About us

The Sketchbook Project is an independent Brooklyn-based company that organizes global, collaborative art projects. Our flagship endeavor is a crowd-sourced library that features over 32,000 artists’ books contributed by creative people from all over the world. Brooklyn Art Library is our storefront exhibition space in the heart of Williamsburg, Brooklyn, NY where The Sketchbook Project collection is on view to the public.

The Sketchbook Project began in 2006 in Atlanta, GA and moved to New York City in 2009. Since that time, our small organization has grown into a worldwide community of more than 71,000 artists. By focusing on the intersection of hands-on art making and new technology, The Sketchbook Project nurtures community-supported art projects that harness the power of the virtual world to share inspiration in the real world.
BY THE NUMBERS

• Books at Brooklyn Art Library: 35K+
• Books in Digital Library: 20K+
• Impressions of our Digital Library: 3,321,676+!
• Active users: 70K+
• U.S. states with participants: 50
• Countries worldwide with participants: 140+
• Cities worldwide with participants: 1,1575+!
• Cities visited in our Mobile Library: 40+
• Miles traveled: 5,2333+

OUR FOLLOWERS

Twitter 22.1K+ https://twitter.com/sketchbkproject
Instagram 42.5K+ http://instagram.com/thesketchbookproject
Facebook: 80.8K+ https://www.facebook.com/SketchbookProject
Mailing List: 70K+
THE MOBILE LIBRARY

The Sketchbook Project Mobile Library is a customized trailer designed to carry 4,500 sketchbooks to events across North America. At each visit to a museum, gallery, school, or business, we make our unique collection available to you and your audience first hand.

Using their own mobile devices or our iPad kiosks, visitors search for and select books they want to view - every book in the collection is catalogued with the artist name, materials, colors, city and country of origin, and much more. Explore books with a search for “photography,” “Berlin,” or anything you can imagine. Our brand new website even allows visitors to instantly access artist bios, search by keywords, and create online collections of their favorite books.

We travel with every element of our exhibition, from tables and benches to our own wireless internet, and of course our staff librarians to run the show and deliver sketchbooks.
Case 1: The “Dreadful” Project
Partners: The New Yorker and Showtime

With The “Dreadful” Project, we invite you to set your nightmares to paper. Sign up and we'll mail you the official “Dreadful” Project card, to sketch and narrate a little piece of your own horror tale, inspired by the theme In the Shadows. Illustrate a monster, create an eerie scene, share your greatest fear or whatever lurks within us all.

With support from Showtime and the new original series “Penny Dreadful,” this is a free project open to only 1,000 participants. Select works may be featured in a special insert in The New Yorker and online. See full rules below and visit NewYorkerOntheTown.com for more on this unique project.
For the 2012 Sketchbook Project tour we partnered with Prismacolor, providing tour stop participants with complimentary markers and invited them to sketch at designated tables. The artwork that they created would then join the tour and travel to the destination of their choice along the way.
The Mystery Project
Partner: Prismacolor

The Mystery Project challenged artists to experiment with the unexpected. Every participant received a mystery project kit, which included a free Prismacolor Brush I Fine Art Marker in a surprise color and a secret theme to guide their work. The artist would create a token of inspiration using the tools in their kit — it could be a drawing, a zine, a sculpture, or a collage — then install it in a public place for a stranger to discover.
Random Spark
Partner: Michaels

Participants signed up and received a printed card in the mail with one of the prompts that was Tweeted @arthouse the previous week, along with a free Artist's Loft™ colored pencil in a surprise color to use in the creation they made in response. Only 1000 spots were open in the project and art supply giveaway, it was a partnership with our friends at Michaels®.
The 4x6 Exchange table included Michaels Artist’s Loft materials, and was an exciting and welcome addition to our Mobile Library adventures. Participants made on-the-spot creations on the official 4x6 Exchange cards to swap live with a stranger. We shared the opportunity to take home not only a work of art but free art material, which received great feedback!
Case 3: The Ontario, Canada Tour
Partners: Ontario Tourism Board

The Ontario Tour took place from October 5th-19th. In total we brought just over 1,000 Ontario based artists sketchbooks and 1,000 other books from the collection that we felt fell under the theme of Ontario.

