



The  
**World  
Reimagined**

Official  
Presenting  
Partner



**An Invitation  
to Reimagine the Future**

## With trails live from Aug-Oct 2022, The World Reimagined will:

- see **100+ large Globe sculptures across 7 cities** across the UK;
- actively **engage 2 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 will be the largest art education project for racial justice the UK has ever seen. **Be a part of it.**

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, so we can make racial justice a reality for all.

**We are delighted to invite you to join us in making a powerful statement about the future we can create, together - rooted in dignity and justice.**

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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 our Founding Artist 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.

**Birmingham - Bristol**  
**Leeds - Leicester - Liverpool City Region**  
**London - Swansea**



**There is one world and one human race. It means that we are "our brother's keeper". We are responsible for one another and we must be interested and ready to learn from one another.**

**The World Reimagined seeks to educate one another about the journeys we have been on and how we come to be in the places we are. It invites us to come on a journey. A journey where 'my story becomes your story, and your story, my story.'**

**With both our stories we will reimagine a world where there is mutual respect and dignity.**

**RT REV ROSE HUDSON-WILKIN BISHOP OF DOVER  
PATRON**



# THE JOURNEY OF DISCOVERY

## 1. Mother Africa

Mother Africa explores the richness and reality of Africa before the Transatlantic Slave Trade; the impact of the Slave Trade and Empire on Africa; and considers and celebrates the present and future of Africa.

**True Mother Africa:** The richness of Africa before the 1500s - its science, education, art & agriculture.

**The Faces of Slavery:** The differences and similarities between European and African slavery.

**Enslaving Africa:** How the Transatlantic Slave Trade transformed the politics, economy and spiritual practices of Africa over centuries.

**African Renaissance:** From independence to groundbreaking innovation, this is the story of African achievement, renewal and future possibility.

**Icons:** The people who have shaped Africa over the centuries.

## 2. The Reality of Being Enslaved

The Reality of Being Enslaved is about making real the experience of those people who were enslaved, from their capture and voyage to lives enslaved in different contexts, places and generations.

**Capture:** The different ways capture was possible, from violence and tribal wars, to trade agreements.

**Confinement:** Life in the castles and the experience of awaiting transportation.

**Voyage:** Make real what the journey for enslaved Africans was like.

**Life Enslaved:** The hierarchies, abuses and roles on Brazilian, Caribbean and American plantations.

**Systematic Terror:** How human trafficking operated, from the physical to the psychological and the way this developed over time.

## 3. Stolen Legacy: Rebirth of a Nation

**Stolen legacy: The Rebirth of a Nation** brings to life how Britain was transformed as a result of the Transatlantic Slave Trade and the free labour of the enslaved. It explores the legacy of the Transatlantic Slave Trade on building the financial and trading power of Britain; on strengthening the Church and the might of universities; and on establishing dynastic influence and power

**Foundations in Slavery:** Follow the money to understand how wealth was built and remains within the UK as a result of the Transatlantic Slave Trade.

**Compensation of Political Power:** The money ex-slave owners received bought influence and power that changed British politics forever.

**Upon this Church:** The Church sat at the heart of the Transatlantic Slave Trade and was one of its key beneficiaries.

**[Dis]inheritance:** The Transatlantic Slave Trade created two divergent paths; one of increasing generational wealth and the other a deepening inability to own assets.

# THE JOURNEY OF DISCOVERY

## 4. Abolition & Emancipation

Abolition & emancipation shares the story of the Campaign for Abolition, its key events, heroes and allies. However, it also lays bare the full, messy motivations and process of abolition, which were not as pure as often represented.

**Heroes & Allies:** Learn about key abolitionists and their campaign methods, from art and testimony to protest and boycott.

**Walk to Freedom:** Bringing to life key moments in the journey to freedom; from the Haitian Revolution to emancipation and apprenticeships.

**Messy Motivations:** Understand the variety of reasons for ending the Transatlantic Slave Trade, from profits to ethics and fear.

**Rebellions & Uprisings:** Learn about how the uprisings and revolts added pressure to end the enslavement of Africans.

**Freed in Name Only:** Many enslaved people became apprentices which meant they were free in title but enslaved by circumstance.

