

# THE JANUARY CHALLENGE 2020

## EVERYDAY CREATIVITY IN YOUR LIBRARY

---

THE JANUARY CHALLENGE LIBRARIES OFFER  
FROM 64 MILLION ARTISTS

---

**64 Million**  
*artists!*

# WHAT IS THE JANUARY CHALLENGE?

The idea is simple. For each day in January we set a short creative challenge which only takes 5 to 10 minutes to complete. The challenge might be to write a poem about Mondays, to doodle to music, think your way around a problem or make something taller than you. It is a fun, quick and accessible way to get creative - and getting creative is good for you.

15,000 PEOPLE TOOK  
PART IN 2019

95%

of Challengers reported a positive impact on their wellbeing. Find out more **here**.

Community, learning and inquisitiveness are at the heart of the work of 64 Million Artists.

**We think libraries are amazing.** And, as spaces of creativity and community, libraries make a very happy and inspiring home for The January Challenge.





## DO

Take 5 minutes to create for the sake of it. What happens when you let go?



## THINK

What did the challenge make you think about and feel? Did anything change?



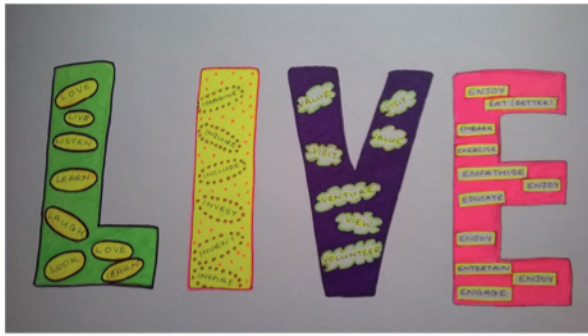
## SHARE

Invite conversation and connection by sharing with others.

# CHAMPION CREATIVITY

Cultivating an open and accessible culture of learning? Encouraging creativity and collaboration? Developing diverse spaces for communities to experiment and have fun together?

- Engage library users in fun, quick and accessible creative challenges each day. You could have a pop up creativity station, with all the bits and bobs you might need for that day.
- Encourage creativity for the sake of it. It's about enjoying the process of doing and having fun, not about the product.
- It's quick and easy - you don't need extra materials or resources, everything you'll need you'll already have in your library (imagination included).
- Get involved. The January Challenge is for everybody - staff, children, adults and your next door neighbour. See what happens when you create together.
- Liven up your staff meetings and support staff wellbeing by pausing to catch your breath - creative moments are a proven way to improve flow and productivity. Reduce the fear of failure and maximise creative thinking by establishing a more playful staff culture.



## DAY 1 **YEAR OF THE...**

What is your word for 2019? Create word art, calligraphy, or even take a photo that captures that word.

## What happened in 2019?

*"It surprised me how uplifting it was to create for the fun of it, not for critical evaluation, not for hanging on a wall."*

You could be writing a letter to your future self, telling an 'ABC story', doodling the person opposite you...without looking at the page!

Challenges explore all sorts of creative forms including reading, writing, crafting and moving.



## DAY 25 **DRAW WITH YOUR DRAWERS**

*Make art out of the content of your drawers. Draw with your 'stuff'!*

# KICKSTART YOUR CREATIVITY

## The January Challenge is free.

You can use the challenges in any way you want, and spread the word far and wide. Individuals can sign up to receive the daily challenge by email [here](#).

We also offer this package to further help your staff and users to get creative together.

### Creative Challenge Kit

If you'd like to receive all of the challenges ahead of time you can purchase one of our libraries kits. This includes everything you need to plan and deliver the challenge each day. In the pack there will be posters, guides and helpful tips for effective facilitation.

### Webinar Workshop

Fun and engaging professional development for staff in a creative webinar workshop. This workshop is designed to inspire staff to dream big and will give them the tools they need to begin a creative movement at work.

**£250+ VAT- One off payment for the whole library.**  
**[Click to pay.](#)**

Get in touch:

[jemima@64millionartists.com](mailto:jemima@64millionartists.com)

07896 549932

