



# The Big Draw Press Release

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## The World's Biggest Drawing Festival announces 2024 Theme:

### "Drawing in Motion"

The Big Draw Festival is back with an exciting new theme for 2024: 'Drawing in Motion'. This year, the festival celebrates the fluidity, energy and dynamism of the drawing process, inviting participants from all corners of the globe to explore how the act of drawing can capture the essence of movement, energy, and life.

Moving beyond the notion of drawing as a static art form, 'Drawing in Motion' emphasises the fluidity and vibrancy of the creative process, showcasing how lines, shapes, and forms can convey movement and bring art to life. Whether it's the literal movement of kinetic art, an evolving story told through animation, or the quick, instinctive strokes of sketching on the go, this theme encourages us to experiment and embrace the vibrancy and life inherent in every mark we make.

The Big Draw Festival highlights the transformative power of art, and this year's theme illustrates how the act of drawing can bring ideas, emotions, and stories to life in ways that are as varied and dynamic as the movements they depict. 'Drawing in Motion' challenges us to think beyond the traditional boundaries of art and invites everyone to participate - from seasoned artists to those who believe they 'can't draw'. This theme is about letting go of perfection and embracing the process.

Matilda Barratt, Director of The Big Draw, commented on the new theme:

*"This year's Big Draw Festival theme, 'Drawing in Motion', is a powerful reminder that drawing is not just about the finished product - it's about the journey, the flow, and the process that shapes it. This theme invites everyone to experiment, to push the boundaries, and to find inspiration in the rhythms and motions around us.*

*"As a visual literacy charity, The Big Draw champions the importance of drawing as a tool for learning, communication, and understanding the world around us. As we embark on this year's festival, I urge organisers and participants alike to have fun and to let your drawings dance and flow! Whether you're capturing the movements of an animal, the bustle of a city, the whirring of machinery, or the subtle shifts of a landscape, let the energy of the moment guide each mark you make without worrying about the final outcome.*

*"Each year, our incredible festival organisers amaze us with their creativity, innovation, and ability to think outside the box. We can't wait to see how you bring 'Drawing in Motion' to life in 2024! I hope you find inspiration, excitement, and joy in the movement of your creations."*

As of today, subscriptions are officially open, and The Big Draw is ready to support museums, galleries, civic centres, retail shops, businesses, universities, schools, community centres, zoos, wetlands, gardens, individual artists, and more in bringing this theme to life. Various subscription tiers are available for organisations large and small.

For the fourth year running, the fee for independent artists and individual event organisers has been waived, ensuring continued support and opportunities for freelance and self-employed creatives. This allows individuals to take full advantage of the festival, attract new audiences, test creative ideas, and be part of a globally recognised celebration of drawing.

Schools are an integral part of The Big Draw, and this year the charity is pleased to offer a special Subscription Discount for non-fee-paying schools. All eligible schools will receive 20% off their 2024 Big Draw Subscription. The Big Draw encourages schools to be inspired by what others have done and join them in celebrating this year's theme.

All participants in The Big Draw Festival can also enter The Big Draw Awards, which celebrate drawing and creativity without borders. Seven prizes are awarded annually to organisations, individuals, and schools worldwide that demonstrate the vital role of drawing as a tool for communication, innovation, and inclusivity.

## **ENDS**

### **CONTACT**

For further information, comments, images and interviews:

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#DrawinginMotion #BDF2024 #TheBigDraw

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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

## **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.

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.