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PRESS RELEASE

Dare to Dream: New ‘Craftivism’ project announced by Heritage Open Days

www.heritageopendays.org.uk

13th-22nd September 2019

This year, England’s largest festival of culture and heritage will celebrate its 25th anniversary, with a new arts commission focusing on those who have affected positive change and the power of gentle protest

In 2019, Heritage Open Days will celebrate its anniversary with *25 Years of People Power*. Against a backdrop of Brexit - a time of unprecedented social division and uncertainty - hundreds of events across the country will celebrate change-makers; those whose visions and dreams have brought positive developments to our society, both large and small.



Alongside festival walks, talks and openings, the *Dare to Dream* project will explore the power of positive visualisation in effecting change and finding solutions to the problems that surround us. Through a series of ‘craftivism workshops’ designed by Sarah Corbett, founder of the global Craftivist Collective, participants will have an opportunity to think about the issues that matter to them, and how to be an active part of bringing positive change, both locally and globally. The commission is the third in Heritage Open Days’ Unsung Stories strand, made possible by support from players of People’s Postcode Lottery with the aim of exploring lesser-known histories in new and innovative ways.

Participants will hand-stitch their positive visions for the future onto fabric ‘dream clouds’, share their creations on social media, and display them in meaningful locations to encourage us all to be solution-seekers and change-makers. “We’re thrilled to be working with Sarah, who embodies the gentle form of People Power that is at the heart of Heritage Open Days,” says HODs National Manager, Annabelle Thorpe. “Throughout history, real change has come from those who have thought differently, dreamed big and believed solutions are there to be found. *Dare to Dream* offers a chance for everyone to think about how we can all positively shape the future, and make our dreams for a fairer, happier society become reality.”

Across the Heritage Open Days festival, Sarah will lead four free workshops, launching at Dartington Hall in Totnes, where the concept for the NHS was established in the 1940s. Moving to Norwich, Manchester and Durham, each session will take inspiration from local dream-makers whose historic ideas helped to shape a new reality. Downloadable instruction packs will also let organisers run their own *Dare to Dream* workshops, enabling nationwide participation. After the festival, insights drawn from the workshops will create a picture of our dreams and hopes for society in the next 25 years.

"By having a vision rather than just fixating on a problem, our brains start finding ways to turn those visions into reality" says campaigner, Sarah Corbett. "Join us and craft your creation, whilst you think deeply about what your dream for a better world will look like, and how you can be part of making it. Stitch by soothing stitch, we can become positive change-makers."

Yesterday’s dreams shaped today’s reality. This September, join Heritage Open Days and the Craftivist Collective to create individual dreams for a positive future.

Image credits: Craftivist Collective / Jonathan Cherry / Robin Prime

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More details about **Dare to Dream** can be found at
www.heritageopendays.org.uk/visiting/unsung-stories/dare-to-dream



NOTES TO EDITORS

About Heritage Open Days

- Heritage Open Days (13th-22nd September 2019) is England's largest festival of history and culture; in 2018, over 5,500 events welcomed more than three million visitors across the country.
- All events are free, including access to many sites that usually charge for admission.
- Heritage Open Days is coordinated and promoted nationally by the National Trust with support from players of People's Postcode Lottery, and run locally by a large range of organisations (including civic societies, heritage organisations, and local councils, community champions and thousands of enthusiastic volunteers).
- Heritage Open Days is England's contribution to European Heritage Days, taking place across 50 countries. Other events in the UK are Doors Open Days in Scotland (www.doorsopendays.org.uk); Open Doors Days in Wales (www.cadw.wales.gov.uk/opendoors); European Heritage Open Days in Northern Ireland (www.communities-ni.gov.uk/articles/european-heritage-open-days); Open House London (www.openhouselondon.org.uk).
- For further details, visit www.heritageopendays.org.uk, follow on Twitter [@HeritageOpenDay](https://twitter.com/HeritageOpenDay), or subscribe to the [newsletter](#).

About People Power and Unsung Stories

- People Power is Heritage Open Days' theme for 2019, celebrating the 25th anniversary of the festival, and highlighting the ability of local communities, groups and individuals to evoke change. For more information, visit www.heritageopendays.org.uk/organising/people-power
- The Unsung Stories programme is annual arts-based strand of Heritage Open Days, commissioning artists to work with local organisers, bringing to life stories, and reflecting HODs' belief that history belongs to all of us. For more information, visit www.heritageopendays.org.uk/visiting/unsung-stories

About the Craftivist Collective and Sarah Corbett

- Sarah Corbett is an award-winning campaigner, author of *How to be a Craftivist: The Art of Gentle Protest*, and founder and Creative Director of the global Craftivist Collective. She grew up in a low-income area of Liverpool and was born into an activist family. Her TED talk 'Activism Needs Introverts' has been viewed over 1 million times.
- The Craftivist Collective is a social enterprise providing products and services to help individuals, groups and organisations around the world learn and take part in 'a gentle protest' approach to craftivism (craft + activism), and transform the way people practice activism in more emotionally intelligent, creative and kind and effective ways.
- Previous craftivism projects have addressed mental health, living wage and climate change amongst other issues. Their projects have helped change laws and policies, as well as hearts and minds.



- They have worked with Save the Children, Unicef and Mind, have helped create the new Girlguiding craftivism badge, as well as collaborating with Secret Cinema and V&A, amongst others.
- Sarah is experienced as an interviewee for print, online, live or prerecorded audio, television and vlogs.
- For further details, visit www.craftivist-collective.com or follow on Twitter and Instagram [@Craftivists](https://twitter.com/Craftivists).

About People's Postcode Lottery

- People's Postcode Lottery manages multiple society lotteries promoted by different charities and good causes. People play with their chosen postcodes for a chance to win cash prizes. A minimum of 32% from each subscription goes directly to charities and good causes across Great Britain and internationally -- players have raised £427 million so far. For details of the charities and good causes which are promoting and benefitting from the lottery draws, please visit <https://www.postcodelottery.co.uk/good-causes/draw-calendar>
- It costs £10 a month to play and winning postcodes are announced every day. The maximum amount a single ticket can win is 10% of the draw proceed. For details, please visit www.postcodelottery.co.uk/prizes
- New players can sign up to pay using direct debit by calling 0808 10 9 8 7 6 5. New players who sign up online at www.postcodelottery.co.uk can pay using direct debit, debit card or PayPal.
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