

PRESS RELEASE

Can you Alpha-doodle? Big Draw events at the Devon Guild

Thursday 27 - Friday 28 October 2011 (11am-4pm)
Devon Guild of Craftsmen, Bovey Tracey, TQ13 9AF

Half-term activities make art out of alphabet letters

Alpha-doodling is a new idea from the Devon Guild who will show you how to have fun with the alphabet this half-term. It is one of many creative organisations involved with the Campaign for Drawing this year - an international event that aims to get everyone creating, pencil in hand. The Big Draw is the Campaign's annual event that takes place every October. The idea is that drawing helps us to think, invent and communicate – regardless of age and ability.

This year's event at the Devon Guild runs over two days during half-term with activities based on the current exhibition of calligraphy and letterform: 'Signs for Sounds'. A selection of makers were chosen for their cutting-edge work in different media, such as calligraphy by Tim Donaldson and Brody Neuenschwander ('The Pillow Book'), font design (Gary Breeze, Ewan Clayton), moving type by Jason Edward Lewis, letters danced by performer Julien Breton and Bunny Bread's graffiti films.

Helping visitors think about and enjoy the creative work on show is part of the Guild's role as an educational charity. The Big Draw 'Alpha-doodle' days will encourage people to find out more about the craft of lettering. Qualified staff are on hand to help with 'alphabet art' ideas, and encourage visitors to explore different materials and techniques such as stenciling, illuminated lettering, calligraphy and graffiti. They can doodle round letters, decorate and take home their own graffiti name badges, monogrammed posters or personalised-font door signs. There is also the chance to enter a 'word line' competition with a calligraphic prize for the best initial letter hanging on display!

The gallery staff hope people will become more confident about mark-making: one of the most basic but enjoyable human impulses - from a child crayoning, to the draughtsman's craft. The focus is on using the exhibition for inspiration, showing that anyone can Do-it-Themselves. Everyone can be a designer just by using their imagination to decorate letters we use every day.

Events are open to public. Suitable for all ages. Free, no need to book. All materials are provided. (No unsupervised under 12s please.)

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Press: High resolution images available on disk, web or email. Please contact Simon Williams (Marketing Officer) simon.williams@crafts.org.uk or Anna Trussler anna.trussler@crafts.org.uk 01626 832223

The Devon Guild of Craftsmen is an educational charity and membership organisation representing craftspeople from the South West and showcasing the work of national and international makers. Visit www.crafts.org.uk.

The Big Draw is the international drawing event for the [Campaign for Drawing](http://www.campaignfordrawing.org) that takes place during October. The campaign has one aim: to have everyone drawing! Why? Drawing helps us to think, invent and communicate – regardless of age and ability.



IMAGES – (top) Big Draw Logo, Mia Foale

(below) Child at Big Draw

(this page, left) Alphabet letters, Brochoka Baines

(this page, right) Calligraphy drawing

