

THE BIG DRAW—GRAND TRAVERSE



Programs are supported by the Linda O'Meara Fund for Arts Education.

dennosmuseum.org/big-draw

What's The Big Draw?

- ▶ The Big Draw, hosted by the Campaign for Drawing, happens across the United Kingdom and in twenty other countries. The Big Draw offers thousands of enjoyable, and mainly free, drawing activities which connect people of all ages with museums, outdoor spaces, artists, designers, illustrators - and each other. These events are for those who love to draw, as well as for those who think they can't!



What we've done?

- ▶ 2014: National Theme – It's Our World (environmental advocacy)

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What we've done?

- ▶ 2015: National Theme – Every drawing tells a story

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What we've done?

- ▶ Big Draw Day (First Saturday in October) hosted at Dennos
- ▶ A closing event hosted at Dennos
 - ▶ 2014: Opening reception for It's Our World exhibition – featuring local artists and children's work
 - ▶ 2015: Trick-Or-Treat-Or-Draw / Harry Potter's World
- ▶ Multiple events held around the region by each partner
 - ▶ Drink and draw at local bar (Blackbird Arts, Little Fleet)
 - ▶ Programs in schools (SEEDS)
 - ▶ Postcard drawings (JRAC)



How we've done it?

- ▶ I initiated conversations with other arts organizations and asked them to point me to additional partners. Very organic. Informed somewhat by theme, but not entirely. (Grass River)
- ▶ We met multiple times in 2014, maybe twice in 2015. Check for conflicts and programming audiences.
- ▶ Self-funded by each organization. Outside funding to support free admission to the Denos, artist honoraria for some programs, and marketing.



Plus / Delta

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- ▶ Organic, based on each artist and organization's interest
- ▶ Global program – not re-inventing, connecting NWMI with the world
- ▶ Basic idea (drawing) but open to a lot of interpretation
- ▶ Helped me learn more about orgs

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- ▶ Difficulty in getting people to the table to discuss in person – lots of schedules to juggle
- ▶ The Big Draw requires “pay to play” to be included on their website listings
- ▶ Awareness is still lacking – need more marketing power, concerted effort

2014 Big Draw Day

<https://www.youtube.com/watch?v=HNCucQxExTQ>