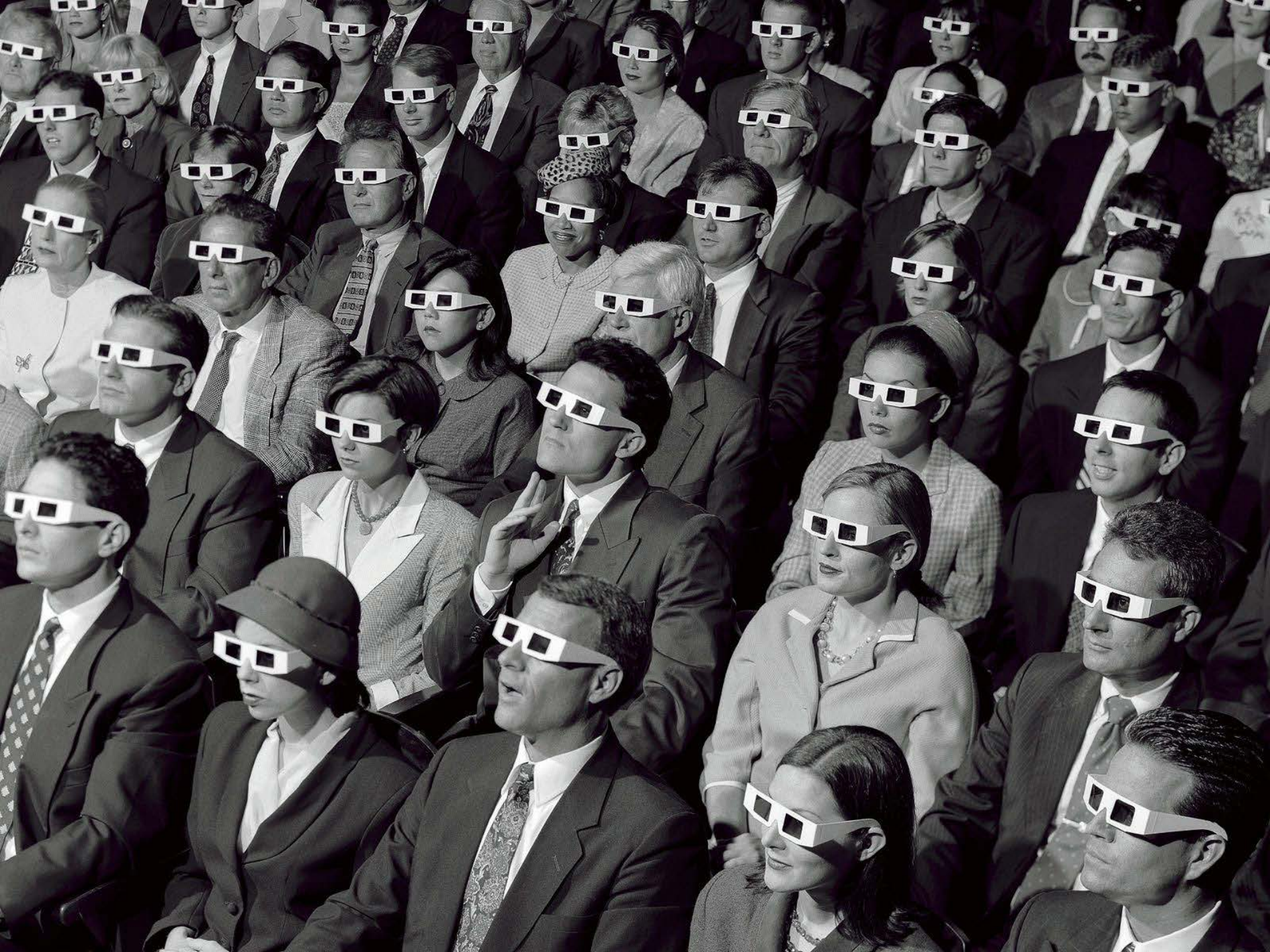


64 Million
artists!

No. 365

Jamie Wieck

**ART IS WHAT
ARTISTS DO**







**What is everyday
creativity and why is it
important?**

Creativity: The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc; **imagination**



The UK Context



64 Million
artists!

No. 365

Jamie Wieck

Do.

Think.

Share.



- Having fun
- Not trying to be good at something
- Starting from your passion but trying something new
- Taking a risk

Twenty
Mins

An
Hour

Half
a Day



- Reflect on how it made you feel
- What was different? Did anything change?
- How would you like it to be?

A blue rectangular button with the word "Share." in white, bold, sans-serif font. A white horizontal line is positioned below the text.