## 5. A Complex Triangle

A Complex Triangle explores the impact on destination countries; their relationship with the 'Mother Country'; key historical events in the relationship such as the Windrush; and the legacy of the Transatlantic Slave Trade on the UK's role and reputation in the world.

**Britain's Rush to Profit:** The Transatlantic Slave Trade extracted valuable resources from Africa with lasting consequences for its economies.

**Mother Country - Visions vs. Reality:** Having been called upon to help rebuild the UK post World War 2, the Windrush generation have experienced the harsh realities of that invitation.

**Your Country Needs You:** The courage and sacrifice of African and Caribbean soldiers in World War 1 and World War 2.

**Complex Legacies:** Britain left an enduring mark on the countries of its empire, with complicated consequences for their rule of law, education & healthcare.

**To Honour or for Liberty:** Tension exists within communities between respect for British institutions and a wish for independence.

## 6. Echoes in the Present

Echoes in the Present focuses on how the Transatlantic Slave Trade has present day negative consequences: systemic inequalities and injustice; entrenched racism and prejudices; and generational echoes with traumatic physical, behavioural, psychological and material consequences.

**Echoes Across Time:** The deep impacts of plantation life are still experienced today, with physical, behavioural and psychological consequences.

**Justice Postponed:** Black people have been and are targeted by a system that doesn't deliver the justice it promises.

**First, Do No Harm:** The failings of the healthcare system have caused many Black communities to be distrustful of it.

**Lost Innocence & Potential:** Black children have often been let down by the education system and their needs ignored.

# THE JOURNEY OF DISCOVERY

## 7. Still We Rise

Still We Rise recognises and honours the enslaved and their descendants who resisted, who succeeded, and who broke new ground. It will share the well-known and celebrated, and shed light on untold legacies and events.

**Resistance:** People refused to deny their humanity and, against the odds, resisted.

**Courage of Our Ideals:** Black people in the UK and beyond have led the way for social change to create a better society for all.

**Soaring High:** Black innovators of thought, sport, music, science and business, from Nobel prize winners to gold medallists.

**Authority of Women:** Celebrating the power of Black women across Africa, the Caribbean and the UK.

**From Roots to Fruit:** The transformational work of Black activists and grassroots organisations to uplift communities and create social change.

## 8. Expanding Soul

Expanding Soul celebrates the spirit and culture that, even in the face of incredible physical suffering, has endured, stayed vibrant and found expression across the world in music, art, food and every form.

**Griot to Grime:** The history of Black music and its contribution to British identity.

**Carnival Culture to Cricket:** The ways celebration, sport and leisure have been used to challenge the status quo.

**A Taste of Home:** How identities linked by food and flavour have been shaped by our collective histories.

**The World We See:** The widespread influence of Black artists on our creative canons, from the lost wax techniques of Benin, to the global reach of cubism.

**Through Texture to Textiles:** African and Caribbean influences on British fashion, from hairstyling to fabric and clothes design.

## 9. Reimagine the Future

Reimagine the Future gives us free rein to imagine the society we can create when we have a full understanding of our shared history; the place the UK can hold in the world when it acknowledges its past; and who we can be as people when we give full dignity to all.

# 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

### 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.

### Founding Artist Yinka Shonibare CBE

**Confirmed Feature Artists** John Akomfrah - Kimathi Donkor - Lina Viktor  
Nicola Green - Lakwena Maciver - Zac Ové

### 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 Aug-Oct 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 as part of an educational programme that will introduce students to a holistic understanding of the Transatlantic Slave Trade.

We are creating education resources in partnership with historians, educationalists, activists and child psychologists so they speak to students' mindsets and attitudes, 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.

### PARTICIPATING CO-CREATORS

**Inua Ellams** **Mona Chalabi** **Baroness Floella Benjamin**  
**Charlotte Mensah** **Keisha Thompson** **Lanre Bakare**  
**Professor Kehinde Andrews** **Museum of London**  
**English Heritage** **Warwick University** **Guildhall Art Gallery**  
**St Paul's Cathedral** **London Metropolitan Archives**  
**Cast Members of Hamilton - An American Musical**

