

Big Draw 2006 at Orleans House Gallery Evaluation

MEGA Map: A family friendly community workshop to celebrate the Big Draw, during which participants created a gigantic 3D map charting their journeys to the gallery from their homes.



Objectives

- To foster and promote cross-generational learning by encouraging collaborative creation and learning within each family.
- To provide the opportunity for families who work with the gallery through hard-to-reach target specific programmes to integrate into this more general local community group and to encourage them to feel that they can attend such events at their own will and on a regular basis.
- To promote the idea of drawing as a very broad and dynamic media.
- To expand participants' perceptions of drawing by promoting the idea of drawing as having possibilities in both 2D and 3D forms.
- To provide participants with the opportunity of working with a professional artist.
- To provide an event for local residents to promote art as a social and community-building mechanism and Orleans House Gallery as a cultural community centre.
- To build links in the community and foster social cohesion by encouraging local residents to work collaboratively.
- To allow Volunteers on work experience to assist in the running of a large-scale community group art workshop.
- To allow participants to enjoy and achieve.

- Use Family Learning Week as an opportunity to raise awareness of the value of family learning and introduce new families to the network of opportunities across the borough.

Target audience

The target audience was families from across the London Borough of Richmond upon Thames. We particularly wanted to involve families who had previously taken part in our targeted family learning provision, many of whom live in the borough's deprived wards. By encouraging these families to take part in an event offered as part of our general family friendly provision, we hoped to provide progression from our targeted courses and introduce them to the range of family learning opportunities available free of charge at the gallery throughout the year.

Theme

The Big Draw: we chose to give our Family Learning Week activity an even higher profile by linking it to a national celebration: the Campaign for Drawing's annual showpiece. The campaign aims to encourage people of all ages to discover that drawing is enjoyable, liberating and at everyone's fingertips. We felt this campaign linked particularly well with the aims of Family Learning Week as it encourages intergenerational learning by emphasising that adults can enjoy drawing-based activities alongside their children.



Activities

Local residents and families worked together with a professional artist to create a MEGA map; a huge collaborative drawing combining 2D and 3D elements. The artist worked with volunteers on work experience to create a 3x8m piece of paper with a drawn outline of the river Thames running across it and a model of Orleans House Gallery placed in geographical situ next to the river. Participants were invited to draw and construct a model of their own home and then place it on the giant map in relation to the gallery and river. Visitors then used a variety of materials, thinking about colours, patterns and shapes that reflected their mode of transport, to draw the route they had taken from home to get to the gallery that morning. At the end of the workshop everyone was invited to step back and view their map of London which consisted of incredible 3D homes and a beautifully intricate lattice of drawn marks all extending centrally to the gallery, marking peoples' routes.

Engaging the target audience

This event was particularly successful as the activity designed brought together everyone who attended in a really positive and creative way. Due to the geographical knowledge required to site their drawings parents were required to work closely with their children and really enjoyed this element. In trying to ascertain where they all lived on the map participants were also drawn into conversation with other families and discovered lots of new neighbours. The activity was simple in concept which allowed everyone to get straight on with it and feel confident in what they were creating but was also creative enough to allow people to feel challenged and to provide endless possibilities and interpretations using drawing. All the participant families stayed for the duration of the two-hour workshop, demonstrating a high level of engagement with the activity.

We were particularly pleased to welcome a number of families who had previously taken part in our targeted provision or who were already signed up to the Family Learning Passport Scheme. This included two families who had taken part in a family learning outreach project run by the gallery in Ham, but who had never previously visited the gallery site.

Literacy, Language and Numeracy

The workshop required participants to discuss and describe their route to the gallery with one another, making use of speaking and listening skills to establish clear directions. Some participants also used writing to annotate the map, adding details of directions and recollections connected with the sites depicted.

In order to create 3D buildings to be placed on the map, participants used flat nets to create 3D forms, allowing them to explore shape and space especially the relationship between flat shapes and 3D volumes.

Promotion

We used a number of methods to promote the project: information on our website, posters and flyers in the gallery and across the borough. Alongside these more general channels, we sent flyers to our families' mailing list and flyers accompanied by personal letters to families from our recent targeted family learning projects around the borough. All publicity, along with the workshop title 'MEGA Map', emphasised the exciting scale of the collaborative artwork to be produced and the intergenerational focus of the workshop, as well as emphasising that it was a free event.

Following the event, photos on our website serve to showcase the workshop and promote our annual programme of family friendly events.

Evaluation

All participating families completed monitoring forms, allowing us to develop our understanding of our family audiences, especially in terms of their geographical spread across the borough.

An informal plenary discussion at the end of the session encouraged families to step back and evaluate their own collective achievement, as well as giving the opportunity to contribute feedback on the session. Families evidently took pride in the art work

they created, with many asking to take their work home with them and emailing to ask when photos of the event would be available on the gallery website. Some families followed up the session by emailing positive feedback to the organisers. Four families returned to the gallery for our annual Santa in the Octagon Christmas Craft workshop.

Signposting to Further Opportunities

All participants had the opportunity to join our family mailing list to receive notification of future events. All families who had been referred to the Big Draw from our targeted family learning courses join the Arts Services' passport scheme and received an Orleans House Gallery Family Learning Passport (see enclosed), which encourages families to attend a range of free family learning events for which they receive a stamp – with 5 stamps they can receive arts materials or a ticket to an arts event. The aim of the passport scheme is to encourage the integration of the targeted families into the gallery's regular provision.

Further Learning

Many participants used feedback forms to indicate a desire to be kept informed of future opportunities for learning offered at the gallery.

Quotes from participants

'It was really good to see you on Sunday. Emilie enjoyed the event, but particularly seeing you and Ali. Thanks again.'

Quote from mother of one of the families referred from a targeted family learning course run in Ham.

For pictures, see our Family events Photo Gallery page:

http://www.richmond.gov.uk/home/leisure_and_culture/museums_and_galleries/orleans_house_gallery/education_at_orleans_house_gallery/activities_for_children_and_families_at_orleans_house_gallery/family_events_photo_gallery.htm