Share.

- ‘Vulnerability is the birthplace of innovation, creativity and change.’ Brene Brown

How do we work?

Online Tools

January 13, 2017

The January Challenge, Day 13 – Lined Up.

It's Friday and that means it's time for a group challenge. In a group, be it online with other challengers, at work, or with friends, we would like you to: Collectively write a story. Take it in turns to write a line, and respond to the line before yours. Be inspired by others' thoughts ... [Read more](#)



January 12, 2017

The January Challenge, Day 12 – Scrap Band.

Today's challenge is in partnership with the wonderful team at Voluntary Arts who work to promote participation in creative cultural activities across the UK and Ireland and offer regular opportunities to volunteer within the Arts. To find out more, click here. Today we are looking to those unwanted or discarded objects in your home and ... [Read more](#)





Ellen Stewart
22 hrs

Very simple - but incredibly pleasing that something as basic as varying quantities of water in glasses can make different notes.



Like Comment Share

9



Joy Meakin Ooo i have done something similar. But can't get it to post! Like this.

Like · Reply · 1 · 22 hrs

Ellen Stewart replied · 1 Reply



Write a comment...



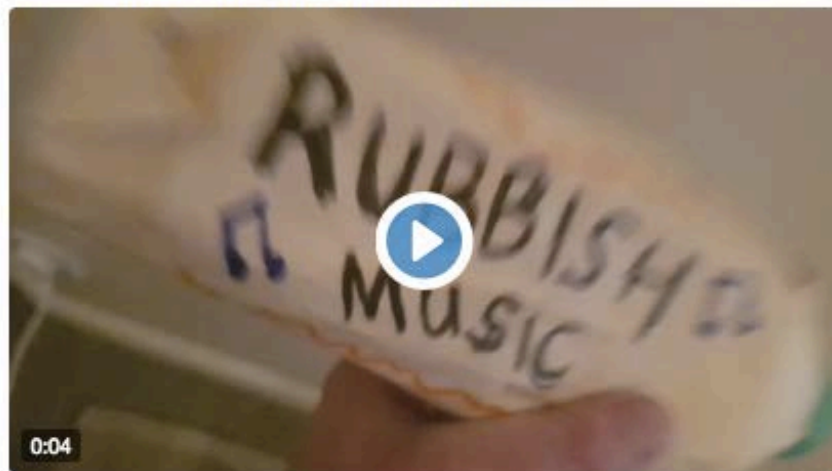
Katie Dunstan
23 hrs

I had an empty jar of golden syrup and 3 elastic bands. Here's what I made...



Pete Jackson @pete62jackson · 20h

I am taking part in [#64millionartists](#) in memory of my mum who loved arts and crafts. Today's activity is to make music from rubbish



2

6



Carole Thompson and 2 others liked



Sarah @misfitmum · Jan 11

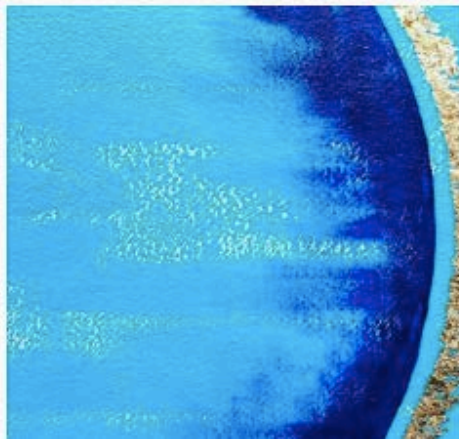
Beneath the fir trees lining the top of the hill, the wild flowers are practicing for their next gig. [#64millionartists](#) @64M_Artists

