



The
**World
Reimagined**

**Partnership
Opportunities**

With trails live from May to July 2022, The World Reimagined will:

- see **100+ large Globe sculptures across at 7-10 cities** across the UK;
- actively **engage 1 million+ visitors** with the trails;
- secure the participation of **250+ schools**, meaningfully engaging **25,000+ students** in The World Reimagined learning programme, including the delivery of a leadership in teaching programme to teachers from each school; and
- **raise awareness** of The World Reimagined with **more than 15 million people** across the UK and many more across the world.

The World Reimagined is a ground-breaking, mass participation art education project to transform how we understand the Transatlantic Slave Trade and its impact on all of us.

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The time is now: A historic moment for racial justice

It has been said that one can tell a great deal about a people, about a nation, by what it deems important enough to remember – and what it chooses to forget.

For too long, the history of the Transatlantic Slave Trade has been untold, unheard, mistaught or misrepresented. In the UK, we celebrate with pride the Trade's abolition - but the people who were enslaved and their descendants; Britain's role in the Trade's creation; and the Trade's devastating legacy are usually missing from how history is told. This is not 'Black History', this is all of our history.

We are living in a key moment for racial justice and it calls on us to courageously face our shared history with honesty, empathy and grace so we can create a new future in which all can say: I am seen. That is the mission of The World Reimagined.

Our host cities:

What it is - an unprecedented national art & education project

The World Reimagined will see trails of large globe sculptures in cities across the UK in the summer of 2022, created by artists to bring to life the impact of the Transatlantic Slave Trade. The first globe design for The World Reimagined will be conceived by Yinka Shonibare CBE. The trails will be the centre of a broader education and engagement programme, with hundreds of schools, community groups, sporting and cultural institutions across the country.

The World Reimagined is a vibrant project that will inspire and instil pride in what it means to be black and British and help us all better understand what it means to be British.

We are inviting leaders and organisations in all areas of society who want to make a powerful, bold statement about racial justice - with great community and global-level impact - to join us as partners in making this vision a reality.

The World Reimagined partnerships represent a powerful manifestation of your commitment to racial justice and your community. Our partnerships also give enormous scope for activations to engage your networks, including clients and staff, with a national art project of global significance and reach.

We hope you will join us and demonstrate your deep, authentic commitment to helping our society come together in dialogue. Together, we will re-examine our understanding of our history and reimagine the world that we can create together – one rooted in acknowledgement, dignity and unity, cherishing our diversity.

Birmingham - Bristol - Leeds

London - Swansea *with more to be announced...*



The Artistic Programme

The World Reimagined, at its core, is built on our belief in the transformative power of art: to inspire, to move and to open our imagination to new possibilities. And so, the artists who create designs for the Globe sculptures in response to the themes of the Journey of Discovery are essential in creating the invitation to the public to join this conversation.

The World Reimagined Open Call Jury

- **Lady Ashley Adjaye**
Artistic Director, The World Reimagined
- **Renée Mussai**
Senior Curator, Autograph
- **Chris Ofili CBE**
Artist
- **Professor Matthew Smith**
Director, UCL's Centre for the Study of the Legacies of British Slavery
- **Zoé Whitley**
Director, Chisenhale Gallery

WHAT IT IS - AN UNPRECEDENTED NATIONAL ART & EDUCATION PROJECT

About the trails

Each trail will consist of 10 Globe sculptures:

- one for each of the 9 themes of the Journey of Discovery; and
- a tenth Globe designed by an artist in collaboration with community groups local to the trail, ensuring the trail is steeped in place and community.

Most of the trails will be a 60-90 minute walking tours so that visitors are literally taken on a Journey of Discovery.

About the Globe Sculpture

The Globe sculpture is fibreglass, with a 1.4m diameter Globe and a total height of 1.7m, including the base. When in situ, it will also have a further base to ensure it is safely and securely anchored.