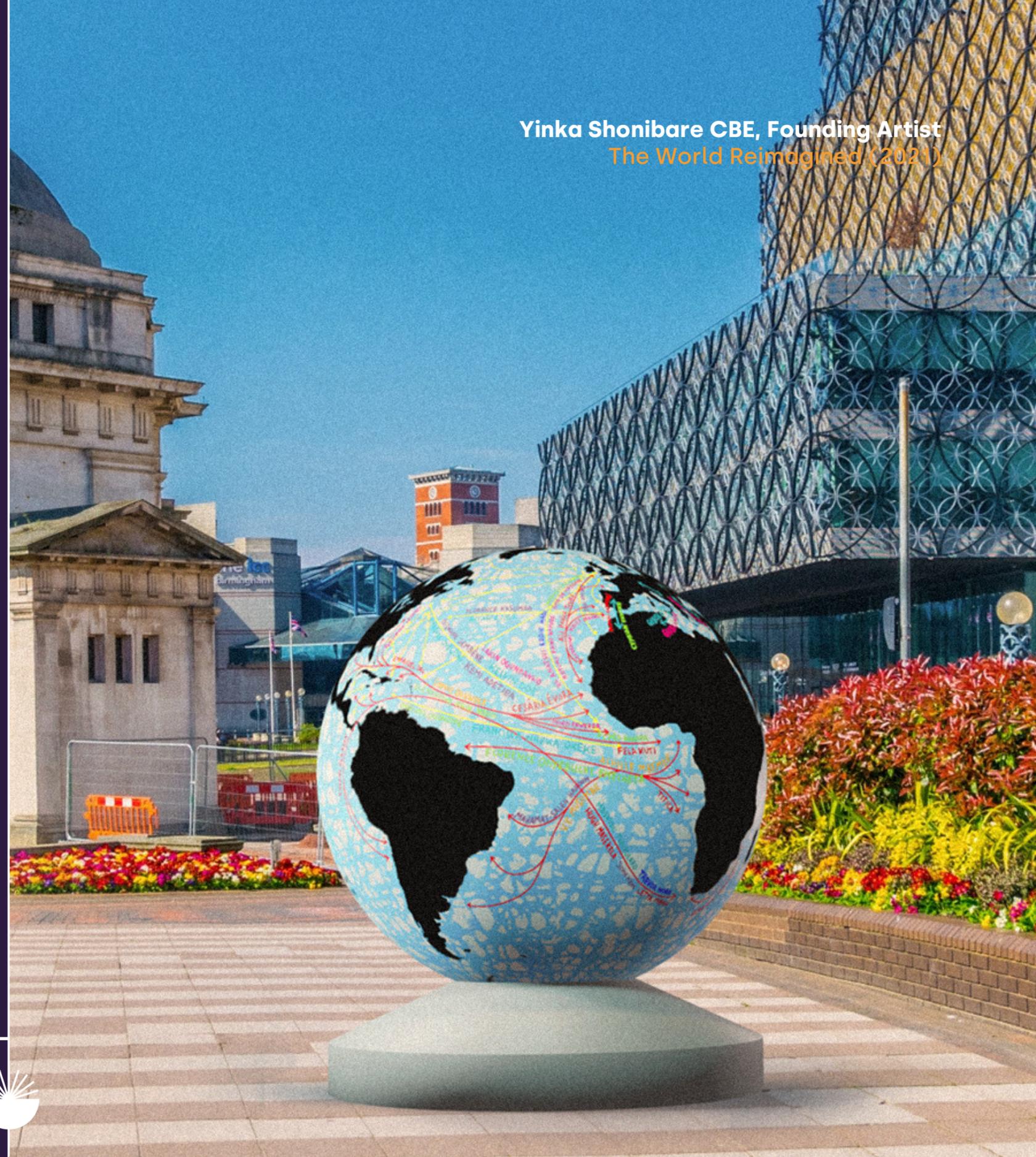


# A legacy for racial justice

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.