We had over 6,572 'likes' on our Instagram campaign to feature the tour and Ontario artists. We sent out an email to our entire worldwide community of over 70,000 people to announce the tour, as well as local reminder emails to all the regions visited. Social media about the events was pushed out on our Facebook (66,291 People) Twitter (19,900 People) and our blog. All social posts contained the #DiscoverON tag and the @ontariotravel where relevant.

The Mobile Library travelled to Buffalo, Detroit, Philadelphia, and Syracuse.
Case 4: Australia
Partners: Mail Chimp

A selection of over 2000 sketchbooks traveled to Australia for this event, including every sketchbook currently in the collection made by a participant from Australia or New Zealand. Five hundred spaces were open for anyone who wanted to create a new sketchbook for inclusion in the Australian exhibition.

While the project typically tours the United States and Canada year round in a Mobile Library — their custom-built bookmobile — this exhibition will be shipped internationally and set up for a temporary installation at Victorian College of the Arts, where visitors there will be able to check out books, each of which is catalogued by details such as its city and country of origin, materials used, unique tag words, and many more criteria.
Case 4: Lincoln Reimagine Project
Partners: Lincoln Motor Company

The Lincoln Reimagine Project

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http://now.lincoln.com/2014/07/the-community-of-sketchbooks
Case 5: Supply Closet
Partners: Wythe Hotel

The Sketchbook Project presents ‘Supply Closet’, a pop up shop and exhibition at The Wythe Hotel. The shop featured a curated selection of artist books from the collection of over 30,000, a supply shop to inspire and create, and prints of some of the artwork in the collection.

Supply Closet was an unexpected diversion from busy Wythe Ave in Williamsburg. The shop was located down the steps of the screening room and cellar on Wythe Ave and N 12th st in Williamsburg, and ran from August 24 through August 30th.

The Sketchbook Project team was able to build this temporary exhibit with the help and support of Mailchimp and The Wythe Hotel.
Case 5: Pop-up library
Partners: Wythe Hotel

Continuing our partnership with Wythe Hotel in which custom Sketchbook Project books are currently available in your rooms, we are proposing the use of hotel’s store as a pop-up annex for The Sketchbook Project library, which will feature books made by local artists.

Facilitating this pop-up library would mean streamlining the system for your guests so that viewing and returning books can occur without needing our library staff on hand. As the Wythe Hotel is a destination for travelers to Brooklyn and locals alike, we see this being the perfect space to engage our collection in a different way. Those who are inspired to can sign up to make a book of their own to contribute to the project - in fact, they’d conveniently find a custom Wythe Hotel sketchbook already available in their room!
Case 6: Landmark & A Mission
Partners: UGG Australia & Colossal

With generous support from Ugg Australia’s Creative Council the Sketchbook Project built a custom-crafted trailer containing 1,000 sketchbooks selected around the theme ‘A Landmark & A Mission’ for inclusion in this first-ever mobile sketchbook library. Stops around the U.S. included Pittsburgh, Ann Arbor, and Cleveland to share hundreds of artists’ work with you. It’s like art meets libraries meets road trip.
Case 6: Alma Edition
Partners: Alma Ad

In October, Alma ad agency challenged 50 advertising and art students internationally to compete for an internship and $2K scholarship for next semester by competing in a sketchbook contest. On Dec 4 & 5th Alma brought The Sketchbook Project mobile library to Miami Art Basel for 2 days to make all the student sketchbooks part of an art exhibit, and announce the winner at the event.
BRANDING OPPORTUNITIES

Custom designed blank sketchbooks for your campaign

Sketchbook collections curated to resonate with your brand or geographical region

The Sketchbook Project’s expansive digital library is tagged and catalogued by location, themes, materials used, tag words, titles, and much more. Collections can be used as a promotional tool by being branded with a company’s name, are hosted on The Sketchbook Project’s website, and can be easily shared across all social media platforms. People love looking at amazing artwork - let us put together a one of a kind collection for you.

The Sketchbook Project works directly with each client to create an intimate experience. From branding to match your chosen theme, to a selection of sketchbooks curated directly by our clients or through relevant keywords, our team works to create a custom campaign which go beyond the ordinary.

2015 THEME: SHARKS!

Encyclopedia of ...Sharks part VI

By: Pascal Leocq / 38 pages

Tagged: encyclopedia Family genus order shark
CONTACT

Steven Peterman

steven@sketchbookproject.com
404-556-8178

Brooklyn Art Library
103A North 3rd Ave.
Brooklyn, NY 11249