Save



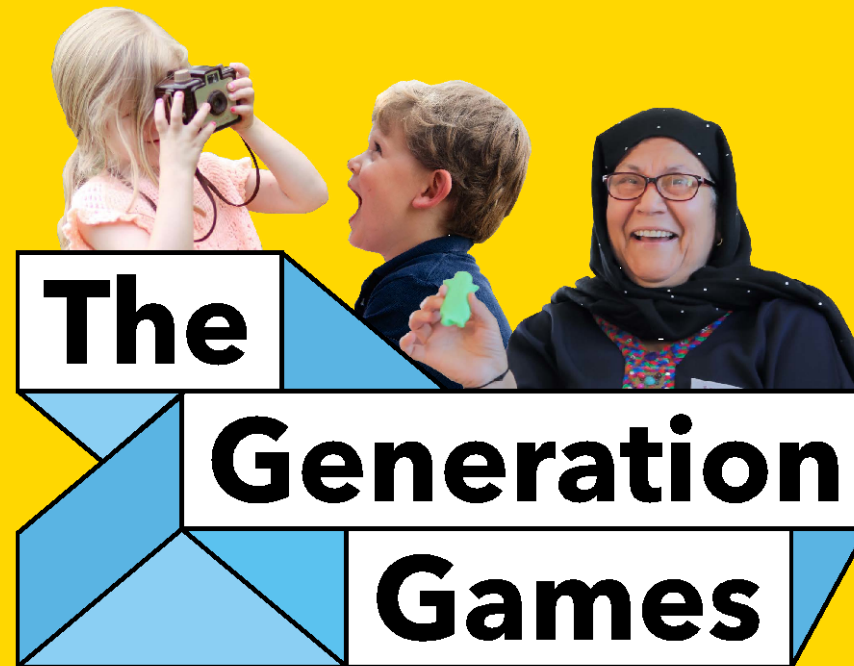
...own. She closed her eyes.
 After a moment, once she'd felt
 the cool air against her skin and
 felt the breath of the wind in her ear,
 she opened them.
 What she saw was what she'd expected.
 WAS ALL UPSIDE DOWN.

...day. ... just doesn't make sense.
 He would say, falling asleep, disoriented. He had had the same
 problem since she was eleven, her constant memory being what she
 kept through her third and fourth exams.
 One day, soon life
 will keep her awake
 She never knew what to expect, but she
 was willing to embrace what was in front of
 her. It was the first of
 December and the air was
 freezing cold; she blew steam
 into the air as she left the
 house and walked across
 the road. Everything was
 quiet. Her thoughts were



Ever find yourself trying to think of activities to do with your grandchildren?

Ever find yourself visiting elderly friends or relatives and don't know what to do?