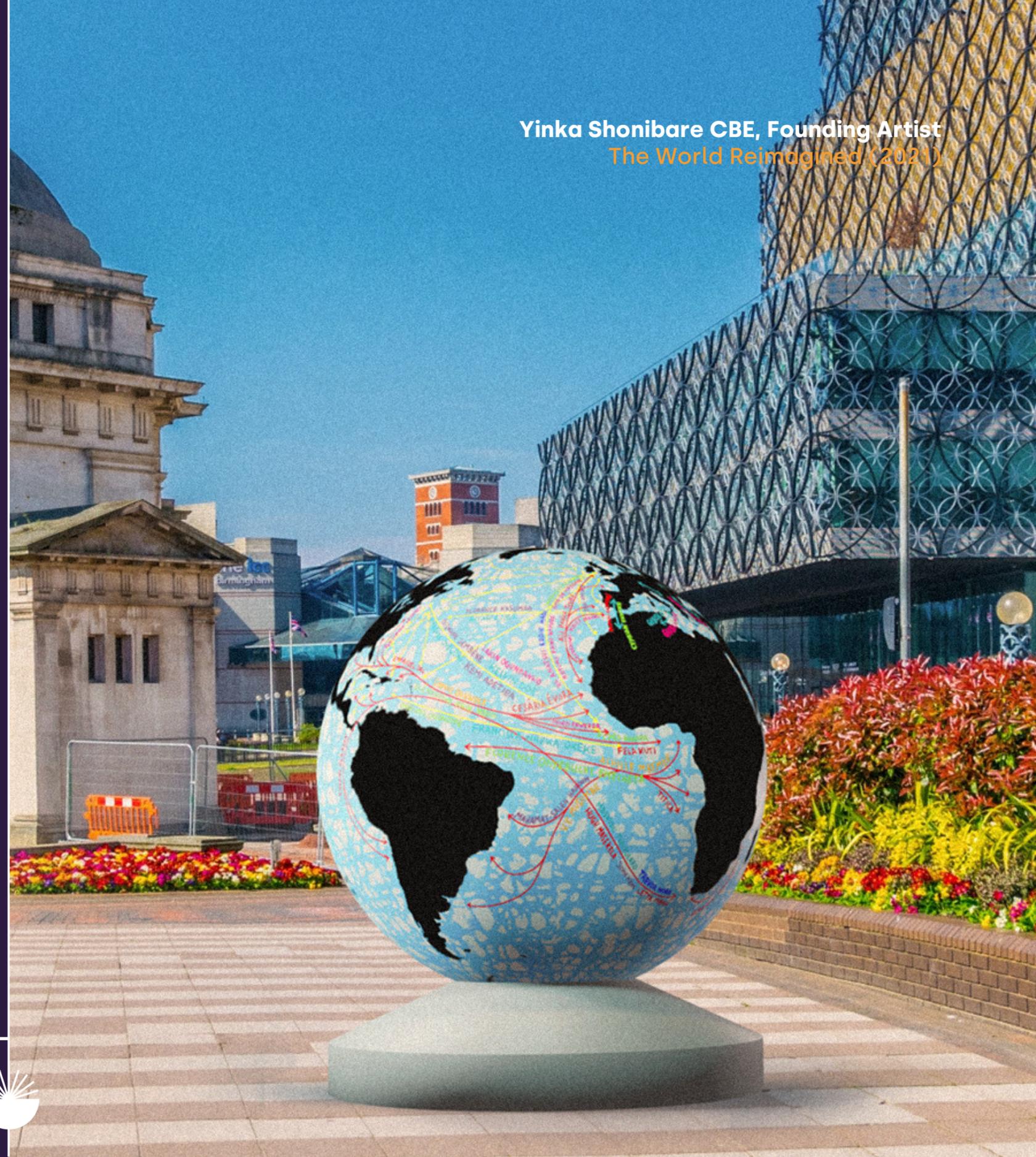
Yinka Shonibare CBE, Founding Artist  
The World Reimagined (2021)



# 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, Founding Artist  
The World Reimagined (2021)



# 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;

**Team & Client Engagement:** We are developing a suite of engagements that you will be able to access (for additional fees) for your teams and staff such as (i) history walks along the trails, exploring racial justice; (ii) support in curating 'In Conversation' events; and (iii) creative workshops facilitated by artist-educators, be they visual artists or poets.

**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

**Please note, partnerships are payable over two financial years, as long as final payment is received by end of June 2022.**

## 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

**Team & Client Engagement:** We are developing a suite of engagements that you will be able to access (for additional fees) for your teams and staff such as (i) history walks along the trails, exploring racial justice; (ii) support in curating 'In Conversation' events; and (iii) creative workshops facilitated by artist-educators, be they visual artists or poets

**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 your Globe design

# PROVEN IMPACT

## Gromit Unleashed in Bristol

**1.18 million people visited** with nearly 900,000 of visitors visiting specifically to see the Gromit sculptures.

**50% of visitors visited 5+ times** throughout the summer.

**Total economic impact: £77m**



# JOIN THE WORLD REIMAGINED AS Greater London City Partner

£150k +vat

London is one of the world's great cities and it has been at the centre of global transformation for millennia. It also played a key role in the history of the Transatlantic Slave Trade; Britain's relationship to Africa, the Caribbean and the Americas; and the global pursuit of racial justice. It is vital that both this history and this mission is meaningfully acknowledged in this city of global influence.

