



## The Wild Escape: Countdown to Earth Day

Thursday 30 March, 10 – 11:30am

These are the notes and key takeaways from the online session that took place on Thursday, March 30<sup>th</sup> if you missed it!

### Introduction with Jenny Waldman, director at Art Fund

- The Wild Escape is an epic-scale project connecting over 500 museums in a phenomenal display of placing art and museums at the centre of the future of biodiversity.
- Social media has been successfully spreading the message of how exciting the project is and how it is a crucial need for today. We are so inspired to see all the engagement from our participating museums about their events and activities.
- [Tell us what you're doing](#) so that you can be listed as an official partner! Don't forget to submit your events so they can be listed on our [online listing page](#) – [download the user guide for submitting online events here](#). We are here to support and amplify all the amazing programmes all our partner museums are running.
- As such a large-scale project within unknown territory, evaluation of the project is crucial. [Use our evaluation toolkit](#) to evaluate your activities and help support our wider project evaluation.

### The Wild World - collective digital artwork – processes and sneak peek with Mike Keating, head of digital service at Art Fund

The collective artwork will be revealed on Earth Day, Saturday 22 April, as 'The Wild World'. The project website with resources and information for museums and teachers will start to look very different from Earth Day. We will start to drive the public to the website to create creatures in museums and participate in the collective digital artwork.

- Participants can upload an image onto the website and receive a three-word code which will help them locate their creature in digital artwork once it gets uploaded after passing moderation.
- Through the fast-track process you can submit your images ahead of Earth Day or submit a large group of images.
- Further guidance on how to upload the creatures onto the digital artwork and the fast-track process can be found [here](#). Please make sure to double check the **terms and conditions** on the resources page to make sure the artworks get through our moderation process.

### Press and Social Media with Lucy Hawes, head of press and Ben Murray, head of content at Art Fund

- We are pushing towards big communications moments in the run up to school Easter holidays and Earth Day.
- Key messages for Earth Day weekend:
  - Calling all young people to contribute to an epic collective artwork to imagine a better future for UK wildlife
  - Visit museums across the UK to take part on Earth Day
- For PR we will be issuing press releases for each nation in advance to Earth Day, arranging a national photocall and much more.
- Join in with the social media conversations from Easter holidays to Earth Day and remember to tag everything with **#TheWildEscape**



## Immersive Museum Experiences with Artist, Tara Boland.

- Tara is a writer and director, she has been making work with and for children and young people for over a decade. She was the Associate Director at Punchdrunk Enrichment from 2016 - 2021 where she conceived, wrote and created immersive experiences for children in school, family and museum settings.
- We're thrilled to be working with Tara on The Wild Escape and developing an exciting self-led activity with accompanying audio experience for young people. Keep your eyes peeled for the launch of 'Find Our Forgotten Creatures' which is narrated by the wonderful Konnie Huq.
- It will be a simple self-led activity that will help children explore the museum space in a different way. They will be searching for something specific, with the activity rooted in an emotional response.

FAQs are constantly updated and found on our website [here](#). For any unanswered questions please do contact the team directly at [thewildescape@artfund.org](mailto:thewildescape@artfund.org).

## Next steps and dates for the diary

Our next online workshop will be on **Tuesday 16 May, 1-2.30pm** – topic to be announced.  
Register for free via Eventbrite [here](#).