

The Big Draw Press Release



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The Big Draw announces the theme for the 2026 Festival:

‘Make a Mark’

Building on 2025’s theme ‘Drawn Together’, which celebrated community and connection, **The Big Draw Festival 2026: ‘Make a Mark’** turns the focus to the **act of creation itself**.

To bring the theme to life, The Big Draw has worked with **artist and illustrator Joey Yu**, who has created the 2026 festival logo inspired by the spirit of ‘Make a Mark’.



This theme celebrates drawing not only as a visual language, but as a form of playful inquiry, reflection and expression. Make a Mark offers **space for experimentation and creative freedom**, inviting participants to view drawing as a dynamic and evolving process that helps us question, record and engage with the world around us.

Matilda Barratt, Director of The Big Draw, commented on the new theme:

“What excites me most about this year’s theme, ‘Make a Mark’, is its celebration of the act of creation itself. Drawing is a visual language, but it’s also a process - it’s playful and tactile, and helps us explore, experiment, reflect, and connect with the world around us.”

“Every mark we make tells a story, ignites curiosity, and opens up new ways of seeing and thinking. We can’t wait to see how participants of all ages engage with Make a Mark in 2026, discovering the joy, freedom, and possibilities that drawing can bring.”

As of today, subscriptions are **officially open**, and The Big Draw is ready to support individuals, schools, and organisations around the globe in bringing ‘Make a Mark’ to life. **Various subscription tiers** are available for organisations of all shapes and sizes.

The charity has **waived the subscription fee for non-fee-paying schools** for the second year in a row to make participation more accessible. The Big Draw is committed to **removing barriers to creativity** and encouraging more schools than ever to take part.

All participants in The Big Draw Festival are also eligible to enter **The Big Draw Awards**, celebrating drawing and creativity without borders. Prizes are awarded annually to organisers worldwide that demonstrate the vital role of drawing.

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CONTACT

For further information, comments, images and interviews:

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#MakeaMark #BDF2026 #TheBigDraw

NOTES TO EDITORS:

The Big Draw

The Big Draw is an arts education charity promoting the universal language of drawing as a tool for thought, creativity, and social and cultural engagement. The Big Draw (formerly The Campaign for Drawing) was launched in 2000 with support from and spearheaded by The Guild of St George, the charity founded by John Ruskin in 1871.

The charity leads a diverse programme of advocacy, empowerment and engagement, and is the founder and driving force behind The Big Draw Festival. 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 anyone who wants to draw.

www.thebigdraw.org | Charity no. 1114811

The Big Draw Festival

Since its launch in 2000, The Big Draw Festival has championed drawing as a universal language and a powerful tool for learning, self-expression, and innovation. Each year, organisers across the globe sign up to be part of the festival, hosting everything from hands-on workshops and exhibitions to large-scale collaborative projects.

The Big Draw Festival is made up of thousands of drawing activities that connect people of all ages with schools, galleries, museums, libraries, heritage sites, village halls, refugee organisations, outdoor spaces, artists, scientists, designers, illustrators, inventors and each other.