

CREATIVE LIBRARIES

WE CAN HELP YOUR LIBRARIES TO
DELIVER AN EXCITING PROGRAMME OF
EVERYDAY CREATIVITY THAT ENCOURAGES
FUN, COLLABORATION AND
EXPERIMENTATION.



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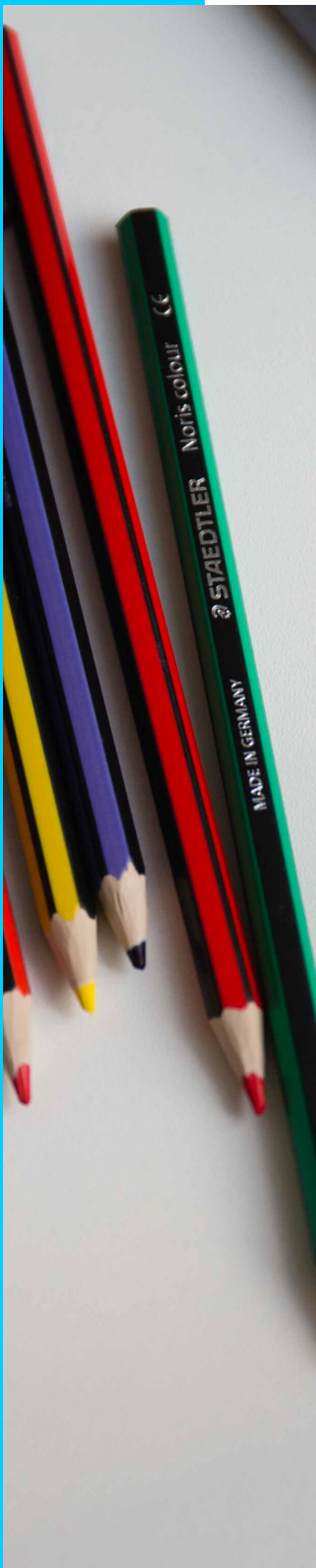
The creative challenges have added a bit of sparkle to the day and have brought some laughter to the team as we compared efforts....

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64 Million Artists work closely with libraries to facilitate cultural change through creativity. We do this by delivering cross-council projects which are co-created, collaborative and participatory. Working closely with Gateshead and Cumbria Councils, for example, we've helped library staff in those areas develop their own unique creativity projects to strengthen bonds between staff and service users, as well as bridges between communities.

Our approach employs a methodology of creativity, reflection and sharing, and is supported by simple digital tools to ensure projects are locally owned and sustainable.

64 Millions Artists' core belief is that everyone is creative and that when we create we can make positive change in our own lives and in the world around us. Whether it's used as a tool for self expression, wellbeing or social connection - we help facilitate the journey through partnerships, working closely with organisations, such as libraries, with strong community roots.



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THE OFFER - A BESPOKE CREATIVE CHALLENGE PROGRAMME FOR YOUR LIBRARIES

We have a tried and tested creative challenge framework and offer a flexible range of additional, tailored options. We put co-creation at the heart of everything we do, working in an iterative and collaborative way with you to ensure that your needs and priorities are met. We embed legacy to ensure the best value for money and ensure skills and learnings stay within the setting.

A bespoke creative challenge model might include:

- A bespoke set of interesting, accessible creative challenges

We support staff and volunteers to co-design and produce a programme of creative challenges across a range of genres inspired by the libraries' resources. These could be anything from **writing a winter haiku** to **designing the cover for your favourite book**, to **building a local landmark using objects around you**.

- Staff support and training

We offer tailored creative workshops with staff that explore creative facilitation, marketing and inclusion, as well as a guide to support staff and volunteers to deliver activities.

- Digital support and campaign marketing

We host creative challenges on our dothinkshare.com website to enable communities to take part by downloading the resources and uploading their work. We also provide all of the tailored digital assets you will need to support your campaign.

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WHAT MIGHT A 64 MILLION ARTISTS PROGRAMME LOOK LIKE?



Gateshead Libraries - Arts Diamonds

We helped Gateshead Council Library Service staff to co-create simple creative challenges to engage older people who weren't currently accessing or participating in cultural activities. With the aim of tackling social isolation through creative activities, we facilitated a friendly and sociable space for participants to meet new people and feel part of the local community, whilst also developing their creative skills and engaging with the regional cultural sector.

We ran co-creation workshops with library staff, local artists and older service users to co-design the project. The 50 creative challenges engaged hundreds of older beneficiaries throughout Gateshead's 7 libraries. We designed a facilitation toolkit and set up frameworks for people to share (e.g. a WhatsApp group for artists and staff to share their creativity and a public Instagram account).

