



# THE BIG DRAW

## PRESS RELEASE



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**Patrons:**

Sir Quentin Blake | Lord Foster of Thames Bank | Ivan Harbour | David Hockney OM CH  
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## PRESS RELEASE

FOR IMMEDIATE RELEASE

# Every Apple Store in the world to celebrate The Big Draw Festival 2019

**The Big Draw Festival 2019 | 1-31 October | Worldwide**

Today, leading visual literacy charity, The Big Draw in collaboration with Apple, announced an ambitious programme of free hands-on creative Today at Apple sessions exploring the boundless possibilities of drawing that will take place in every Apple Store worldwide.

Today at Apple sessions will be held in celebration of The Big Draw's annual global drawing festival and this year's theme of *Drawn To Life: Creativity & Wellbeing* - throughout October.

### Highlights:

- Over 4500 free hands-on Today at Apple sessions to be held at every Apple Store worldwide in celebration of The World's Biggest Drawing Festival
- Select Apple stores in Dubai, London, Milan, Paris, Chicago, Los Angeles, Mexico City, Miami, New York, San Francisco, Washington DC, Bangkok, Hong Kong, Singapore, Taipei and Tokyo will host sessions led by some of the world's most exciting innovative creative talent, specially curated to explore The Big Draw Festival 2019 theme: *Drawn To Life*, exploring wellbeing, expression and empowerment through creativity.
- Each participant will get hands-on with a provided iPad and Apple Pencil helping them take their creativity to new heights. Apple's newest, most affordable seventh-generation iPad starts shipping tomorrow and joins iPad mini, iPad Air and the most advanced iPad Pro models in offering Apple Pencil support, best-in-class performance, advanced displays and all-day battery life for a creative experience unmatched by any other device.



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This year's sessions are for casual doodlers to established pros, of all ages, to experiment with new apps to explore the possibilities and push the boundaries of drawing.

Drawing enthusiasts and reluctant doodlers alike are invited to try their hand at a range of fun and informal workshops led by some of the world's most innovative creative talent.

Highlight sessions will focus on this year's Big Draw Festival theme: '*Drawn To Life*' which explores the benefits of a more creative life for wellbeing. As well as giving visitors a fascinating insight into the many careers where drawing plays a pivotal role.

From designing cartoon characters that empower, to creating motivational text pieces, to product design, playing with motion, observing the world around you through drawing, designing buildings and even re-imagining whole towns, there is something for everybody at each of the sessions this October to encourage participants of all ages to get '*Drawn To Life*'.

**Kate Mason, Director of The Big Draw comments:**

*"At a time of increasing uncertainty, global change and a need to more closely scrutinise our collective role and responsibilities to our communities, environment and wellbeing, one thing remains constant – the driving force of creativity.*

*We are constantly reminded that this is not merely rhetoric, creativity really does have the power to inspire, innovate and change lives. We see the impact of it every day in the shared stories of Big Draw Co-creators, and our patrons, partners and ambassadors who represent diverse range of professions and communities around the globe.*

*This year the theme for our global Festival 'Drawn to Life: creativity and wellbeing' explores the benefits of being actively creative to make positive change and improve wellbeing. It encourages conversations around the life-enhancing role of participation in creative activity towards a fulfilling and healthy life. For some it even becomes a crucial tool for self-healing and vital self-expression.*

*It is against this backdrop that The Big Draw is once again delighted to celebrate its partnership with Apple, building on the ambitions of the last two years of collaboration.*



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*Since our charity's inception in 2000 we have been devoted to developing The Big Draw and our flagship festival as an important platform to encourage everyone, of all ages and walks of life, to unleash their creative potential. The Big Draw believes drawing is an essential human skill that has a vital role as the only universal language and a tool for expression, invention and wellbeing, for some it is a life line.*

*Our collaboration with Apple only reiterates this message and extends the reach of The Big Draw Festival with free, exciting sessions that encourage a global community to get creative, be healthy, both mentally as well as physically and share their unique stories with us."*

**ENDS**

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**#TheBigDraw #TodayAtApple** | [thebigdraw.org/today-at-apple-2019](http://thebigdraw.org/today-at-apple-2019)

## NOTES TO EDITORS

### The Big Draw Festival

Launched in October 2000, The Big Draw Festival has encouraged over four 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 had 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. To find your nearest event or find out more about organising one visit: [www.thebigdraw.org](http://www.thebigdraw.org)



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### The Big Draw Festival 2019 Launch

The official launch of The Big Draw Festival 2019 will take place at Manchester Art Gallery, Mosley Street, Manchester, M2 3JL, United Kingdom from 11am - 4pm on Sunday 29th September.

All workshops are free and open to all. More information: [thebigdraw.org/launch-2019](http://thebigdraw.org/launch-2019)

### The Big Draw

Founded in 2000, The Big Draw is a visual literacy charity that promotes the universal language of drawing as a tool for learning, expression and invention. 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.

[www.thebigdraw.org](http://www.thebigdraw.org) | [www.ruskinprize.co.uk](http://www.ruskinprize.co.uk)