

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



The
**World
Reimagined**

**An Invitation
to Reimagine Our Future**

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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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 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.

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

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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 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.

We approach our task with humility, with the intent of honouring, celebrating and sharing this work in a new way, prioritising open, respectful collaboration.

Each host city will have its own Community Coordinator, who will deliver:

INSPIRE PROGRAMME

We will support and invite local organisations of all sizes to develop INSPIRE events and activities aligned to the mission of The World Reimagined, 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

- **MONEY:** We have a grant-making fund available in each city for (i) micro-grants; and (ii) partnership grants to support and encourage existing and new activity.
- **CAPACITY-BUILDING WORKSHOPS:** We will host monthly workshops, leading to a co-developed toolkit to share best practice, accessible to all:
 - Online Workshops focusing on skills-based topics such as (i) Applying for Grants; (ii) Embedding Arts-based Practice in community engagement; (iii) Welcoming new audiences and encouraging ally-ship; and (iv) taking care of your own Mental Health.
 - In-person Workshops in each host city focusing on bringing people together for idea sharing, activity development and networking.
- **PROMOTION:** We will promote events and activities aligned to The World Reimagined on our digital platform to trail visitors and beyond to grow audiences and supporter bases.

The scale and breadth of our Community Programme is made possible by support from the Esmée Fairbairn Foundation, Arts Council England and the Heritage Lottery Fund - speaking to the robustness of our plans.

In addition to this work, our community engagement will powerfully connect into other aspects of our programme in order to deliver lasting value to our partners:

COMMUNITY GLOBES

Each trail will feature a Globe in which an artist has worked with communities to create a design that speaks to place and community. These Globes will be gifted to a local organisation that can make it accessible for years to come.

CONNECTION WITH HERITAGE

Our Heritage Partners in each host city commit to connecting deeply with our community programme - by bringing community organisations in events and spaces they host; and by bringing their audiences into the spaces we convene for communities, showcasing the work of community organisations. This work is supported by Heritage Lottery Fund.

THE POWER OF LEARNING

Looking towards Black History Month 2022, we will connect community organisations with our participating schools as a means of highlighting racial justice activism within school communities.

INTERNATIONAL EXCHANGE

Arts Council England are supporting us to host 5 artists from Caribbean countries for residencies that will include community engagement events in each city.

CONNECTION WITH CORPORATE PARTNERS

At the end of The World Reimagined, we will host a networking event that will showcase the work of community organisations to our corporate partners and the broader corporate community - building vital relational equity.

Across the 7 cities, we will

- Engage 56+ organisations in skills- & capacity-building workshops & connect with their extensive networks
- Provide funding support for 56 community organisations
- Host more than 70 events bringing communities together in meaningful dialogue and collaboration
- Promote community organisations to 2m+ trail visitors



The Learning Programme

The World Reimagined Learning Programme is a creative, transformational and transformative journey for students, teachers and schools towards a future of racial justice. It is formed of three parts:

1. LEARNING OUTCOMES

The Learning Programme builds the mindsets, attitudes and skills needed to understand racial justice and empower learners to overcome divisions, to replace hatred with compassion, to move from despair to hope, and to take actions that make racial justice a reality in our society.

Each part of the programme will focus on developing one or more of the 5 Cs:

Compassion Curiosity Courage
Connection Critical Thinking

2. THE RESOURCES

Developed through unique collaborations between leading creatives and subject specialists, supported by teachers and mental health professionals, the resources contain cross curricular links, have learning journeys mapped out, and are ready to use or adapt to your particular context.

- **Primary Schools:** These resources focus on the theme of Mother Africa - a celebration of the cultural richness and diversity of Africa, including its maths, science, art and agriculture.
- **Secondary Schools & Colleges:** These resources include a module and extension activities for each of the nine themes of The World Reimagined's Journey of Discovery.

3. LEADERSHIP IN TEACHING

Teachers play a vital role in helping young people engage with racial justice – in the spaces they create for students and the behaviours and approaches they model.

Accessible online, our Leadership in Teaching will give teachers:

- tips on how to use these resources so that teachers have the confidence to bring them to life as powerfully as possible for their students
- insights from leading thinkers and practitioners on subjects such as Safe Spaces and Power & Privilege
- reflective practice that will support teachers as a racial justice leader and role model in their school community.

In

Our Invitation comes in two parts:

POETIC PROGRAMME FREE

Includes access to all of our resources, in which students work towards poetic, spoken word or written creative expression. School can submit their students' creative work to us so we can showcase it across our platforms.

Available to all schools across the UK.

THE GLOBE PROGRAMME £850+VAT

Schools have the opportunity to create their own Globes that will feature in their local community as part of The World Reimagined sculpture trails between August and October 2022 and then be returned to the school as a legacy.

Available to all schools & colleges who are able to pick up their Globes from Birmingham; Bristol; Greater London; Greater Manchester; Leeds; Liverpool City Region; and Swansea.

Supported by Arts Council England, The Portal Trust and the Paul Hamlyn Foundation, we are delighted to offer schools and colleges:

- **Artist Residencies:** In each city, we are able to offer two artist residencies, in which artist-educators support participating schools in delivering The World Reimagined programme, the creation of each school's Globe and the development of an ongoing plan for arts-based social impact learning.
- **Bursaries:** Across the country, we are able to offer c130 bursaries for schools and colleges to take part in the Globe Programme for free.

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 significant 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**

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GLOBE PARTNERSHIPS

Globe Partner

£9,750 +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: 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

£19,500 +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: 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



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

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

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**Thank
you**