Yinka Shonibare CBE designed the base sculpture as a Globe for a number of reasons:

- to root the sculpture in the geographic dimension of the Transatlantic Slave Trade;
- to speak to the world-changing nature of the Transatlantic Slave Trade; and
- to create the most open possible canvas for other artists to bring their own vision to The World Reimagined.

Engaging artists

We will engage artists in a number of ways:

- **Invited feature artists;**
- **Commission unique collaborations between artists and icons;**
- **Commission unique collaborations between artists and communities;**
- **Open Call for emerging and undiscovered artists:**
More than 80 Globes will be created through the Open Call and through this artistic programme, we will create opportunities for artists who are often underserved and under-represented. The final designs will be commissioned through a Jury-led selection process.

Together, the Artistic Programme will create a body of work that – through their inspiration and narrative power – will bring diverse new audiences on a vivid journey of discovery.



The Community Programme

It is vital that The World Reimagined is and feels of the communities in which it takes place, deeply connected both to the people and organisations who have done such meaningful work on racial justice – and those communities who might not have taken part in these conversations before.

We are working to make it possible to have a community coordinator – locally recruited – in each of our host cities, to make sure the local community is deeply woven into the fabric of The World Reimagined in a number of ways:

- **A Community Globe:** For the tenth Globe on each trail, we will commission an artist to work with local communities to create a Globe that will be deeply connected to place.
- **Bring Local Stories into The World Reimagined:** Local stories, people and histories are a key part of people's experience of The World Reimagined.
- **Co-create Spaces for Meaningful Conversations:** Working with community groups, our community coordinators will bring together conversations in safe spaces to explore racial justice in depth.
- **Inspired by programme:** We will support and invite local organisations of all sizes to develop 'Inspired by' events and activities connected to the Journey of Discovery themes. We will showcase and highlight the activities and events put forward for May-July 2022 to build audiences and support for the organisations doing this work.

The Learning Programme

Schools and colleges will also join in, adopting and designing their own smaller Globe sculpture (1.3m in total height) as part of an educational programme that will introduce students to a holistic understanding of the Transatlantic Slave Trade.

We will create the education resources in partnership with historians, educationalists, activists and child psychologists to ensure they speak to the mindsets and attitudes of students, leading them towards compassion, empathy and creative expression.

As well as providing resources for each of the themes of our Journey of Discovery, we will deliver online teacher training that will empower teachers with the skills to deliver these resources, such as building safe spaces and understanding power and privilege.

Schools will have two education offers open to them – (i) free access to the resources; and (ii) the opportunity to access the resources; receive additional teacher training and design a Globe that will feature in The World Reimagined, for a small fee. Globes designed by schools will be hosted in local communities for the campaign before being returned to the school as an ongoing legacy.

A legacy for racial justice

After The World Reimagined trails leave our host cities, The World Reimagined will auction a large number of the sculptures to raise money to:

- support our community co-ordinators to continue their work for an additional year;
- make it possible for our Learning Programme to continue to be freely available; and
- create a grant-making programme for racial justice projects and organisations across the UK.



Why become a partner of The World Reimagined?

- make a powerful public commitment to making racial justice a reality - for your team, customers, clients and local communities;
- alongside proven brand awareness benefits, you can:
 - **create meaningful, unique engagements with clients and customers around The World Reimagined**
 - **develop and inspire your teams around the cause of making racial justice a reality**
 - **build mutually beneficial breakthrough PR moments around our partnership**

Yinka Shonibare CBE
The World Reimagined



GLOBE PARTNERSHIPS

Globe Partner

£10k +vat

Reimagine the world in a very personal way by making it possible for an artist selected through the open call to create a Globe that form The World Reimagined trails.