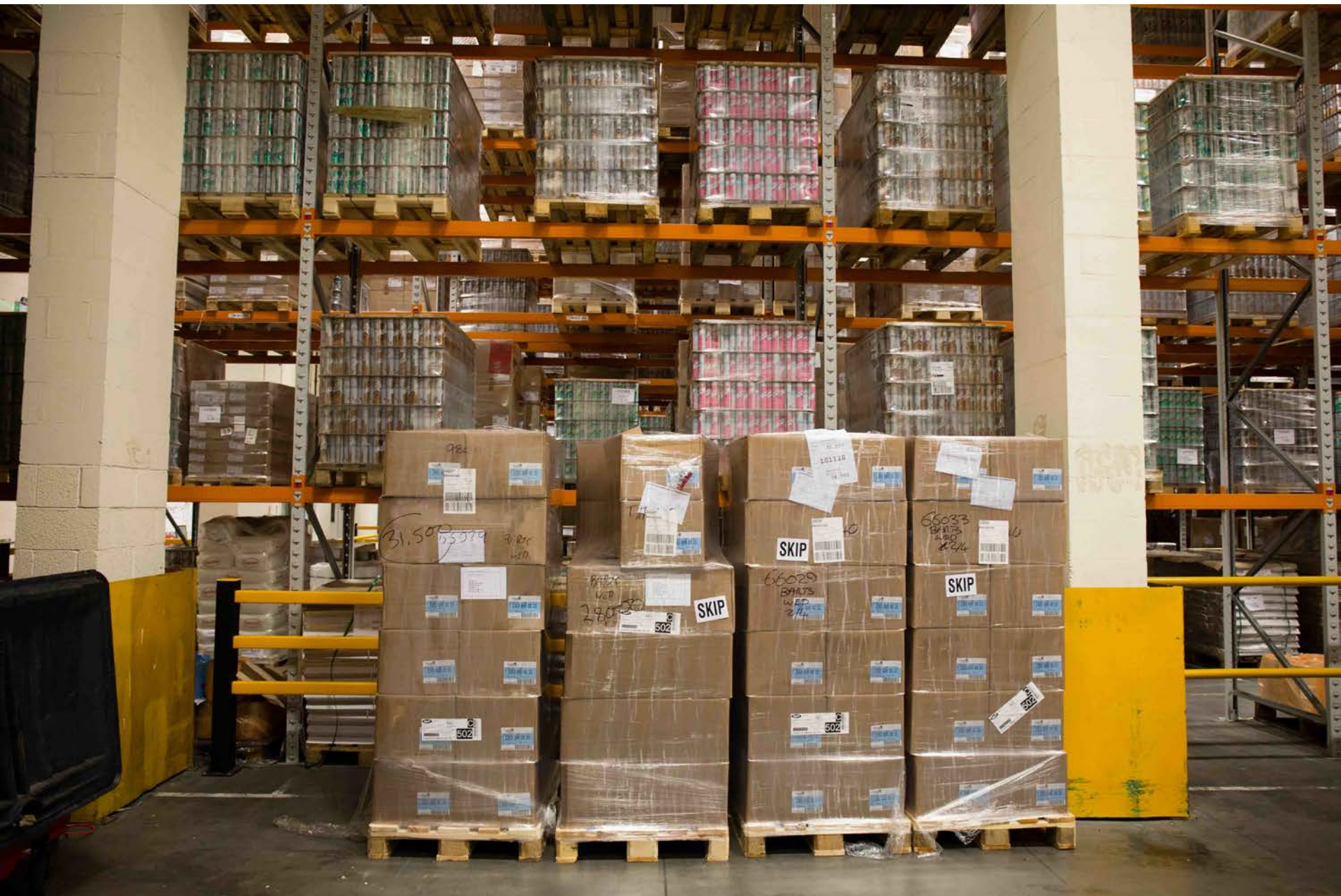


This Summer we have the project for you.

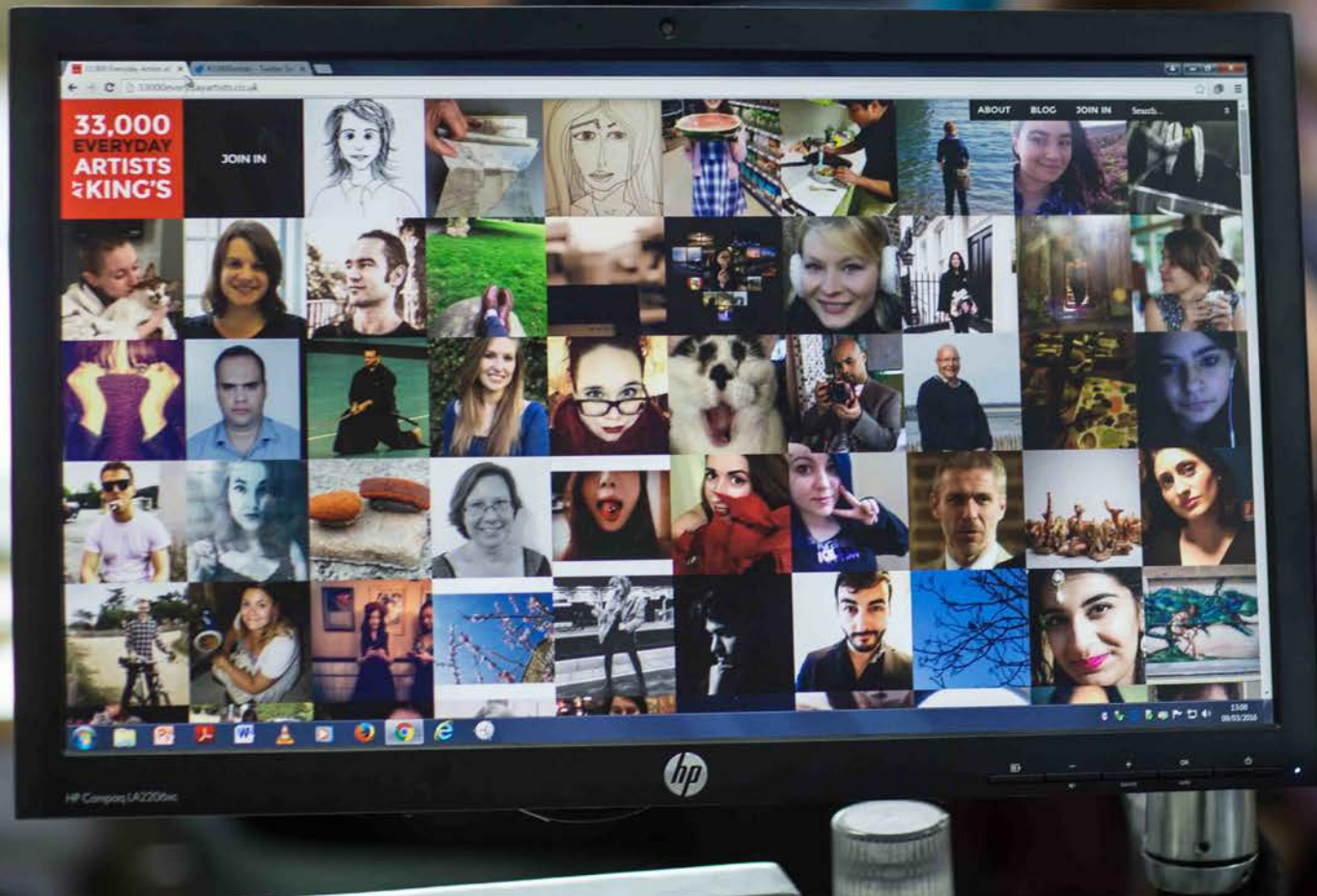
Throughout August 2017, 64 Million Artists are running The Generation Games - A free 31 day programme of quick and fun activities designed for older and younger people to do together.


