

# SKETCH APPEAL 2023



ALL TOGETHER NOW





Us! Lee (left) & Dulcie (right)

2023 has been a year of new connections, insights, projects and - of course - new pencils! We've loved working in hospitals, schools, libraries and other community settings - free from COVID restrictions that held us all back for so long. At the same time, it's been a joy to continue our Zoom sessions for our awesome online community! As always there have been challenges, both in the funding and delivery of our work - including when I fractured my feet!

I must say a huge thank you to all those who have funded, supported and engaged with our work this year - I never take it for granted that you are there and that you connect with the aims of mission Sketch! I want to say the HUGEST THANK YOU to Lee HD, who has been the most incredible colleague and friend throughout 2023. It's been such a dream to work together on some really special projects this year, including the revelation that was our first ever holiday club for children. Will we ever forget the transformation from day 1 (throwing paper aeroplanes at each other) to day 3 (staying inside to finish art over lunch and showing others how to make 'squishy birds')? I think not!

I've often said that drawing saved my life, but in fact it just showed me the things I needed to wholeheartedly live it. My creativity became a compass to find 'my people' - and Lee was one of those. We first met when I asked her to be a guest tutor on a Zoom session in Spring 2021. From the way that she talked about drawing and what it meant to her I instantly knew that she got me and she 'got it' - that she too drew from, and for, her soul. That she also had ADHD and a history of anorexia was a commonality that I discovered later, and this has become a strong focus and foundation for our future work together, as Sketch Appeal. I'm really excited to share more about the work we're doing with the NHS next year - watch this space!

Late last year I read a brilliant article by Clinical Psychologist, Dr Sanah Ashan which cemented the purpose of Sketch Appeal. She wrote that "social action is the medicine that relieves people's personal and collective distress" which I wrote and pinned up on my wall this January, as a reminder of the power and impact that communal creativity has. It will remain there for many years yet, to inspire the social action that we continue to take to prevent isolation and mental illness, by cultivating connections, support networks, and inclusive spaces for people to find and be themselves, together.

I hope you enjoy reading about some highlights from this year - one full of powerful connections, courageous creativity and so much FUN!

*Dulcie*

FOUNDING DIRECTOR



Artwork by Joyde Perlin

In August we ran our first ever summer Art Club, funded through the UK government's HAF programme which is designed to support children from low-income families through the school holidays.

Our 'club' involved a series of playful daily workshops focused on building children's confidence through creative play, social interaction and self-expression. This was an opportunity to be inspired, try new things, and maybe even make some new friends!

Over the course of 2 weeks, we ran 3 x half-day workshops for 2 groups of 15 children aged 6-12 - the majority of whom were neurodiverse which meant for some awesome creativity, if at times challenging behaviour. Children got to experiment a fun mix of activities and materials - from coloured pencils to coloured inks - and more importantly, they got to hang out with each other! It was so wonderful to see them grow in just 3 days - to inspire and encourage each other, to become kind and considerate 'team players', and seem more confident in themselves.





**"I LOVED EVERYTHING! I ENJOYED PAINTING WITH INK BECAUSE I'VE NOT DONE THAT BEFORE. THANKS TO THIS ART CLUB I'VE MADE NEW FRIENDS."**



**"I LIKED THAT THAT TEACHERS DIDN'T JUDGE OUR WORK BECAUSE IN SCHOOL THE ART TEACHERS ARE STRICT AND DON'T LET US DRAW FREE"**

# INSPIRING CREATIVITY FOR LIFE



## Feelgood zines for City Lions

Commissioned by City Lions as part of their Westminster Creative Collective project, we delivered a series of zine-making workshops in 3 primary schools, promoting self-reflection and self-care as children drew things that made them feel good. The project ended in a showcase at the Saatchi gallery - such an honour to be part of it!



## Summer Fun in RBKC libraries

We were thrilled to be asked to run a series of half-day workshops in four RBKC (Kensington & Chelsea) libraries as part of their Summer Holiday Activity provision, funded by the DFES and designed specifically to support families with children in receipt of free school meals. Over 100 children and parents joined, and had a lot of fun!