As well as supporting transformative storytelling, benefits will include:

Globe Branding: Your logo on 1 x large Globe Sculpture's base, which your brand will be associated with for the entirety of The World Reimagined campaign

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo on your Globe's profile on The World Reimagined platforms;

PR & Social: The right to produce and distribute own press releases around your Globe, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Premium Globe Partner

£20k +vat

Make it possible for one of the world's leading artists or an invited icon to collaborate with an artist to design their own Globe sculpture. These Globes will be at the heart of The World Reimagined trails and our entire public engagement programme.

As well as supporting the creation of ground-breaking art, benefits will include:

Globe Branding: Your logo on the base of 1 large Globe Sculpture's base, created by an invited leading artist, which your brand will be associated with for the entirety of The World Reimagined campaign

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo on your Globe's profile on The World Reimagined platforms

PR & Social: The right to produce and distribute own press releases around your Globe, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Artwork: 5 Limited Edition prints of the design of your Globe

Globe Partnerships are available in our host cities:

- Birmingham
- Bristol
- Leeds
- London
- Swansea

with more to be announced...



EXCLUSIVE PROGRAMME PARTNERSHIPS

Artistic Partner

£200k +vat

Help build the vibrant artistic programme that is the foundation of The World Reimagined. Make it possible for artists to bring diverse new audiences on a vivid journey of discovery. Our artistic programme will be a high-profile platform for established and emerging artists, focusing on encouraging fresh, new, black talent. Artist selection, chaired by Lady Ashley Adjaye, will connect communities across the UK, West Africa, the Caribbean and beyond.

As well as catalysing transformative artistic experiences and art, benefits will include:

Globe Branding:

- 5 Premium Globe Partnerships for the Globes created by our first five invited artists Kimathi Donkor; Lakwena Maciver; Maxim; Zak Ové; Lina Viktor
- 5 Open Call Partnerships with opportunity to select partner designs from range presented by The World Reimagined

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo acknowledgement on every Globe profile page on The World Reimagined platforms; brand acknowledgement on all artist communications; brand presence in all artist masterclasses (both delivery and marketing)

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Artwork: 25 Limited Edition prints of the designs of your Globe partnerships

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined Artistic Programme

Learning Partner

£150k +vat

Make it possible for more than 250 schools, their students and teachers across the UK to take part in an education programme that transforms their understanding of the Transatlantic Slave Trade and Britain today. Developed with artists, educators and activists, the programme will inspire reflection and creativity; and make it possible for schools to create their own smaller Globe sculptures that will be a key part of The World Reimagined.

As well as helping to inspire a new generation, benefits will include:

Globe Branding: Logo on all small education programme Globe sculptures

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo on every education programme Globe profile page on The World Reimagined platforms; acknowledgement on all education communications, including the education sections of our platform

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Opportunities for further activation:

You will have opportunities to propose additional activations around The World Reimagined Learning Programme



EXCLUSIVE PROGRAMME PARTNERSHIPS

Community Partner

£150k +vat

Make it possible for 10 incredible community organisations to work with professional artists to collaboratively design a Globe sculpture that will be a key feature of The World Reimagined trails. The Globes and community programme will create a meaningful platform to share the story of community groups who have a deep impact in our society. These sculptures will remain in the communities that helped create them as a legacy.

As well as helping to shine a light on vital community groups, benefits will include:

Globe Branding: 10 Globe Partnerships, with your brand alongside the community organisation that has collaborated with an artist, with at least one Globe in each participating city

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo acknowledgement on community Globe profile pages on The World Reimagined platforms; brand presence in The World Reimagined-run community events