We are currently developing a similar project with **Cumbria libraries**, aimed at softening cultural barriers which may exclude or isolate particular individuals or groups. As always, the project begins with active listening and a scoping exercise to discover staff members' current experiences and needs.

A bespoke creative challenge model costs around £10,000+VAT, but this is negotiable depending on the size of the project.

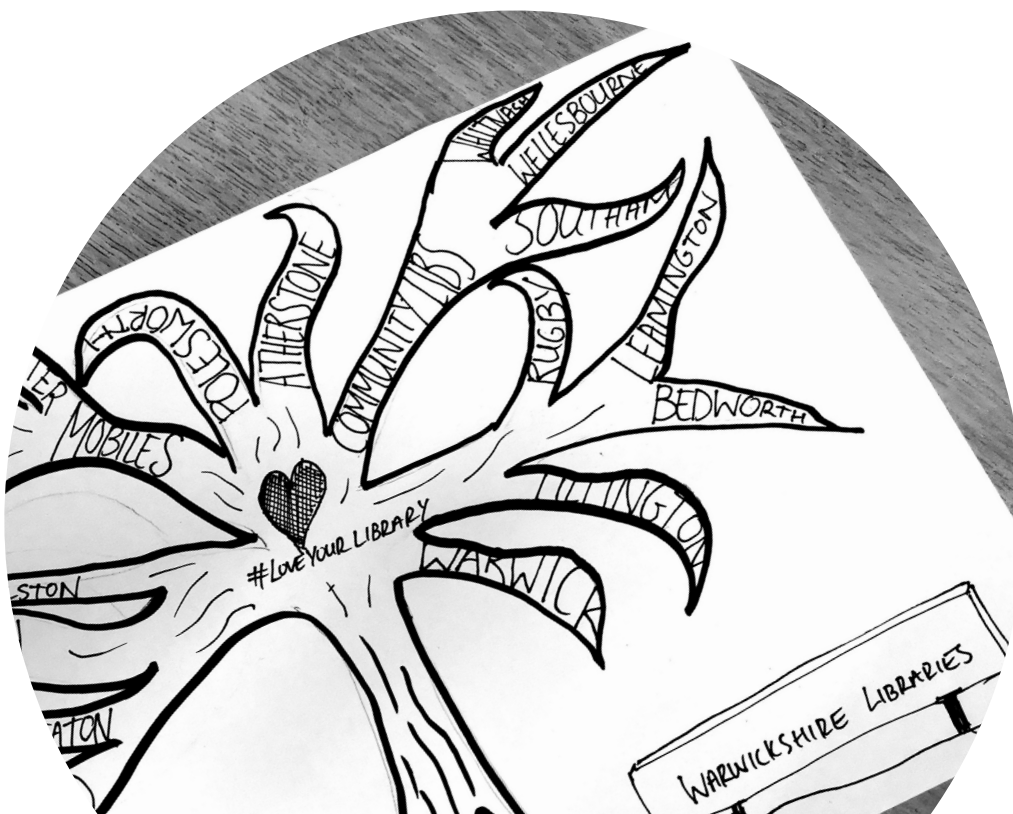
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THE JANUARY CHALLENGE - OUR NATIONAL CAMPAIGN FOR EVERYDAY CREATIVITY

The January Challenge is our national creativity programme that engages tens of thousands of people in taking on a quick creative challenge every day of January.

Over 50 libraries across the country took part in The January Challenge 2020. Some of these libraries used our 'Champion's pack' - with access to all of the challenges ahead of time, digital resources and a facilitation guide, as well as 1 to 1 support with a 64 Million Artists team member.

Find out more information on our [libraries offer for The January Challenge here](#). The Champion's pack costs £250 for each library taking part.



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ABOUT US

At 64 Million Artists we aim to be a catalyst for the creativity of everyone in the UK.

Since we were founded in 2014, we've worked with schools, universities, libraries, whole cities, workplaces, cultural institutions and health and government bodies to experiment with ways of reconnecting people with their innate creativity.

We run programmes for individuals and communities, design and deliver bespoke solutions for clients and also work on national partnering initiatives to use creativity for positive change. We undertake research on mental health and wellbeing with partners such as KCL and UCL, and have written two Arts Council England commissioned reports, Everyday Creativity (2016) and Cultural Democracy (2018), influencing the core values of the new ACE strategy.

Please get in touch with 64 Million Artists at hello@64millionartists.com to hear more or to set up a call to discuss further.