## Time ART for Young Carers

In summer, we began working in partnership with Family Lives Westminster to deliver fun social sketching sessions that give young people with caring responsibilities the chance to relax, create and connect with others who 'get it'. We often kick off with portraiture to connect, then give children permission to play, doodle and freestyle it!

**WE WOULD RECOMMEND AND  
WORK WITH SKETCH APPEAL  
AGAIN AT ANY OPPORTUNITY.  
JACKIE--(RBKC LIBRARIES AND ARCHIVES)**



**"CHILDREN AND PARENTS WERE VERY HAPPY ABOUT THE  
EVENT - EVEN SUGGESTED ABOUT HAVING THIS TYPE OF  
ACTIVITY REGULARLY IN THE LIBRARY. AND IT WAS THE  
BEST TURNOUT OUT OF THE OVERALL ACTIVITIES THAT  
WERE HELD FOR THE SRC 2023."**

**THERESA, MANAGER @ CHELSEA LIBRARY**





## THE ART OF SELF-LOVE

In early Summer we led a 5-week wellbeing course in **The Art of Self-Love** - part of the cultural learning programme at **Harrow Arts Centre**. Delivered in half-day workshops, the course explored portraiture as a tool for self-reflection, transformation and creative empowerment, and gave participants the chance to play, express and see themselves in new ways. Using liberating, evidence-based methodologies and exercises from our book and previous projects (of the same name), they explored a wide range of materials, artistic styles and influences.

There was something extremely special and powerful about the connections on this course, which led to some major personal breakthroughs and outcomes. Everyone came with unique expectations, personal challenges and creative blocks. Guided by empathy and open-hearted playfulness, throughout the course they were able to let go of these expectations - to find fresh perspectives and a deepened sense of themselves and their community.

It was such a joy to see the participants bond and grow in self-confidence over the 5 weeks - to help them overcome creative fears, to be more experimental and carefree.

**"THIS WAS SUCH A FULFILLING COURSE. I LOVED HOW THE FOCUS WAS ON NOT ON ART BEING TECHNICAL, BUT ABOUT EXPRESSION AND JOY. IT WAS AN UPLIFTING ENVIRONMENT."**

Suhaylah Chatoo



“When I started the course, I hadn’t drawn a self portrait in years. The act of looking at myself in a mirror so that I could draw myself with kindness and compassion had diminished over time. Instead I was festering a kind of shamefulness about growing old, as well as a deep pain about growing into childlessness and being single in my 40s. As someone with an art practice I found an outlet for expression by photographing brutalist landscapes bereft of human figures and interaction. Importantly, I never questioned what I had lost by turning to landscapes.

If a friend hadn’t signed me up for the course, I’m not sure I would have even taken the first step to attend! While during the first class, we didn’t talk about the pain or anxiety older women experience, Dulcie made space for us to address these feelings by being vulnerable with us and supporting us draw each other and ourselves. The art of self-love course was transformative for me because it unlocked a way to love myself again and to look at myself through portraiture practices that are playful, collaborative, and gentle.

By the end of the course we had made many self-portraits and we had also made a community committed to showing acts of care and kindness through the art of drawing. This class has perhaps been one of the most important interventions in recent years because it helped me see what I had lost over the years but perhaps more importantly, it showed me what I could rekindle through simple acts of making lines and patterns on paper supported by people who care and share similar struggles.”

**Sadhvi Dar, course participant**



# HEALTHY HAPPENINGS!



As huge fans of their work, it was an honour to be commissioned by **Breathe Arts & Health** again this year! Amongst other things, we ran a series of Social Sketchups for staff across Guys & St Thomas Hospital Trust during Creativity & Wellbeing week, and drop-in activities for Nurses & Midwives Week.



