

HOW TO DESIGN YOUR OWN CHALLENGE



The January Challenge is 31 days of fun, quick and free creative challenges to kickstart your year. All of the challenges are set by creative people across the UK, like...you!

Help us celebrate everyday creativity this January and submit a creative challenge idea for the nation to take part in.

What is a creative challenge?

A playful and accessible prompt to inspire creative action. It is an opportunity to inspire people to try something new. A creative challenge should be quick to take part in (roughly 5-10 minutes), and shouldn't require materials you aren't likely to find around you.

This year, there will be three themes to choose from! Each theme features 31 challenges, a creative prompt for each day of January. Use the themes to help you design your challenge idea...

We are Human

31 challenges to explore the senses, the natural world and what makes us human.

We are Culture

31 challenges to explore our identities, cultures and communities.

We are Connected

31 challenges to explore what happens when we create together.

Read more about the themes [here](#).

**THE
JANUARY
CHALLENGE**
64 Million artists! **2022**

Choose a theme and follow these tips to create your challenge.....

Why?

Think about why you have chosen your theme and the reason it resonates with you. What's the first thing that comes to mind when thinking about this theme?

Choose a word, object, feeling or memory that it brings up for you.
Write down all the things or words that come up for you. Don't think too much, see what flows onto the paper!

What would you like participants to do?

Your challenge idea could get people doing anything from dancing to building to writing. How do you like to channel your creativity?
Think about your chosen word. What sort of creative acts might link to your word? What does that word, object, feeling or memory inspire you to 'do'?

What would you like participants to be thinking about?

What conversations do you want to inspire with your challenge?
How might your challenge get participants taking part in your conversation?
What do you want the people doing your challenge to think or feel?

Remember....

No idea is too big or too small.

Write down any ideas that come to your mind, and see how they develop throughout the day. What happens when you tell somebody else your challenge idea? Or give it a go yourself..?

Now you have your idea, check the following things -

- Can you do this challenge in 5-10 minutes?
- Is everybody likely to have, or be able to find the materials to try this challenge?
- Is this challenge accessible to everybody taking part? Consider time, space, money and mobility.
- What do I want the people doing my challenge to think or feel?

Submit Your Challenge Idea!

Click here to submit your challenge.

If you would prefer to email, send us a video or a voice recording to tell us about your idea, you can send your submission to yashoda@64millionartists.com. Or you can ring or message via the 64 Million Artists Whats App on the number 0203 882 4709.

Spread the word - invite your friends, family or the people you work with to have a go. Anybody can set a challenge!

Submit your ideas by Monday 15th November 2021.



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