



Improving older people's  
lives through creativity

creative age



[www.equalarts.org.uk](http://www.equalarts.org.uk)



**Equal Arts is a creative ageing charity,  
providing opportunities for older people to  
explore their creativity and build relationships  
to improve health and wellbeing.**

For more than 30 years we have been supporting older people, artists, care staff and cultural

organisations to explore the benefits creativity can bring to individuals and communities.

While reminiscence has a role, we believe alternative approaches focusing on living in the moment and exploring creativity and the imagination should be embraced to help improve wellbeing.

**“Creative Age gives mum confidence in a really positive way. I can't put into words what it means to her and the family.**

**“My mum received a diagnosis of frontal temporal dementia. Life can be tough for her when she is constantly 'wrong' or doesn't know what to do. I love to speak to mum on a Tuesday. I hear her excitement as she recounts what she has done.**

**“I just feel as though the group and activities were tailor made for her. They seem to challenge her and tap into her inner most resources without overwhelming her.”** *Carer of a Creative Age participant at National Glass Centre, Sunderland*





# creative age

**Creative Age has been developed to transform how artists and venues support older people living with dementia.**

Participants engage with In The Moment creative practice inspired by the collections, exhibitions and programme of organisations.

Led by the interests of Creative Age participants, each venue goes on to develop its own [Creative Age Challenge](#) helping engage the community and raise sponsorship for continued creative programme.

Creative Age together with Creative Age Challenge focus on co-creativity, developing new audiences and providing older people with the opportunity to explore group ownership and decision-making.

The project aims to:

- Provide quality creative opportunities for older people based on their interests and within the community
- Support arts and cultural organisations to reach new audiences by widening their offer for people living with dementia and long-term conditions
- Empower participants to take a lead in decision-making processes
- Establish creative sponsorship events to help sustain creative activities for people living with dementia.



**“Creative Age has been a huge success for everyone involved. The high quality artist-led sessions provide stimulating and involving creative workshop which immerse participants in the making process.**



**“The Creative Age project has constant backing from the staff and the Challenge event in particular has spread awareness and brought support from across departments.”**

*Rachel Groves, learning and engagement officer at National Glass Centre, Sunderland*

# creative age challenge

Creative Age Challenge is a national week of awareness celebrating the creative abilities of those taking part in Creative Age.

In 2018 it will run from June 2 until June 10 and is open to galleries, museums, theatres, schools and libraries.

The pioneering social movement looks to boost dementia-friendly creative opportunities, with cultural venues at the hub of the community.

Offering an alternative to physical fundraising activities, Creative Age Challenges are sponsored events open to the community to help sustain further creative activity.

The challenges are an innovative way for cultural organisations to connect with new audiences and improve their dementia-friendly offer.



## Case study: Terracotta Army by An Talla Solais, Ullapool Visual Arts, Scotland

Ullapool, a small town of less than 1,500 people up in the North West Highlands of Scotland with limited dementia-friendly provision, set up a group called The Dolphin Project within An Talla Solais, a visual arts gallery in the town.

The group supports over 15 people with a dementia diagnosis through weekly creative activities, dementia-friendly artist and exhibition talks and access to the ceramics studio at the gallery.

Following a local secondary school trip to China to see the Terracotta Army, school children together with the Dolphin Project, community groups and a ceramist took up the challenge of creating 200 terracotta warriors.

The artwork presented in the gallery was open for

sale through a month-long show.

Each figure was sold for £10 and the Creative Age Challenge made £2,000 for the project which also received interest from the British Museum and national coverage through BBC Scotland.





## Case study: Contemporary Glass Jewellery and Glass Sculpture at National Glass Centre, Sunderland

The National Glass Centre has delivered weekly Creative Age sessions since February 2016.

The group, comprising 12 participants living with dementia and their carers, worked with over six artists to create professional glass artwork in fused glass, stained glass, and engraving.

As part of Creative Age Challenge 2017, and inspired by an exhibition at the centre, the group took on the challenge of creating over 200 pieces of fused glass jewellery to sell within the centre's learning gallery and shop.

On the day the group created a large glass sculpture in partnership with members of the public. Glass tiles were sponsored by visiting

audiences who paid a suggested donation of £2 and glass painted and soldered each tile into the sculpture.

The significant £2,500 made during the challenge supported further Creative Age activity at the organisation.





# Creative Age Challenge - Next Steps

Discuss with the group

Select artists

Engage the community

Get inspired

Identify challenge

Plan your event

Shout out about sponsorship

Celebrate and showcase



## Take on the Creative Age Challenge

Could you create 100 knitted sheep or sketch 500 postcards?

Be a part of Creative Age Challenge 2018 and join venues across the UK and Europe taking on this mass challenge to provide more creative opportunities for people living with dementia.

Register your interest online by clicking [here](#) or email [information@equalarts.org.uk](mailto:information@equalarts.org.uk)

You will receive your digital information pack and access to the Creative Age network .