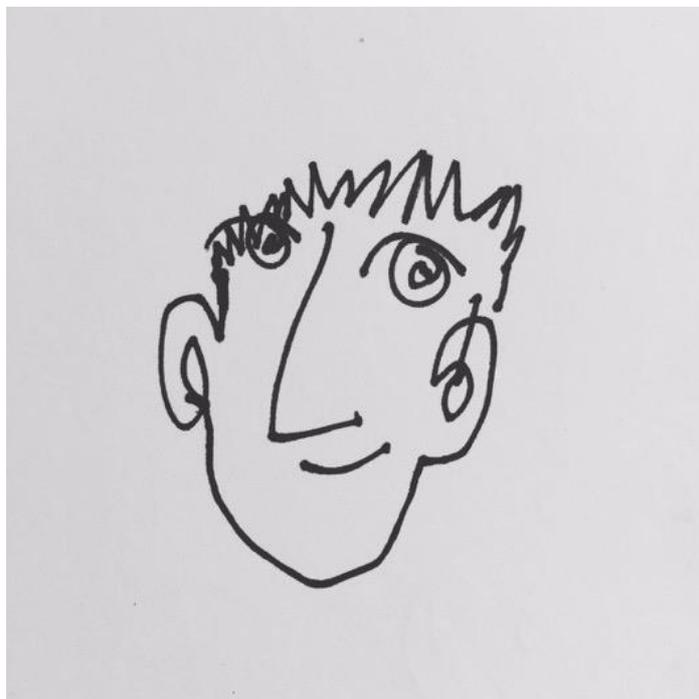


Immediate release: Wednesday 14 December



Museum works with 64 Million Artists to inspire creativity



To reinforce and encourage the benefits of everyday creativity, Derby Museums are teaming up with [64 Million Artists](#), a national campaign that is working to unlock the potential of everyone in the UK through creativity. As a [Happy Museum](#) Derby Museums, are committed to creating the conditions for wellbeing in our venues and for January the whole team are pledging to treat ourselves to ten minutes of creativity each day.

In January 2017, 64 Million Artists will launch their annual [January Challenge](#) - a fun, free programme of creative tasks and challenges that will be released every day in January, designed to give you a fresh, creative approach to the New Year.

This is the third year of the programme and people are being invited to take part in groups or pairs, getting involved with workmates, families or just getting together a group of friends. Every day participants will get a challenge by email, or can follow the programme on Facebook, Twitter or Instagram. The challenges will range from drawing, singing, dancing, writing, exploring, cooking, looking and making.

For images, press visits and any other information, please contact

Emma Hallam, Marketing Coordinator at Derby Museums on emma@derbymuseums.org 01332 641925

Nicole Davies, Marketing Apprentice at Derby Museums on nicole@derbymuseums.org 01332 641901



Andrea Hadley-Johnson, Co-production and Engagement Manager at Derby Museums said:

*"I'm delighted that we have this opportunity to encourage acts of **'everyday creativity'** by taking part in this playful January challenge. At Derby Museums we aim to foster a spirit of creative experimentation and this initiative has inspired us greatly. We aim to support one another in making time for some creative thinking and doing and hopefully they will entice our audiences to join us too"*

Jo Hunter, Co-founder and Director of 64 Million Artists said:

"We are thrilled that Derby Museums are taking part in the 64 Million Artists' January Challenge. This is our third year of running the programme and the first where we've encouraged people to get involved in groups. We believe that by doing, thinking about and sharing creativity with your friends, colleagues or family it helps you be better connected, more present and get more out of your day. Derby Museums are a shining example of a cultural organisation who really understand the importance of everyday creativity in their team, their community and in the work they do."

The challenge is based on the 64 Million Artists' methodology of **Do, Think, Share**.

For each challenge, participants will be encouraged to:

Do the challenge – each one is designed to take only 10-15 minutes, be completely free to complete and use only your imagination or any materials you might have around you.

Think about what it was like – reflect on how it made you feel, whether it was easy or difficult, whether they might do something different next time.

Share either their thoughts or what they've done with the group they are participating with – in person, through Whatsapp or a [Facebook group](#), or more widely on social media on the 64 Million Artists website or on our social media pages.

Derby Museums plan to get their team, visitors and online audience involved and participants challenges can be shared with Derby Museums online via their [Twitter](#) and the hashtag #DM64M

More information and the link to sign up can be found here: <http://64millionartists.com/the-january-challenge-2017-all-together-now/>

ENDS

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NOTES TO EDITORS

Derby Museums

Founded in 2012, Derby Museums Trust is an independent charitable trust which is responsible for the rich cultural and creative history of Derby. It manages three sites across the city, the Museum and Art Gallery, Pickford's House and The Silk Mill, and holds and curates all the art and collections within them, including the world's largest collection of paintings by Joseph Wright of Derby.

The Trust's aim is to bring as many of the objects and treasures in the collections into the public domain as is practically possible and present them in ways that delight and inspire, via education and learning programmes, events and exhibitions, in order to share knowledge and inspire creativity and making amongst the people of Derby.

As a charitable trust, Derby Museums relies on funding and grants from organisations and donations from businesses and the general public, all of which is gratefully received in order to ensure that admission to the museums remains free for all.

About 64 Million Artists

64 Million Artists aims to unlock the power of creativity in everyone. It started as a campaign set up by Jo Hunter and David Micklem and now works with organisations, schools and communities all over the UK, as well as running online creative challenges for thousands of participants. Jo and David have worked in factories, universities, with individuals and in 2017 are working across the whole of the city of Hull as part of the year of culture celebrations.

Derby Silk Mill – Museum of Making

Derby Museums has secured a first round pass for major grant funding of £9.4m from the Heritage Lottery Fund, £2.5m from Arts Council England and £4m from Derby City Council of a £16.4m development to create Derby Silk Mill – Museum of Making. The project will open up the whole of the Silk Mill, creating beautiful spaces to inspire our visitors and will provide access to 100% of Derby Museums' collections of Making and Social History. The new museum will have our communities at its heart and be uniquely co-produced with the people of Derby over the next few years.

Arts Council England

Derby Museums has been funded by Arts Council England since 2012 to deliver improved museum facilities and services in Derby. From April 2015 Derby Museums in a consortium with Nottingham Museums and Galleries has become one of 21 Major Partner Museums in England.

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