

THE BIG DRAW

PRESS RELEASE

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Patrons: Sir Quentin Blake, Lord Foster of Thames Bank,
David Hockney OM CH, Andrew Marr, Sir Roger Penrose OM, Chris Riddell,
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For immediate release: Thursday 27th September 2018

People around the world uniting in the name of Play!

The Big Draw Festival | 1-31 October 2018 | Worldwide

From 1-31st October people around the world will be uniting in the name of play, as they participate in The Big Draw Festival – the world’s largest celebration of drawing and creativity.

The Big Draw Festival is the annual, international celebration of the universal language of drawing; attracting more festival goers than Glastonbury, each year. The Big Draw Festival regularly takes place in over 26 countries, involves 1000s of events and, since launching in 2000, has taken place on 7 continents and encouraged over 4 million people back to the drawing board

2018 event highlights:

- In Italy, paper manufacturer, **Fabriano**, has partnered with The Big Draw to run events across the country throughout the festival month, from Bologna to Cagliari, Bolzano to Palermo, and Aosta to Naples.
- Technology company, Apple, will run **108 sessions** as part of The Big Draw Festival across **8 flagship stores** in cities across the globe.
- **Art in Liverpool** and **National Museums Liverpool** will join The Big Draw as launch partners of The International Big Draw Festival 2018. The launch event will take place from **1-4pm on Saturday 29th September**.
- As part of **Norway's** national scheme, *The Cultural Rucksack*, five artists will tour the **Aust-Agder County** and deliver workshops in **37 Schools for over 2500 pupils** for The Big Draw Festival.
- Growing numbers of event organisers are emerging in **Australia** and **United States**, including the **Snite Musuem of Art** and **Walt Disney Family Museum**.

The 2018 Festival theme, Play! is for kids and big kids alike. The Big Draw Festival 2018 is all about letting loose, embracing happy accidents, discovery, and most importantly having fun with those HBs!

Anyone can attend or register to host an event as part of the festival. Individuals and organisations from small community groups and individuals, to global businesses, entire cities and even countries can register to host events of different sizes. This year, organisers can also opt to become Sponsor Partners, to receive the next level of reciprocal support.

Sponsor-Partners include: Inspire: Culture, Learning and Libraries, UK, Centraal Museum Utrecht, The Netherlands, The Walt Disney Family Museum, USA; Tamworth Arts & Events, UK; Aust-Agder County Council, Norway; The Big Draw Italia, curated by Fabriano, Italy; St. Albans Museum & Gallery, UK; artsdepot, UK; University for The Creative Arts, UK; Snite Museum of Art, USA; National Trust Stourhead, UK; National Portrait Gallery, UK; The Big Draw Barcelona / Museu Picasso, Spain; Bletchley Park, UK; Guildford Borough Council, UK; The British Museum, UK; GEMS Wellington School, Qatar; Museum in The Park, UK; University of West Florida Historic Trust, USA; Shakespeare's Globe, UK; Liverpool Hope University, UK; The Mercury Mall, UK; Soong Ching Ling Kindergarten, China; John Hansard Gallery, UK; and, York Museums Trust, UK.

Arts education charity, The Big Draw, which is the founder and driving force behind the festival believes that 'everyone can draw', and promotes drawing as a universal language that has the power to change lives and unite people of any age, background, race, or religion from around the globe. Supporters of The Big Draw and its work promoting visual literacy and drawing as a universal language, span the worlds of acting, arts, physics and beyond.

Kate Mason, Director of The Big Draw said:

"The city of Liverpool has always been a place of ingenuity and enterprise, a creative metropolis ever evolving due to new influxes of people and its enduring status as a port. Against this backdrop, we are delighted that The Big Draw Festival Launch 2018 will be hosted by The Walker Art Gallery and NML in the year where Liverpool celebrates a cultural legacy programme a decade on since being European Capital of Culture with a year-long programme and welcomes back The Liverpool Biennial.

The Walker Art Gallery is a place where art, culture, community and education merge in a world-renowned institution with acclaimed exhibitions and programmes. We are thrilled for our Festival Launch celebrating the theme of 'Play' to be hosted at this beautiful venue – and see the venue, and indeed the city, as a fitting creative hub in which to host our first ever out of London Awards ceremony."

Those inspired to bring the festival to their community are encouraged to organise an event of their own. Registration for 2018 is open until 31 October. No previous drawing experience is required.

To find out more about the festival, visit www.thebigdraw.org

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CONTACT

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NOTES TO EDITORS

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 | www.ruskinprize.co.uk

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 kilometer) 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 400,000 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

Sponsor-Partners

Sponsor-Partners represent a wide spectrum of organisations from all corners of the globe: from universities to shopping malls, theatres to local authorities. For each partner, drawing and visual literacy plays a vital role within their organisations and The Big Draw Festival represents a key event in their calendar, a way of drawing their communities together and creating a memorable, truly accessible event.

To view an up to date list of all those organising an event as part of The Big Draw Festival 2018 – our ‘Co-Creators’ – visit: <https://thebigdraw.org/meet-the-big-draw-festival-2018-co-creators>