



# DRAWING on EARTH

Chalk Drawing with Artist Mark Wagner

*Elementary through High School*

Mark Wagner is a professional artist and founder of the 501c3 nonprofit Drawing on Earth, which inspires art and creativity in youth and communities around the world. Their first project set a Guinness World Record for the largest chalk drawing. 6,000 people helped (over 4,000 elementary school kids from Alameda CA) draw on pavement covering 90,000 sq. ft., the artwork was photographed by a satellite.

Wagner is committed to giving children a creative lifetime memory of collaboration and personal expression through the impermanent and inexpensive medium of chalk drawing.

## **Chalk Drawing at Your School**

- The day begins with an assembly showing the world of chalk drawing (street painting) and how to create a Guinness World Record. Teaching elements include: Google Earth for geography lesson, technology using laptop, projector, music, digital photography, graphic design, documentary film, and web sites.
- A day-long all school chalk drawing on playground. Using large outline often of the school's animal totem, students and teachers express themselves and collaboratively create together. Perfect before an evening event where parents will attend. This can become an annual event, assessable to everyone, great photos, creating years of anticipation and creative memories. Teaching elements include: chalk drawing, line, form, primary and secondary colors, gradations, imagination, collaboration, personal expression, self esteem, respect of others work.

## **Cost**

\$600 - Assembly and all day chalk drawing

\$75 - Supplies & Chalk (may vary depending on school size)

## Dear School Principals and PTA,

In 2008 with the collaboration with the City of Alameda, AUSD, the Alameda PTA Council, and Alameda Education Foundation, and with the help from almost every elementary school child, artist Mark Wagner created a collaborative experience where a Guinness World Record was set for the largest chalk drawing.

Years ago as a new school parent and art docent, Mark became aware of that there were NO art teachers in the elementary schools of Alameda, and he knew this was wrong. After years of chalk drawing annually at Franklin Elementary School and creating a year long artist-in-residency program, Mark had a vision of giving all the kids a creative experience that they would remember for the rest of their lives, and to also raise awareness and funds for the arts. "What we want to be doing is to nurture our children's creative spirit so that they can grow up and be free and help solve some of the world's problems."

Out of this world record project the 501(c)3 nonprofit **Drawing on Earth** was created. There is a book and 30 minute documentary film about the project, *Small Town ~ Big Vision. The Making of a World Record Chalk Drawing*. Their current project is a 5-year global illustrated story which began in Caracas Venezuela.

[www.drawingonearth.org](http://www.drawingonearth.org)

### **To learn more and book a chalk drawing date please contact Mark**

Email: [mw@heartsandbones.com](mailto:mw@heartsandbones.com) or call: 510-220-4157

**About Mark Wagner:** Mark Wagner's first artistic adventures were in rural Pennsylvania where as a second grader when he began to draw monsters and spaceships. Wagner credits his brother for sparking a desire to draw and his mother for her encouragement. A few years ago he was hired at Pixar to draw... you know... monster and spaceships

Wagner's artistic endeavors span 40 years. He holds a MA from John F. Kennedy University, and a BFA from Pratt Institute. Wagner is a concept artist in the film industry, graphic designer, illustrator, author, and film producer with clients as the Smithsonian Institution - Museum of Natural History, Pixar, Genentech, CBS, UC Berkeley, and SpaceX.

Wagner has taught art and creativity in a variety of venues from digital art colleges to graduate school and state prison. Wagner is also the author of "The Art of Being A Dad."

Wagner's other web sites

[www.heartsandbones.com](http://www.heartsandbones.com)

[www.marklewiswagner.com](http://www.marklewiswagner.com)

Drawing on Earth (.org)

Inspiring Art and Creativity in Youth and Communities Around the World  
Creative Director and Founder: Mark Wagner 510-220-4157



## Ten Reasons Why Art is Good for Kids & the World

**1) Art Generates a Love of Learning & Creativity.** Art develops a willingness to explore what has not existed before. Art teaches risk taking, learning from one's mistakes, and being open to other possibilities. Kids who are creative are curious and passionate about knowing more.

**2) Art Develops the Whole Brain.** Art strengthens focus and increases attention, develops hand-eye coordination, requires practice and strategic thinking, and involves interacting with the material world through different tools and art mediums.

**3) Art Prepares Kids for the Future.** Creative, open-minded people are highly desired in all career paths. Art and creative education increases the future quality of the local and global community. Being creative is a life long skill and can be used in every day situations.

**4) Art Teaches Problem Solving.** Making art teaches that there is more than one solution to the same problem. Art challenges our beliefs and encourages open-ended thinking that creates an environment of questions rather than answers.

**5) Art Supports Emotional Intelligence.** Art supports the expression of complex feelings that help kids feel better about themselves and helps them understand others by "seeing" what they have expressed and created. Art supports personal meaning in life, discovering joy in one's own self, often being surprised, and then eliciting it in others.

**6) Art Builds Community.** Art reaches across racial stereotypes, religious barriers, and socio-economical levels and prejudices. Seeing other culture's creative expression allows everyone to be more connected and less isolated - "see how we are all related." Art creates a sense of belonging.

**7) Art Improves Holistic Health.** Art builds self-esteem, increases motivation and student attendance, improves grades and communications, nurtures teamwork, and strengthens our relationship to the environment.

**8) Art is Big Business.** At the core of the multi-billion dollar film and video game industry are artists creating images and stories. Every commercial product is designed by artists from chairs to cars, space stations to iPods. A Van Gogh painting sold for 83 million dollars.

**9) Art Awakens the Senses.** Art opens the heart and mind to possibilities and fuels the imagination. Art is a process of learning to create ourselves and experience the world in new ways. Arts support the bigger picture view of life: beauty, symbols, spirituality, storytelling, it also helps us step out of time allowing one to be present in the moment. Art keeps the magic alive.

**10) Art is Eternal.** Creativity and self-expression has always been essential to our humanity. Our earliest creative expressions were recorded in petroglyphs, cave paintings, and ancient sculptures. One of the first things kids do is draw, paint, and use their imaginations to play.

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