

# The Big Draw Press Release



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**FOR IMMEDIATE RELEASE: 3 July 2021**

## The Big Draw announces new partnership with Urban Hybrid Architecture and Launch of 'The Big Draw Festival China'

On this special day, *The International Day of Co-operatives*, The Big Draw and Urban Hybrid Architecture have announced the launch of a new initiative and partnership, The Big Draw Festival China.

This new partnership is delighted to announce their intent to develop a new not-for-profit entity 'The Big Draw Festival China' which will be based in mainland China.

It is fitting that the partnership is announced on a special international day of consequence. The Big Draw Festival has a global presence and The Big Draw's 2021 theme, *#MakeTheChange* aligns very closely with those of *#CoopsDay* and *#RebuildBetterTogether*.

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

*"The Big Draw has a long-standing relationship with Kam Panesar, Co-founder and Managing Director of Urban Hybrid Architecture and I am excited that this new collaboration will enable us, through Kam and his team, to embed The Big Draw Festival in China in support of positive change.*

*The 2021 international Big Draw Festival theme, 'Make the Change', explores the relationship between people and our living environments. On International Day of Co-operatives 2021, we look forward to lending our voice to this critical mass of social activists and positive changemakers.*

*Everyone has experienced unique challenges over the last 18 months, and reflection has amplified understanding for the critical need for a happier, more balanced way of living. One in which humans choose to live sustainably as a key component to counter the environmental crisis. To counteract the disconnect across our societies and economies.*

*Sustainable and successful living is dependent upon how we interact with the world around us; it's about kindness shown to nature and our natural world but also kindness shown to each other. We have a responsibility to those who come after us to make the right choices around core-values, need, equality and leadership."*

**Kamaljot Panesar - Cofounder and Managing Director of urban hybrid architecture said:**

*A new "Drawing Renaissance" is taking place. Globally sparking creative energy back into our public spaces through creative arts and cultural co-design and co-delivery highlighting the importance of cooperatives. In this meaningful year, Urban Hybrid Architecture are honoured to be launching partners for Big Draw China supporting the UK headquartered team expand the world's largest arts festival. As China's economy grows, people's concerns about material life diminish and turn to quality of life. Based in Chengdu, where the creative and cultural industries lie at the heart of everyday people. This new organisation will facilitate The Big Draw Festival China and future collaborative working across the country and continue to engage local communities in arts related activities as artisanal participants, audiences and co-designers, showing the importance of balancing first-hand 'experience economy', a positive step in helping The Big Draw establish and promote it's values in China.*

*Drawing and creativity are fundamental elements of architecture and design ...Therefore it was a very natural progression into this collaboration. This year's festival theme "Make the change" highlights the value of drawing in rethinking, remaking, refocusing and wellbeing. The importance in the early stages of designing buildings and interior spatial experiences we always start with the notion of DISCOVERY through playful design, thinking out of the box, creating, changing and allowing the design thinking to evolve. Just like mimicking nature through biomimicry, the study of nature's designs and mimicking them to solve human challenges.*

*Urban Hybrid Architecture have long been involved with The Big Draw in promoting its values and inspiration in China Creative sectors where designers and manufactures are connected. More focused on Inspiration and intent incorporating the UN's Sustainable Development Goal 17, Partnerships for the Goals.*

**ENDS**

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#MaketheChange #BDF2021 #TheBigDraw #BigDrawFestivalChina

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**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](http://www.thebigdraw.org) | Charity no. 1114811

## **Urban Hybrid Architecture (UHA)**

Urban Hybrid Architecture are change agents, designing, evaluating, connecting , facilitating and coordinating urban and rural strategies for liveable urbanism. They are an architectural design practice founded in the UK in 2008, expanding to China and establishing a design studio in Chengdu in 2011.

Their diverse international body of work ranges from The Wolong Giant Panda Conservation and Education Centre through to city park centred Vertical Farm centres as social hub for the arts and culture, master planning, sustainable mixed-use developments, hospitality, interior design and residential projects with a focus on sustainability, environment and community impact. Their work in the UK and China reflects the international nature of the office, both in personnel, skill base and diversity, having worked in different countries with different working and living cultures which has fed back into the design work and continues to enrich their thinking and creativity. In conjunction with their design work they have also actively created community focused events in collaboration with Global Citizen Festival and the UN's Sustainable Development Goals (SDG's). Since 2015, UHA have already utilised and promoted the CD17 framework in China as a platform and guide for cooperative creative sector work and lifestyle.

[www.urbanhybrid.co.uk](http://www.urbanhybrid.co.uk)

## **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 and many thousands of events each year. The Festival has a presence in 25 countries.

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.

## **The John Ruskin Prize**

The John Ruskin Prize was initiated in 2012 by The Big Draw in partnership with the Guild of St George. The Prize is the fastest growing multi-disciplinary arts and crafts prize in the UK. With the values of the radical polymath John Ruskin at it's core, the #RuskinPrize has a growing representation for supporting and promoting artists, designers and makers whose work defies easy categorisation.

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

## **The Big Draw Shop**

The charity's online shop featuring a range of products across books, art, stationery, clothing including branded merchandise and artwork sourced through Alumni Prize winners and a range of partnerships.  
[www.bigdrawshop.co.uk](http://www.bigdrawshop.co.uk)

## **Arts Council England**

Our recent programme in 2020 and early 2021 has been supported through funding from The Cultural Recovery Fund: Arts Council England. Arts Council England is a government-funded body dedicated to promoting the performing, visual and literary arts in England. Since 1994, Arts Council England has been responsible for distributing lottery funding. This investment has helped to transform the building stock of arts organisations and to create much additional high-quality arts activity.

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)