# PERMISSION TO PLAY!

In July, we were invited to run a day full of activities as part of Cambridge University Hospital's Arts Week 2023. We engaged over 100 staff and had an absolute blast! As well as drop-in activities in the canteen, we toured various departments to get staff drawing each other - including this lovely lot!



## CELEBRATING 5 YEARS OF SKETCH APPEAL

On Thursday 29th June we celebrated our 5th anniversary at Rich Mix. We were last there in March 2020 (just weeks before COVID landed) and it was such a joy to be back, and joined once again by our Colour Queen Sue Kreitzman!

After a few reflective words of welcome and some fun warm-up challenges with Sue, we were joined by Sue's fellow Colour Walk Founder Florent Bidois. Florent posed for a fun and fast-paced fashion sketching session led by our other favourite Sue - legendary Fashion Artist Sue Dray. The night ended with a spontaneous, serendipitous and slightly surreal grand finale - featuring 5 fabulous muses (plus grasshopper!) to mark 5 spectacular years of Sketch Appeal! It was bonkers and brilliant - a highly fitting celebration.

Over the past 5 years we have proved that the power of creativity AND community combined can lead to great personal and social change. We have contributed to a shift in the way that drawing is perceived and experienced - we've made it fun, easy, purposeful and more accessible to a wider audience. We've demonstrated and activated its mental health benefits and social value. We have survived a pandemic and we have emerged stronger!

**Here's to the next 5 years!**





Our fabulous guest muse Florent Bidois (left) and guest tutor Sue Dray (right)

DULCIE ☆



IT'S BEEN 5 YEARS  
everybody  
can draw

An idea that wasn't  
perfect.  
I just knew that something  
that helped me I  
wanted to  
share with others

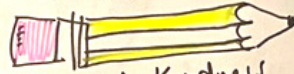
Drawing Regularly  
Changes your  
Mood  
Changes your  
mind



\*Don't use  
sticky tape  
on wet  
paint

\*fuck it is  
only mantras you need

\*never throw away  
nipple tassels



\*Power of Kindness  
& big pencils

\*COLOUR



I'm incredibly  
gratefull to  
you

We have our  
Tribe  
we have  
our  
COLOUR

SUE  
KREITZMAN



I became an  
ARTIST  
BY  
ACCIDENT  
NO RIGHT  
NO WRONG

Different interpretations  
of the same things - it's  
EXCITING!

DRAW WITHOUT  
LOOKING  
DOWN



Non  
DOM  
HAND



Our friend, Illustrator Cat Faulkner, sketched some notes during the welcome 'speech' and warm-up challenges. Thanks Cat!



## OVER THE PAST 5 YEARS, SKETCH APPEAL HAS:

- CREATIVELY EMPOWERED OVER 14,000 PEOPLE
- DELIVERED OVER 2000 WORKSHOPS/EVENTS
- WORKED IN SCHOOLS, HOSPITALS, MUSEUMS, LIBRARIES, FESTIVALS, CINEMAS, HOUSING ESTATES, POP-UP SHOPS AND MORE!
- SECURED 14 PROJECT GRANTS
- BEEN REGULARLY COMMISSIONED BY TEENAGE CANCER TRUST AND THE NATIONAL PORTRAIT GALLERY
- ENGAGED THOUSANDS THROUGH OUR MAGAZINE, BOOK, SOCIAL MEDIA AND DIGITAL CAMPAIGNS
- PROVED THE POWER OF OUR METHODOLOGIES AND DEVELOPED A STRONG EVIDENCE BASE FOR OUR FUTURE PROJECTS AND GROWTH





# HOCKNEY-INSPIRED FUN AT THE NPG!

Lee and I were thrilled to be asked by the National Portrait Gallery's digital team to create some fun sketching challenges inspired by the brilliant exhibition **David Hockney: Drawing from Life**. It was great to dive deep into Hockney's work and emerge with fresh inspiration and a new found love of charcoal!! It was also great to be pushed out of our comfort zones (in front of the camera) - terrifying but empowering! You can find and try our 3 short challenges by searching for NPG on the Bloomberg Connects app.







