

The Big Draw

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



PRESS RELEASE

For immediate use: Wednesday 15 June 2016

It's Time to Invest in the Future of Drawing

Find out what it costs to get involved with The Big Draw Festival now!

The Big Draw, Britain's pioneering arts education charity, announces a new funding structure today. This will enable The Big Draw to further the cause for visual literacy on a long-term sustainable basis and ensure that more people can benefit from the power of drawing.

More than three million people around the world have already been encouraged back to the drawing board by The Big Draw's presence. Few people are aware that the annual Big Draw Festival attracts more participants than Glastonbury, and is a focal point for a diverse range of communities, enabling them to tell their individual or collective stories through the powerful medium of drawing.

In a world increasingly dominated by visual imagery and digital media, The Big Draw presents the idea of visual literacy as a conversation we should all be engaging in, and drawing as a universal language we all share, including those who may find it difficult to express themselves by other means.

Through its annual festival The Big Draw encourages people to reawaken a creative and lateral way of thinking that may have been dormant since they first expressed themselves with pencil and paper as a child.

With continued pressure on funding, like all arts charities The Big Draw is being encouraged to generate more income from participants and from the public. In support of this objective The Big Draw has developed a sliding scale of costs for organisers of The Big Draw Festival events, all set at fair rates to reflect the financial resources of the groups involved.

These are:

Category A: Independent artists and non fee paying schools. £50

Category B: Small events – up to 150 participants. £150.

Category C: Medium events – between 150 - 500 participants. £400.

Category D: Large events – over 500 participants. £700.

The 2016 theme of its flagship festival, The STEAM powered Big Draw Festival, is part of the charity's campaign to give the arts subjects parity with Sciences, Technology, Engineering and Mathematics, so that STEM becomes STEAM.

Kate Mason, director of The Big Draw, commented:

“Reading and writing are key and help to shape us – but it is drawing which helps us to see and explore. There are many languages but only drawing is truly universal. That’s why The Big Draw matters so much and why we need to develop a sustainable funding model for the future.

“With sustainable funding in place The Big Draw will continue to help ever more people access the perspectives and possibilities that drawing provides. We’ve achieved this for over three million people to date and we believe that over the next decade we can reach over a million each year”.

Registration for The Big Draw Festival 2016 opens today. Once registered, event organisers will have access to exclusive online event listings, resources and offers, which have benefited from significant investment and development over the past 18 months in direct response to the needs of event organisers. Registered organisations will also benefit from extensive marketing and PR activity to promote the Festival's events and organisers to targeted audiences. Visit www.thebigdraw.org to find out more.

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#thebigdraw

Notes to Editors

The Big Draw

Founded in 2000, The Big Draw is an arts education charity that promotes visual literacy and the universal language of drawing as a tool for learning, expression and invention. The charity leads a diversified programme encompassing advocacy, empowerment and engagement, and is the driving force behind the 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 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.

This year

This year has already seen The Big Draw host The John Ruskin Prize exhibition at the New Art Gallery Walsall and Trinity Buoy Wharf, London, but it will be full steam ahead as the charity prepares for a digital arts and visual literacy conference at the BALTIC Centre for Contemporary Art, Gateshead, from 9-10 September and The Big Draw Festival from 1-31 October.

The Big Draw Festival

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 for a day.

Every year, The Big Draw Festival includes hundreds of drawing activities in schools, galleries, museums, libraries, heritage sites, village halls and town squares. In 2015, the festival launch took place in 10 leading cultural institutions across Oxford. There were events by more than **1000 organisers** 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 subjects parity with Sciences, Technology, Engineering and Mathematics, so that STEM becomes STEAM.

Registration opens on Wednesday 15 June. Once registered, event organisers will have access to exclusive online event listings, resources and offers, and will benefit from extensive marketing and PR activity to promote the Festival's events and organisers to targeted audiences. www.thebigdraw.org.

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