smith (RA) |
Millie Marotta | Emma Stibbon RA | Gary Andrews



FOR IMMEDIATE RELEASE 19 DECEMBER 2022

The Big Draw launches The Big Christmas Draw

Today (19 December 2022) The Big Draw launches The Big Christmas Draw, a pilot project bringing families and people together this season through drawing and creativity.

The Big Draw has placed 300 sketchbooks with drawing materials kindly donated by Derwent Art and ArtGecko in food banks in Worcester and Pembrokeshire. In addition to the art materials, The Big Christmas Draw invites families, individuals and friends to join in with in-person and online creative activities over the festive period.

Executive Director of The Big Draw, Jane Barnes said: *"We are all facing so many challenges on many different levels at the moment, on top of the recent scars from the pandemic. 'The Big Christmas Draw' is about creating a step change, a moment to pause and breathe, bringing families and people together through simple creative activities and fun, taking us away from materialism and the monetary pressures of this time of year."*

Something truly magical happens when you start being creative. You become absorbed in the activity, your breathing slows down and can help you find peace. It gives you a mental break from the day to day concerns, you start to feel more positive, project a more positive energy and positive things come back in return.

Everything humans created in this world started as a thought, an idea, which then went through the drawing process. The money in your pocket, your socks on your feet, a spaceship - all at some stage started as an idea and then a drawing. We at The Big Draw believe in the power of drawing, and this Christmas we invite you to see if we can use this power to make much needed big changes now."

Accessible online, artists and friends of The Big Draw have created 12 creative videos to be revealed one each day on The Big Draw YouTube channel. Illustrator Lucia Vinti creates a robin collage, a festive house and a snow scene. Artist and Big Draw Patron, Gary Andrews, gets ready for the festive season drawing an elf, Father Christmas and a reindeer. Over three videos, artist Oly Bliss creates a winter wonderland, and designer Tom Curtis, the mastermind behind Things I Have Drawn, shakes up the creative process with drawing with your eyes closed playing The Dot Game and more.

In-person creative sessions will be running in Worcester and Pembrokeshire, led by Creative Lives and The Big Draw. Artists Oly Bliss and Creative Lives, Nicola Wynstanly are in The Hive, Worcester on Wednesday 21st December 2022, 10am - 12pm. Artist Marion Cheung and Creative Lives, Director Gareth Coles will be in Narbeth, Pembrokeshire on Friday 23rd December 2022, 10am -12pm.

Online or in-person, all those taking part in with 12 days of Christmas drawing for The Big Christmas Draw are encouraged to share their creations and drawings with The Big Draw over Christmas on Twitter, Instagram and Facebook with the hashtag #BigChristmasDraw. Anyone participating and not on social media is welcome to share their drawings with The Big Draw directly.

For more information about The Big Christmas Draw and how to share your Christmas drawing, visit thebigdraw.org/the-big-christmas-draw

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CONTACT

For further information, comments, images and interviews:

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#BigChristmasDraw

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

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

Artgecko

Artgecko Sketchbooks is Britain’s fastest growing sketchbook brand, with sketchbooks suiting every artist for projects big or small. All Artgecko Sketchbooks and pads are made in Yorkshire, UK to the highest industry standards. Each product uses premium materials from climate friendly, sustainable sources. Artgecko Sketchbooks is FSC Certified and supports forest management that respects people and nature. Chirpy sketchbooks made for colourful people.

www.artgeckosketch.com

Creative Lives

Creative Lives is a registered charity that was established in 1991. We champion community and volunteer-led creative activity, and work to improve opportunities for everyone to be creative. In particular, we celebrate and promote people expressing themselves creatively with others, recognising the benefits this can bring.

www.creative-lives.org