## Bloomberg Connects

Download our digital guide on Bloomberg Connects, the free arts and culture app, to unlock audio from David Hockney and the exhibition curator Sarah Howgate to support your visit to *David Hockney: Drawing from Life*.

Enjoy the content in-gallery or at home, with the app including drawing activities inspired by the exhibition, with artists from Sketch Appeal.



A small feature in a major international exhibition, but a feature none the less!! (On wall as you enter!)



# IN THE HOUSE!

In October we launched a new midweek, 'Time Art Club' at Oxford House, Bethnal Green. The aim? To boost midweek moods and nurture people's confidence, social network and sense of belonging through regular creative actions and interactions!

From 11-12.30pm every Wednesday, we've been popping up in the cafe and inviting local residents to drop in and draw with us. Whilst it's open access, the club is aimed at local residents who are out of work, no longer work, or work freelance - essentially anyone who might benefit from a bit of social connection and creative community.

So far, we've experimented with a range of materials and drawn a lot of portraits - because what better way to connect people?!

We're happy to report that we've cultivated a wonderful group of regulars and - by popular demand and thanks to funding from the East End Community Foundation - the club will continue in 2024!

**"FABULOUS OPPORTUNITY TO EXPRESS OURSELVES AND DISCOVER THAT WE CAN DRAW! WE EXPECTED IT TO BE A LITTLE MORE TEACHER/PUPIL BUT WERE DELIGHTED TO FIND IT SO INFORMAL. WE MET SO MANY LOVELY PEOPLE AND ENJOYED LETTING OUR CREATIVE SELVES LOOSE."**



# IN MY HAPPY PLACE!



Being part of Fearne Cotton's Happy Place Festival (in London and Manchester) was PURE JOY! I ran 3 sold out Social Sketchups and met some of the most incredible people whose spirits and sketches I will never forget, including sisters Hannah and Becky Cheatham (below) - who have THE BEST SMILES EVER!





## NETWORKING WITH THE BEST!

Another venture outside of London in July - this time to run Social Sketchups at the start of each day of the AMA (Arts Marketing Association) conference. Having spent over 15 years working in marketing before starting Sketch Appeal, it felt really special to be back with my peers - and I was so excited to see so many (75!) delegates VOLUNTARILY join these breakfast sessions. They proved to be perfect ice breakers and among the most expressive/rowdy sessions I've ever run! Arts marketers, you did me proud :)



**THE SOCIAL SKETCHUPS WERE A REALLY GREAT WAY OF ALLOWING OUR CONFERENCE DELEGATES TO DO SOMETHING CREATIVE IN THE MORNING, GET READY FOR THE DAY AHEAD AND - REALLY IMPORTANTLY - GET TO MEET ONE ANOTHER IN A RELAXED WAY WITH NO AGENDA. I HEARD SUCH GOOD THINGS FROM THE PEOPLE WHO WENT ALONG. HIGHLY RECOMMENDED!**

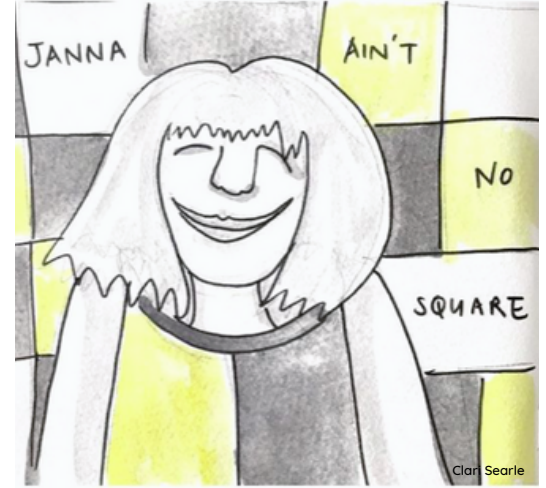
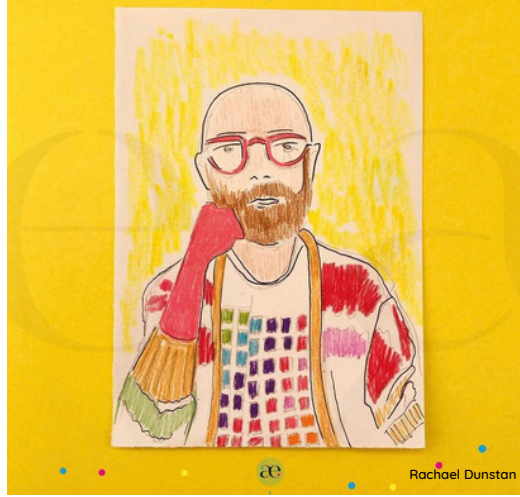
**LUCY JAMIESON @ ARTS MARKETING ASSOCIATION**