[CLICK HERE](#) for more information

Training







 **South East Block**
Level 0

- ← **KCLSU**
- ← **Student Services**
- ← **Careers Service**
- ← **Health Centre**
- ← **Access to Chesham Building**
- ← **Access to The Compass and Careers Service**

YOU ARE
DOING
YOUR BEST



KCL



Consultancy

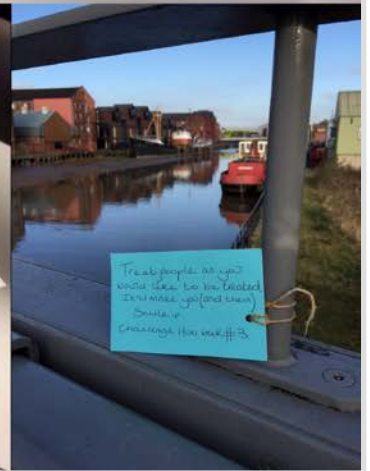
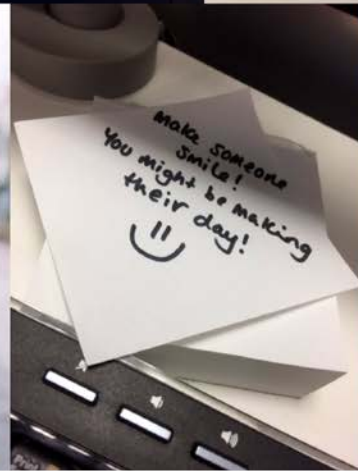
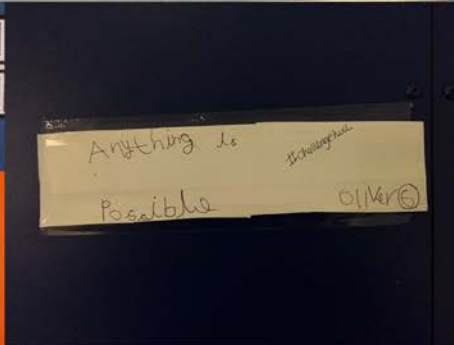
#ChallengeHull

- 52 organisations and groups
 - 1 creative challenge every week for a year
 - Public challenge for everyone to Do, Think and Share
 - Released every Monday in 2017
 - Promoted by media partners and Hull 2017
- 
- A series of red diagonal lines of varying lengths, arranged in a fan-like pattern in the bottom right corner of the slide.

64 Million
artists!



Week #3- Leave an inspirational message



Everyday
Creativity



ARTS COUNCIL
ENGLAND



What supports everyday creativity?

- Accessibility of place/space
- Creativity by stealth
- Process over product
- Being given permission
- Cultural catalysts/connectors
- Digital/TV – mainstreaming
- Progression routes

What are the barriers to Everyday Creativity?

- The excellence narrative
- Language around creativity and the arts
- Lack of space for creativity at work
- Reduction of creativity in school

Recommendations

- Valuing
- Supporting
- Cultural Democracy

Valuing

ACE to:

- Increase the visibility of everyday creativity
- Revisit language
- Relax art form definitions
- Run a nationwide campaign (or support Get Creative)

Cultural sector to:

- Lobby more in other areas around creativity (eg Health, Education, Technology)
- Change methodologies for measuring arts and culture
- Do their own Everyday Creativity

Supporting

ACE to consider:

- Micro grants distributed by local organisations
- Longer term funding for community development
- Funding people, not projects
- Training all staff to better understand EC
- Commission a feasibility study around local and national information sharing
- Support national networking and skills sharing for everyday creativity

Cultural Democracy

- Cultural buildings better deployed for communities
- Citizen panels
- National skills sharing across ecology
- Ecological approach

Follow Up

- Working with all ACE staff
- Feeding into 10 year strategy
- Towards Cultural Democracy
- Cultural Democracy in practice
- Moving towards an ecological approach to culture

64 Million *artists!*

No. 365

Jamie Wieck

w: www.64millionartists.com

t: @64M_Artists

f: 64millionartists

i: 64millionartists

#64millionartists