

LOOK AT ME!

REPRESENTING SELF,
REPRESENTING AGEING

The University of Sheffield

New Dynamics of Ageing

Funded by the E.S.R.C

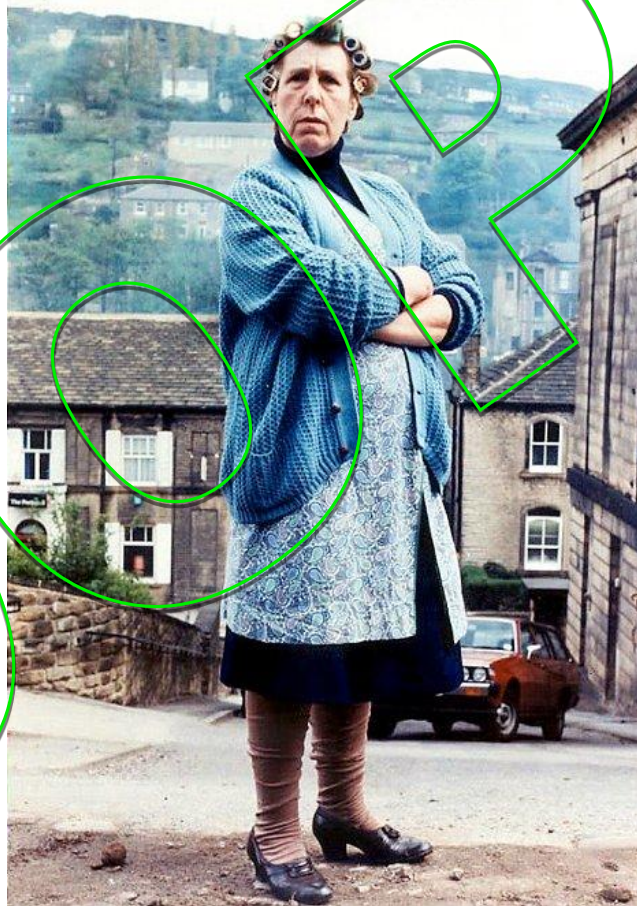
Women's experiences of Ageing

- Invite older women from different community settings to participate in a series of creative workshops;
- Explore what ageing means to them;
- How do media stereotypes feed into their self-perceptions?
- Create new images which are more challenging of norms and conventions;
- Display and circulate these images publicly to challenge conventional representations.

Stereotypes

- Nora Batty:

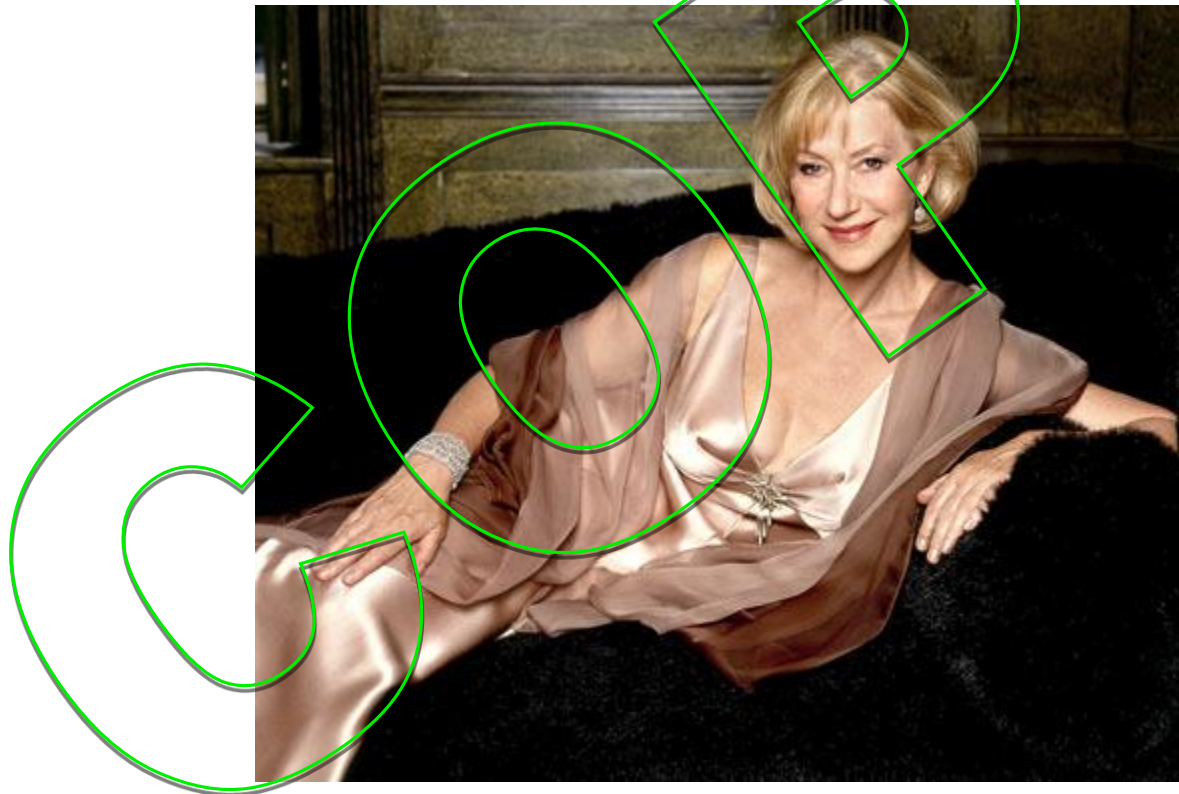
G



R

Stereotypes

- Impossibly Beautiful:



Stereotypes

- Dominatrix:



Stereotypes

- Vulnerable victims of crime:



Key Questions



- How have age and gender related norms been communicated in the media?
- What contribution can be made by visual methodologies in engaging older women?
- What is the potential of the creative arts to enhance the lives of older people and impact on well-being?

Methods

- 3 x series of workshops, facilitated by different artists;
- Format determined by participants;
 - 1) Community-led;
 - 2) Art Therapy;
 - 3) Photo-therapy;
- Workshop process to be observed and documented;
- Interviews with participants before and after.

Outputs

- Production of new images;
- Video the process of making the images;
- Exhibit the images (locally and nationally);
- Record responses to images (video booths, visitors log);
- Short documentary to visually summarise the project;
- Disseminate findings (journal articles, conferences, book).

Impacts

1. **Methodological** – new approach to participatory work with older people;
2. **Theoretical** – demonstrate the contribution of methods developed in the arts to social gerontology;
3. **Practical** – enable both the women involved and viewers to the exhibition to access alternative images of ageing.

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