Working with the countless people and organisations across the city who are sharing this history and doing the work of making racial justice a reality every day, The World Reimagined will deliver a programme with local delivery and global impact. We invite you to join us as our Greater London City Partner as a meaningful demonstration of your commitment to bringing people, organisations, companies and the city together in a dialogue that allow us to face our shared history and work to make racial justice a reality.

## THE WORLD REIMAGINED PROGRAMME IN GREATER LONDON -

- **4 The World Reimagined sculpture trails, featuring 40 Globes:**
  - Engaging 1m+ visitors
  - Connected by a locally relevant digital platform
  - Confirmed Host Boroughs include Camden; Hackney; Lambeth & Newham
- **75+ Schools take part in The World Reimagined Learning Programme, featuring**
  - Leadership in Teaching Training Events
  - Poetry showcases
  - Learning Programme Globes hosted in community settings
- **A Community Programme that serves as a platform for London's community organisations to showcase their work for racial justice and build new spaces for dialogue and collaboration.**

## Branding:

- Logo on all main trail Globe sculptures in Greater London
- Logo on all Learning Programme Globes in Greater London
- 4 x Globe Partnerships
- Logo, short profile and link to own website on The World Reimagined platforms
- Logo on every Learning Programme Globe profile page on The World Reimagined platforms
- Logo in City Partner location on all London-related The World Reimagined materials and communications, including for events we host connected to our Artistic, Community, Heritage and Learning programmes, as well as any London-based Above The Line Marketing.

**Team & Client Engagement:** Access a suite of engagements in the summer of 2022 for your teams and staff such as (i) history walks along the trails, exploring racial justice; (ii) support in curating 'In Conversation' events; and (iii) creative workshops facilitated by artist-educators, be they visual artists or poets.

**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

## Important Consideration -

- The fee can be paid over two financial years (50% in '21-'22/ 50% in '22-'23) as long as the final payment is received by the end of June 2022.



# 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 company limited by guarantee (#12501914) and a registered charity (#1195223).

## Our Patrons

**Lord Michael Hastings CBE**

Chancellor, Regent's University

**Rt Rev Rose Hudson-Wilkin**

Bishop of Dover

## Our Board

**Sanjay Bhandari**

Chair, Kick It Out

**Fiona Compton**

Know Your Caribbean

**Toni Fola-Alade**

University of Cambridge

**Michelle Gayle (Chair)**

Co-Founder

**Ruth Ibegbuna**

Founder, Rekindle School & The Reclaim Project

**Gillian Joseph**

Presenter, Sky News

**Lee Lawrence**

Chair, Cherry Groce Foundation

**Lord Jonathan Oates**

House of Lords

**Dean Ricketts**

Founder, Watchmen Agency

## Artistic Director

**Lady Ashley Shaw-Scott Adjaye**

## Advisors to the Board

**Jeff Boardman**

Founder, Bureau Agency

**Sarah Greaves**

Independent Consultant

**Gordon Hagan**

Commercials Agent, WME

**Dej Mahoney**

Director, All Our Business

## Our Ambassadors

**Annette Anthony**

Investor and philanthropist

**Baroness Floella Benjamin**

House of Lords

**Franklin Boateng**

Founder, King of Trainers

**Leroy Logan MBE**

Activist, Author & Speaker

**Joseph Marcell**

Board, Shakespeare's Globe

**HE Tembi Tambo**

South African High Commissioner to the UK

**Jamael Westman**

Hamilton: An American Musical

**Baroness Lola Young**

House of Lords





The  
**World  
Reimagined**

**If you would like to partner with  
The World Reimagined or have any  
questions, please contact us at  
[spencer.phillips@theworldreimagined.org](mailto:spencer.phillips@theworldreimagined.org).**



**Thank  
you**