

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

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GBBO 'Designer Baker' Frances Quinn becomes Ambassador of The Big Draw

On Saturday 10 September, Designer Baker and previous GBBO winner, Frances Quinn, will be announced as an official ambassador of Britain's pioneering arts education charity, The Big Draw, at a high profile STEAM event, taking place at BALTIC Centre for Contemporary Art in Gateshead.

Frances Quinn is a designer baker, perhaps best known for her highly creative culinary masterpieces, which earned her the title of **winner of the Great British Bake Off 2013**. Three years on, as GBBO appears on our screens to tempt our taste buds once more, Frances has found new channels to express her creativity and to encourage others to do the same.

On Saturday 10 September, Frances Quinn's new role of Ambassador for The Big Draw will be announced at a high profile event bringing together thought leaders in science, digital technology, arts and education to highlight art, and drawing in particular, as an essential ingredient in the school curriculum and across diverse industries.

As an ambassador of **The Big Draw**, Frances will support a wide array of the charity's events and activities to champion the power of drawing and the importance of visual literacy in schools and beyond, including [The World's Biggest Drawing Festival](#), which takes place from 1-31 October.

Commenting on her new appointment, **Frances Quinn** said:

"I'm delighted to be an ambassador for The Big Draw. Although best known for winning The Great British Bake Off, drawing and thinking creatively is the inspiration behind my ideas and bakes. I often get asked 'What would you choose baking or design?' but for me it's never a choice and always a collaboration. In fact it is my background in design and the fusing together of food and art that I'm most passionate to share via The Big Draw.

Sir Quentin Blake has always been one of my hero's and inspirations. Having had the privilege of baking for him, it is a treat for me to now join alongside him in being a Big Draw Ambassador."

Sir Quentin Blake is one of several patrons of The Big Draw, which also counts **Andrew Marr, Bob & Roberta Smith RA, David Hockney OM CH, Sir Roger Penrose OM, Gerald**

Scarfe CBE, Posy Simmonds MBE, and Children's Laureate, Chris Riddell among its high profile supporters.

Frances' support of The Big Draw began in November, last year, when she took part in a Food and Drink Special of **Alexander Armstrong's** game show, **Pointless Celebrities** and won £1,250 for the charity. However, her new ambassadorial role is about more than raising much needed funds for the charity. Instead, through events such as the STEAM Symposium, she is hoping to raise awareness of The Big Draw's STEM to STEAM campaign, which aims demonstrate the vital role of arts subjects across the curriculum and national industries, alongside and within science, technology, engineering and mathematics.

The [STEAM Symposium: Laboratory of Visual Exploration](#) takes place on 10 September 2016 at BALTIC Centre for Contemporary Art, Gateshead. It is organised by The Big Draw in partnership with The University of Lincoln and BALTIC, and supported by Arts Council England. A small number of tickets remain for this event, which presents a unique opportunity to hear from the designer baker herself.

To find out more about the work of The Big Draw or to purchase tickets for the events, visit: www.thebigdraw.org.

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CONTACT

Amy Clancy (Press and Communications Manager, The Big Draw) for further information, comments, images and interviews.

E: press@thebigdraw.org **T:** [+44 \(0\) 203 758 4118](tel:+442037584118) **W:** www.thebigdraw.org
#thebigdraw

Notes to Editors

About Frances Quinn

A British baker and designer renowned for her creativity, Frances' background in design results in her producing inspiring and unforgettable creations. The vital ingredient in all Frances' bakes and concepts is her ideas. In 2013, she wowed the judges with her imaginative showstoppers and extraordinary baking skill to win *The Great British Bake Off*. She has since published her own cookery book *Quinntessential Baking* with Bloomsbury and has created unique bakes for diverse clients, including Sir Quentin Blake, The Shard, Jewellery designer Alex Monroe and Marks and Spencers to name but a few. Find out more about her work, here: <http://francesquinn.co.uk/> and find her on Twitter and Instagram [@frances_quinn](#).

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 founder and 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.

STEAM Symposium: Laboratory of Visual Exploration

'A visual learning adventure for educators'

9-10 September 2016

BALTIC Centre for Contemporary Art, Gateshead, NE8 3BA

Tickets: £35 (Standard Ticket), £25 (Concessions: Students, PGCE Students, Teachers)

This event is sponsored by **The University of Lincoln** as part of a three-year relationship with **The Big Draw**, and is supported by the **BALTIC Centre for Contemporary Art**, Gateshead. The event will highlight the importance of visual literacy in the UK and underline the huge role 'drawing', in its widest possible interpretation, plays in underpinning professional practice across a spectrum of disciplines. It also aims to raise awareness and understanding of the role of visual literacy as a 'mode of thinking' and the vital role this plays in our contemporary culture. www.thebigdraw.org/steam-symposium

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. Anyone can take part in The Big Draw Festival, by finding their nearest event or organising their own. Find out more:

<http://www.thebigdraw.org/the-big-draw-festival>

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