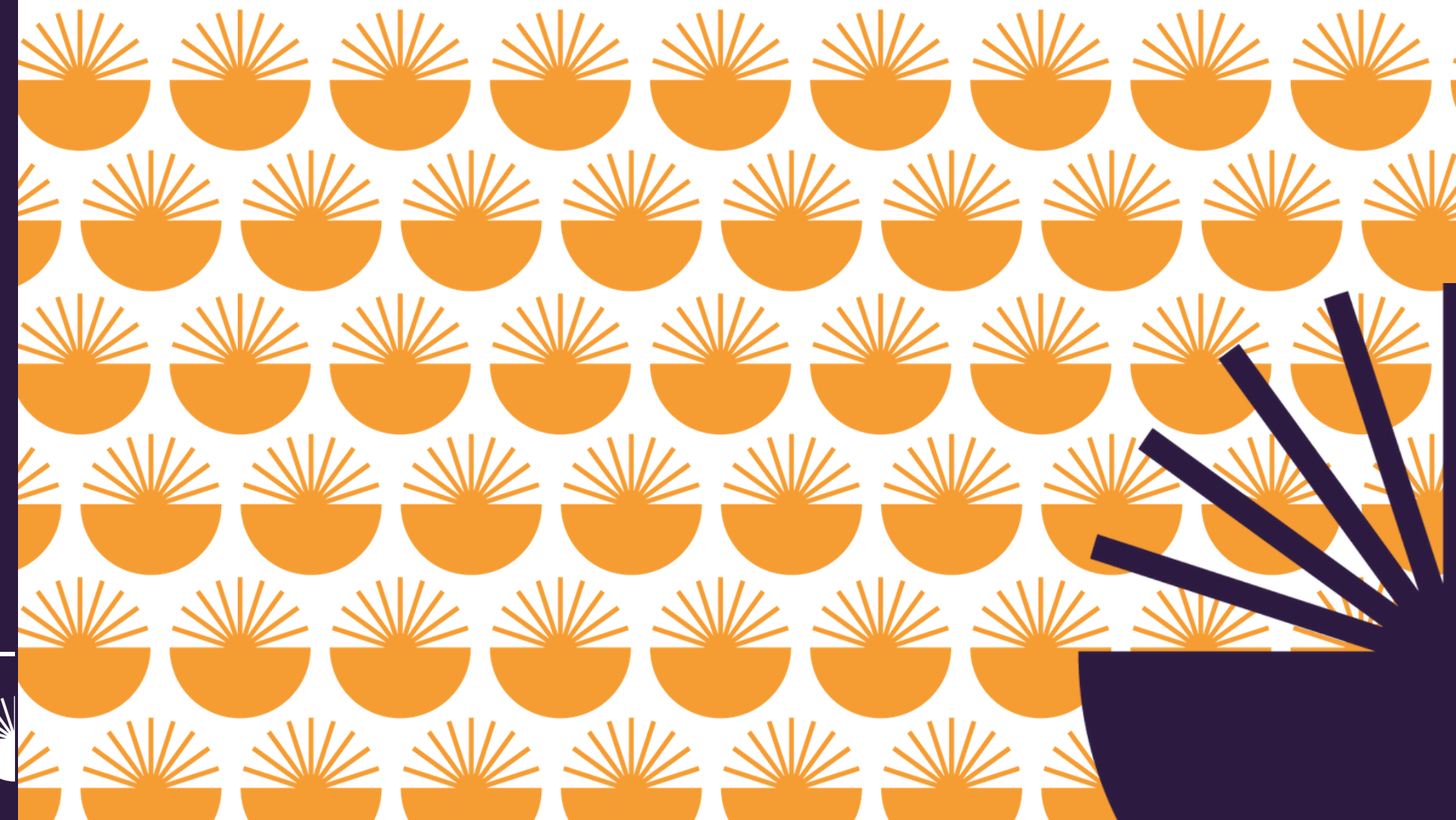
PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined Community Programme

Please note

- **your partnership investment can be made over two financial years**
- **each of the exclusive partnerships is open to up to 3 non-exclusive partnerships, investing £50k or more**



EXCLUSIVE GEOGRAPHIC PARTNERSHIPS

Greater London City Partner

£150k +vat

As Greater London City Partner, bring The World Reimagined to London – supporting our feature Globe trails and education programme – and make it possible for Londoners of all backgrounds to take part in this vital conversation.

