

# THE BIG DRAW



## The Campaign for Drawing

**Event Proposal: October 2010**  
**Culture Swindon / McArthur Glen Designer Outlet Swindon**

ARTIST/CO-ORDINATORS:  
JO BEAL & KATE PARSONS

Every year more than 1,500 venues across Britain take part in The Big Draw. The Big Draw is the national flagship event for The Campaign for Drawing.

**The Campaign for Drawing is supported by renowned illustrators Quentin Blake and Gerald Scarfe, architect Norman Foster and artist David Hockney.**

**Our proposal is to gain Culture Swindon funding support hold the Swindon Big Draw event. This event will be unique – the only event held in a retail environment to connect with ‘real’ people.**



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## **The Benefits of holding Big Draw Swindon:**

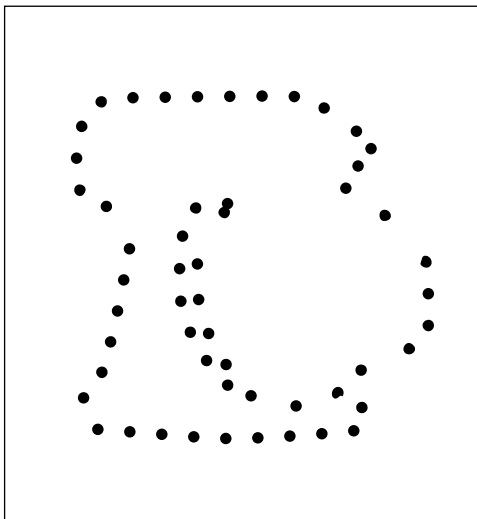
- **unique free event will contribute to Swindon Borough Council's Swindon Does Arts campaign** to increase the number of adults participating in the arts, and **meet NI11 expectations**
- **Arts Award opportunities for young people** (link in with Swindon Arts Award Welcome town)
- **nationally publicised event + local marketing and PR** (radio, newspaper and online)
- **engage members of the public in an inclusive, accessible, fun and creative activity**
- **raise the profile of drawing and develop a community of 'urban sketchers'**
- **a catalyst for future drawing / visual arts based events and activities in Swindon.**



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The theme of the Big Draw Swindon focuses on the links between consumer items and drawing and design.

**“The item you’ve just bought started off as a drawing”.**  
**“The thing you’re shopping for began life as a drawing”**



**Planned activities:**

- **a wall display of advertising POS materials** (donated by the stores) **to illustrate the theme, and market Outlet stores**
- **drawing activities for young children** (floor-based, crayons)
- **drawing activities for all ages**
  - a series of still life set-ups made up of items loaned by Outlet stores (with acknowledgment/marketing materials)
  - a series of white-painted objects to be used as blank canvases
  - dot to dot drawing activity (Outlet store based)
- **gallery wall (+ legacy exhibitions)**



This handbag started life as a drawing



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## Big Draw Swindon – Planning:

**We hope to gain the support of Culture Swindon:**

- **funding support**
- **marketing support via web portals and email**  
(schools, libraries etc)



## **Big Draw Swindon – Support Planning:**

**Artist Co-ordinators Jo and Kate have a broad network of contacts within the council, arts community, local media and business who we will approach to gain further support:**

- **McArthur Glen Designer Outlet and retailers**
- **Swindon Advertiser, Link and Frequency Magazines**
- **BBC Wiltshire**
- **Publicise through Council outlets**  
(libraries, tourist information centre)
- **Art suppliers** (Inkspot, WHSmith)
- **Photographer** (for publicity and legacy PR)

## **Big Draw Swindon**

**Suggested date: Saturday 23rd October**

**We plan to facilitate this event without impacting on the workload of SBC staff.**

**We will supply evaluation data.**



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