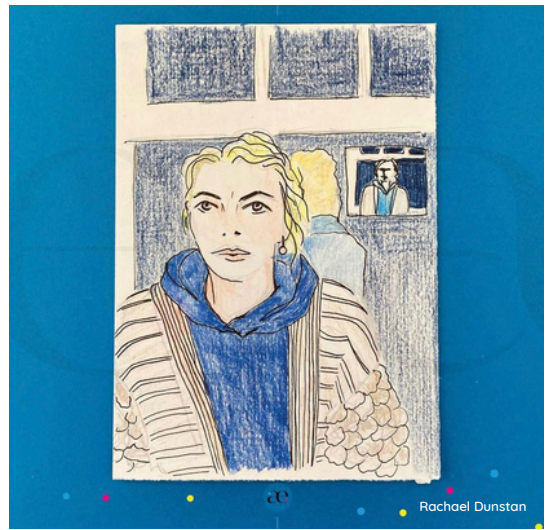
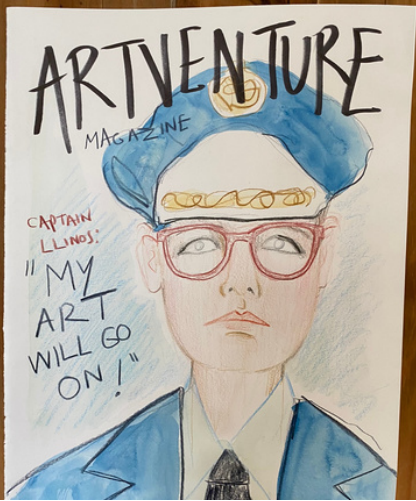
We've delivered plenty of Team Sketchups and away day activities this year too! This one, for around 40 RHS staff at the Museum of Home, was a recent favourite!

