With sculpture 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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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.

The time is now:
A historic moment for racial justice

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 from Aug-Oct 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.

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

Our host cities:
Birmingham - Bristol - Leeds
Leicester - Liverpool City Region
London - Swansea
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 Kimathi Donkor - Lina Viktor Nicola Green - Lakwena Maciver - Maxim - 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.

Each host city has a local community coordinator 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.
- **INSPIRE programme**: We will support and invite local organisations of all sizes to develop INSPIRE events and activities, which we will showcase and promote to trail visitors during Aug-Oct 2022 to build audiences and support for the organisations doing this work. Our support includes (i) small grants to select organisations; (ii) capacity-building workshops; (iii) facilitated collaboration; and (iv) promotion on our platforms to trail visitors.
- **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.

Across the 7 cities, we will

- Engage 64+ organisations in skills- & capacity-building workshops & connect with their extensive networks
- Provide funding support for 48 community organisations
- Host more than 80 events bringing communities together in meaningful dialogue and collaboration
- Promote community organisations to 2m+ trail visitors

The Learning Programme

Schools and colleges will also join in, adapting 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 Leadership In Teaching 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 learning offers open to them – (i) free access to the resources (leading to poetic creative expression); 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.

**250+ schools will take part.**

The Programme is supported by Arts Council England, The Portal Trust & the Paul Hamlyn Foundation

**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 ground-breaking digital platform & Journey of Discovery History Collection

As visitors travel through the sculpture trail, they will be able to scan a code on the base of each Globe and connect into our free-to-access digital platform. As well as helping them to find the next Globe on the trail and track their progress on visiting all Globes and trails, it will enable visitors to:

- Explore a ground-breaking Journey of Discovery History Collection: Supported by the Heritage Lottery Fund, we are working with Heritage Partners - museums, universities, cultural institutions, historians and community history groups - to create a unique, explorable and shareable history collection. More than 500 stories and images from 20+ Heritage Partners will vividly bring to life the Journey of Discovery. We’ll be working with writers and designers to make sure it’s really engaging for people new to this history, so they can ‘see it’ and deeply engage with its meaning - and easily share with friends.

- Learn about the artists and their design: Each Globe will have a profile, with a picture and a profile of the artist, as well as their statement of intent. From there, visitors will be able to explore relevant history.

- Connect with local activities & events: We will promote INSPIRE events - from local community organisations, cultural institutions, museums and beyond - that speak to the mission of The World Reimagined.

- Learn about and connect with partners: Be it through the promotion of events, or connections to activations and profiles, the platform offers the opportunity for visitors to connect with partners of The World Reimagined.

- Experience the Learning Programme & additional activations: The platform will also host and showcase poetry written by students from across the country in response to The Journey of Discovery.

This digital platform will be available to all and, by being a core part of the visitor and audience engagement experience, offers significant potential for further engagement activations for all of our partners.

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
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.

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**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

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**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

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**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

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

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Founder, Watchman Agency

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Lady Ashley Shaw-Scott Adjaye

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Founder, Bureau Agency

Sarah Greaves  
Independent Consultant

Gordon Hagan  
Commercials Agent, WME

Dej Mahoney  
Director, All Our Business

Who We Are

Our Patrons

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Chancellor, Regent’s University

Rt Rev Rose Hudson-Wilkin  
Bishop of Dover

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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
Thank you

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