As well as helping to create incredible experiences for Londoners, benefits will include:

Globe Branding:

- Logo on all Globe sculptures in Greater London in City Partner position, including both main trail Globes and education Globes.
- 4 x Globe Partnerships

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo on every education programme Globe profile page on The World Reimagined platforms; logo in City Partner location on all London-related The World Reimagined materials, including events

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined Programme in Greater London

Africa Partner

£150k +vat

Make it possible for five African countries to bring their story and perspective into The World Reimagined. We will work with governments to commission prominent local artists to create twin Globes – one to stay in a location of meaning in their country of creation, with another to join the trails. This would be an incredibly powerful statement of celebration of African culture and history in its diversity and richness – and sharing it with the world.

As well as helping to celebrate and share African wonder, benefits will include:

Globe Branding: Your logo to feature on all Globes created through these collaborations, including the ones that are hosted in their country of creation

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo and brand presence on The World Reimagined platforms in sections related to those Globes and the artists who have created them. Brand presence also included for any live/online events related to these Globes or their creators

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Artwork: 5 limited edition prints of each of the Globes created by these collaborations

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined Africa collaborations



EXCLUSIVE GEOGRAPHIC PARTNERSHIPS

Caribbean Partner

£150k +vat

Make it possible for five Caribbean countries to bring their story and perspective into The World Reimagined. We will work with governments to commission prominent local artists to create twin Globes – one to stay in a location of meaning in their country of creation, with another to join the trails. This would be an incredibly powerful statement of celebration of African culture and history in its diversity and richness – and sharing it with the world.

As well as helping to celebrate and share African wonder, benefits will include:

Globe Branding: Your logo to feature on all Globes created through these collaborations, including the ones that are hosted in their country of creation

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo and brand presence on The World Reimagined platforms in sections related to those Globes and the artists who have created them. Brand presence also included for any live/online events related to these Globes or their creators

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events

Artwork: 5 limited edition prints of each of the Globes created by these collaborations

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined Caribbean collaborations

United States Partner

£150k +vat

Make it possible for The World Reimagined to bring the movements for freedom and rights in the United States - with its iconic leaders, people and moments - into The World Reimagined. We will invite five well known, inspirational black leaders from the United States to collaborate with artists to create twin Globes – one to stay in a public location of meaning to the leader who created it with another to join the trails.

As well as helping to create an vital international connection, benefits will include:

Globe Branding: Your logo to feature on all Globes created through these collaborations, including the ones that are hosted in their country of creation

Branding: Logo, short profile and link to own website on The World Reimagined platforms; logo and brand presence on The World Reimagined platforms in sections related to those Globes and the leaders who have created them. Brand presence also included for any live/online events related to these Globes or their creators

PR & Social: The right to produce and distribute own press releases, subject to agreement of The World Reimagined, not to be unreasonably withheld. The World Reimagined to provide Tier 2 content for social media use

Hospitality & Tickets: VIP tickets to The World Reimagined events online and across the UK, where appropriate

Artwork: 5 limited edition prints of each of the Globes created by these collaborations

Opportunities for further activation: You will have opportunities to propose additional activations around The World Reimagined United collaborations



Who We Are

The World Reimagined has been in development since 2019 by a growing family of people. We approach our task with humility, conscious of the responsibility of doing justice to the history and all of the lives it represents.

We hope to work with the many people and organisations who have done and are doing powerful work for racial justice, building on their expertise, experience and perspective.

The World Reimagined will be a platform that serves to honour, celebrate and share that work in a new way and will work with a development methodology that prioritises open, respectful collaboration.

The World Reimagined is a not-for-profit company (#12501914) and a charitable project and restricted fund under the auspices of Prism The Gift Fund (www.prismthegiftfund.co.uk; charity #1099682).

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House of Lords





The
**World
Reimagined**

**If you would like to partner with
The World Reimagined or have any
questions, please contact us at
hello@theworldreimagined.org**



**Thank
you**