

THE BIG DRAW

PRESS RELEASE

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Patrons: Sir Quentin Blake, Lord Foster of Thames Bank,
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Embargoed: Wednesday 26th September 2018

The Big Draw Festival 2018 comes to Apple Stores

The Big Draw Festival | 1-31 October | Worldwide

On Wednesday 26th September, the UK's leading visual literacy charity, The Big Draw, will announce programming in select Apple stores around the world.

Today at Apple sessions will be held in celebration of The Big Draw's annual international festival - and this year's theme of Play! - throughout October.

Today at Apple will run 108 sessions as part of The Big Draw Festival across 8 flagship stores in cities across the globe.

22 sessions will be hosted in London, including 5 in association with the Royal Academy, with further sessions taking place in Milan, Dubai, Chicago, San Francisco, New York City, and Singapore.

The first session will be launched by Senior Partner at Rogers Stirk Harbour + Partners, Stirling Prize winning architect and patron of The Big Draw, Ivan Harbour, on Monday 1st October.

Commenting on the announcement Director of The Big Draw, **Kate Mason** said:

"The Big Draw is delighted to once again collaborate with Today at Apple and build on the success of last year's programme. Today at Apple provides an important platform to further enrich the global Big Draw Festival by helping to showcase creative talent from around the world. The Big Draw is very excited about this shared programme and we look forward to encouraging creativity and playful exploration by inspiring people to try something new."

The Big Draw is the founder and driving force behind The Big Draw Festival - the world's biggest celebration of drawing. The annual festival takes place from October 1-31 and unites creatives, cities and countries through the universal language of drawing. Since launching in 2000, the festival has taken place in over 25 countries on seven continents, and brought over 4 million people back to the drawing board.

Throughout the month of October, people of all ages can join a series of hands-on sessions in celebration of The Big Draw Festival at 8 Apple stores around the world. The series is part of Apple's unique programme of free, in-store Today at Apple sessions. The Big Draw sessions will give participants of all skill levels and ages a chance to get creative and explore drawing with iPad Pro and Apple Pencil, with sessions led by professional illustrators, top app developers, and Apple Creative Pros. And everyone is welcome.

The Big Draw will launch at the Walker Art Gallery in Liverpool on Saturday 29th September. Anyone can attend or register to organise an event The Big Draw Festival 2018, and every organiser is eligible to apply for a Big Draw Award. Registration is open until 31st October for those wishing to host an event. Those wishing to attend an event can search The Big Draw Festival map to find out what's happening near them. Visit: www.thebigdraw.org

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CONTACT

For further information, comments, images and interviews, or to request a press pass for The Big Draw Festival Launch and private Big Draw Awards Ceremony, please contact Amy Clancy (Press Manager, The Big Draw):

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NOTES TO EDITORS

The Big Draw Festival 2018 Launch

The public launch event will take place at The Walker Art Gallery, William Brown St, Liverpool L3 8EL, from **1-4pm on Saturday 29th September**.

The Big Draw Festival

Launched in October 2000, The Big Draw Festival has encouraged over four 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 had risen to over 1,000, with over 400,000 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. To find your nearest event or find out more about organising one visit: www.thebigdraw.org

The Big Draw

Founded in 2000, The Big Draw is a visual literacy charity that promotes the universal language of drawing as a tool for learning, expression and invention. 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 each and everyone who wants to draw. www.thebigdraw.org | www.ruskinprize.co.uk