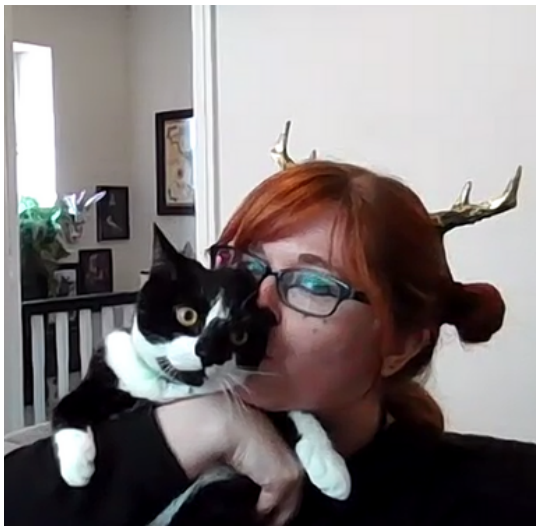
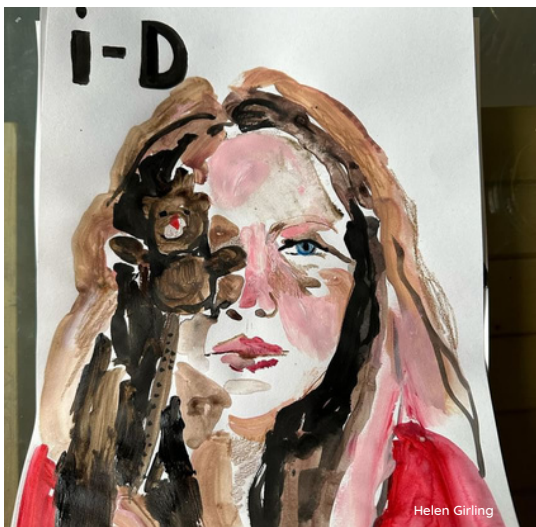
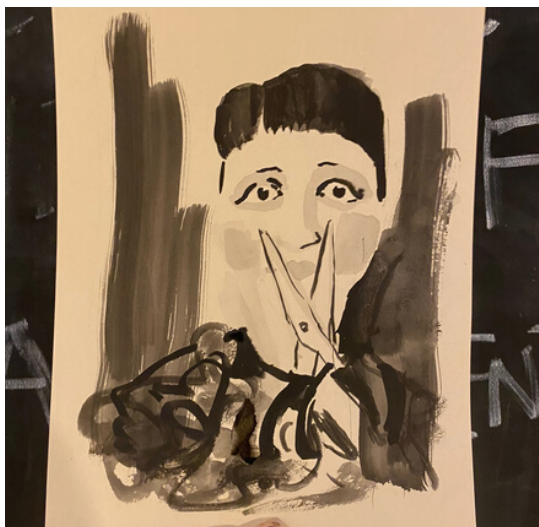
**"WE WOULD HIGHLY RECOMMEND SKETCH APPEAL FOR TEAM AWAY DAYS! DULCIE WAS VERY FLEXIBLE AROUND OUR NEEDS AND LAST MINUTE PLANNING, AND REALLY HELPED TO BRING THE DAY TOGETHER. SHE WAS GREAT AT INSPIRING ALL OF US TO GET CREATIVE IN A VERY ACCESSIBLE WAY, REGARDLESS OF OUR CREATIVE CONFIDENCE OR SKILL. SHE WORKED WITH US TO UNDERSTAND WHAT WE WANTED TO GET OUT OF THE DAY AS A TEAM, AND CAME UP WITH SOME LOVELY ACTIVITIES TO FACILITATE IT." JESS AT THE RHS**

Just a few fun memories from this year's portrait sessions on Zoom...



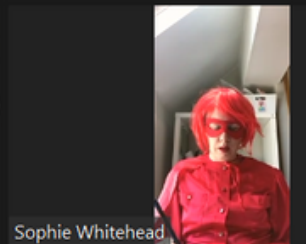
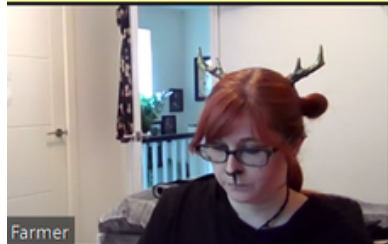
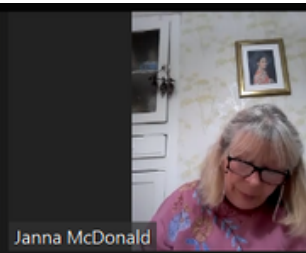
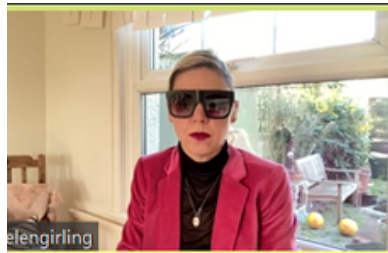






Clari Searle

Hard at work: drawing Helen at a special session to mark 3 years on Zoom, when we revived our favourite themes/looks!





# THANKS FOR READING!

AND THANK YOU TO THOSE WHO HAVE COMMISSIONED  
AND FUNDED OUR WORK IN 2023, INCLUDING:

