

United Nations



It's Our World – TRAIL 2014

TRAIL has joined forces with over 20 *It's Our World* partners to help create the UK's biggest ever Online Art Gallery celebrating the environment, as seen through

the eyes of its future custodians (aged 4-19 years).

It's Our World, a national arts project to promote sustainability through art, will be promoted by TRAIL during this year's 10th Anniversary sculpture trail.

From 18th July until end of August, the seafront at Teignmouth will play host to artworks created from recycled materials by artists, local schools and community groups

The young people's artworks will be amongst the very first to be uploaded onto the *It's Our World* Online Gallery that officially opens in September. Closing date for submissions is end of May for nationwide display from UN World Environment Day 5th June 2015. The entire collection will be handed over to the British Library's UK Web Archives, providing a lasting snapshot of how children and young people across the nation view their world.

Mostly driven through schools and selected partners, participants across the UK, are invited to bring their local landscape, coastline or neighbourhood to life by creating an artwork to celebrate where they live. Subject matter can range from close up studies of natural forms to sweeping landscapes and can be approached in any way including painting, drawing, photography.

The use of recycled and natural materials is especially encouraged which is why TRAIL were one of the first organisations to be contacted. The ultimate aim behind *It's Our World* is to encourage children and young people to take the lead in living more sustainably by reducing waste, saving energy and water.

TRAIL is amongst a growing list of over 20 arts, educational and environmental groups involved including Start, the sustainability initiative of Business in the Community one of The Prince's charities, Healthy Planet, The Wildlife Trusts, The Eden Project, Keep Britain Tidy and The Campaign for Drawing to name but a few. Artworks from previous sculpture trails were featured on Europe's biggest indoor ad screen JCDecaux's Motion@Waterloo to launch *It's Our World* on 5th June UN World Environment Day.

The project's Celebrity Patrons include Astronaut Commander Col Chris Hadfield, Stephen Fry, Simon King, Fearne Cotton, Ben Fogle, Liz Bonnin, Sir Tim Smit Co-Founder of The Eden Project and Michael Morpurgo who stated "This is an inspired idea for it will open young minds and eyes to the world about them. Anything that does that is powerful for them and powerful for the planet"

To find out more visit itisourworld.org to register your school or group to take part.

Celebrating The Environment Through Art

SEPTEMBER 2014 UNTIL MAY 2015

It's Our World Online Gallery

Opens [30th September 2014](#)



GET CREATIVE

By [Considering ways to bring your landscape or neighbourhood to life](#)

There are lots of ideas to get you started ([resources](#))

GET THINKING

By [observing your environment](#)

Consider ways to help reduce your impact at home, school or work. Remember small steps can add up to make a big difference

GET ACTIVE

By [getting outside and enjoying the natural environment](#)

Get together with family and friends; Picnic in the park, go on a bug hunt Find out about wildlife conservation projects and outdoor activities in your area

GET UPLOADING

By using [your school's/group's unique PIN code \(issued on registration\)](#)

Make sure your artwork is uploaded onto the It's Our World Online Gallery Closing date [31st May 2015](#)

GET READY

To celebrate [UN World Environment Day 2015 & see your artwork on display](#)

With nationwide display of artwork on digital ad screens [5TH June 2015](#). Exhibit your original artwork in school, your local library, town hall, gallery

GET THE PICTURE

By [continuing to live sustainably for all our tomorrows](#)

It's Our World – remember we all have an important part to play Online Collection handed over to UK Web Archives [31st December 2015](#)