

The Big Draw

Patrons: Sir Quentin Blake, Lord Foster of Thames Bank,
David Hockney OM CH RA, Andrew Marr, Sir Roger Penrose OM FRS,
Chris Riddell, Gerald Scarfe CBE, Posy Simmonds MBE, Bob & Roberta Smith RA



PRESS RELEASE

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The STEAM Powered Big Draw Festival 2016

National arts education charity, The Big Draw, this week announced the 2016 theme for the world's biggest drawing festival, which takes place annually from 1-31 October, and has a reach that spans national institutions and individual initiatives on every continent.

The theme, 'The STEAM Powered Big Draw Festival 2016', responds to the current debate on the essential role of Arts within formal education alongside, and within, Science, Technology, Engineering and Maths. The STEAM themed festival announcement occurred on the same day that Patron of The Big Draw, Artist Bob and Roberta Smith RA appeared on Channel 4 News to debate the relegation of arts in education and the value of drawing across sectors with Ed Vaizey MP, Minister for Culture and the Digital Economy.

[Watch Bob & Roberta Smith RA, Patron of The Big Draw, share his passion on why all schools should be art schools - [link.](#)]

Kate Mason, Director of The Big Draw said:

"The theme of The Big Draw Festival 2016 invites event organisers to look at the intersection between arts, science, digital technology and enterprise, and represents our support of the campaign to give the arts parity with other subjects so that STEM becomes STEAM."

The announcement also launched an open competition for illustrators, designers and drawing enthusiasts to visually represent how Art sits alongside STEM subjects, to create STEAM. Entrants are urged to consider how the universal language of drawing shapes the world around them and how artistic and creative thinking is essential to diverse industries. For example, how a Physicist may use drawings to communicate scientific and mathematical concepts, how buildings come into being through an Architect's sketches, or how an engineer might visualize new innovations.

[Watch world renowned Physicist, Sir Roger Penrose, Patron of The Big Draw, use drawing to communicate scientific and mathematical concepts - [link.](#)]

To find out more about The STEAM Powered Big Draw Festival 2016 or to enter the competition, visit <http://www.thebigdraw.org/2016-theme-competition>.

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Contact

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#thebigdraw

Notes to editor

1. Founded in 2000, **The Big Draw** (formally The Campaign for Drawing) is an arts education charity that promotes visual literacy and the universal language of drawing as a tool for learning, expression and invention. Through a diversified programme encompassing advocacy, empowerment and engagement, the charity runs events such as The Big Draw Festival, educational conferences and collaborative research projects, awards and competitions. www.thebigdraw.org
2. Launched in 2000, **The Big Draw Festival** has encouraged over three 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 Big Draw has transformed national museums, Trafalgar Square, and even the South Kensington underground tunnel into dynamic creative spaces enjoyed by thousands of people.

Every year, The Big Draw Festival season includes hundreds of drawing activities in schools, galleries, museums, libraries, heritage sites, village halls and town squares. In 2015, the festival launch took place across 10 leading cultural institutions in Oxford. Events by more than **1000 organisers** took place on **seven continents** engaging around **400,000 people**. The 2016 theme, The STEAM powered Big Draw Festival 2016, is part of the charity's campaign to give the arts parity with Sciences, Technology, Engineering and Mathematics, so that STEM becomes STEAM. www.thebigdraw.org.

3. **The Big Draw Festival logo competition** is a challenge is to show that Art is as important to a rounded education as Science, Technology, Engineering and Maths. The drawing could show a scientist using drawing to explain atoms, an architect creating the design for a new building or an engineer inventing the next big thing. Entrants are urged to be as creative as they like to help to change perceptions about drawing.

The winning entry will be included on posters, stickers and flyers at events held by up to 1000 Big Draw event organisers this October and could be seen by up to 400,000 people around the world. In addition to international exposure, one winner will receive £250 and a luxury hamper of art materials from sponsor of The Big Draw, [Great Art](http://www.greatart.com). The drawings must include the words: **The STEAM powered Big Draw Festival 2016**. The deadline for entries is **12pm on 25 April**. <http://www.thebigdraw.org/2016-theme-competition>