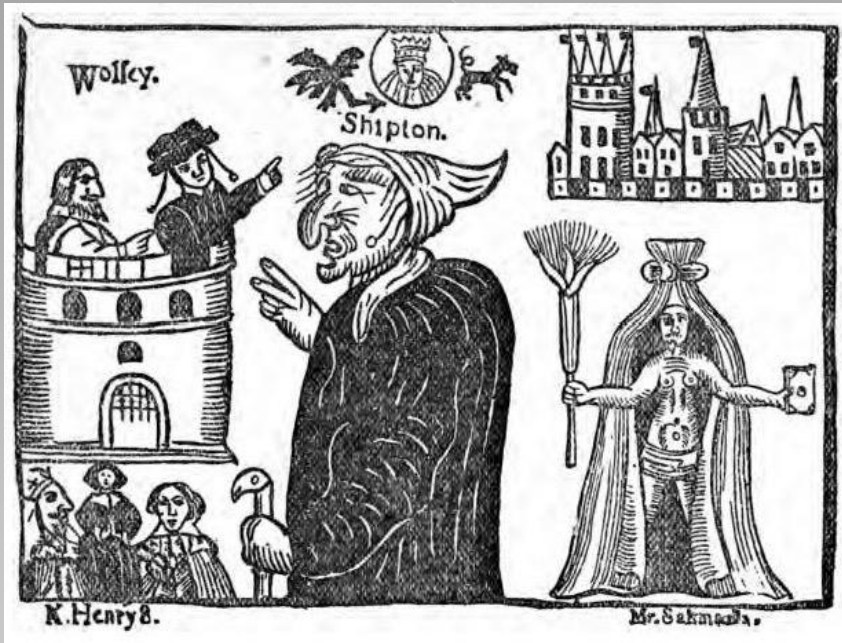


Looking at Ageing: Life Course Lessons from a Participatory Visual Project

Appearance, Ageing and the Life Course Conference, 26th
April 2013, Manchester Interdisciplinary Collaboration for
Research on Ageing, University of Manchester

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Historical Significance



Mother Shipton

Emmeline Pankhurst



C21st Context



- Anti-ageing industry
- Graywashing

Digital Manipulation

Sexism and Ageism



Your walls deserve a paint which will age well

Discrimination



Contracts
terminated



Intergenerational Perspectives



Mother injects 8-year old daughter...

... with botox



REPRESENTING SELF – REPRESENTING AGEING

- Used creative arts to challenge views of older women
- Oct 2009–Nov 2011, based in Sheffield
- Self-defined older women participants (n41, age 43–96 yrs)
- Produced own ‘alternative’ images of ageing

WORKSHOPS

	Community-Led		Art Therapy	Phototherapy
Facilitator	Eventus (cultural development agency)		Susan Hogan	Rosy Martin
Participants	Green Estate: volunteers	Guildford Grange: extra care housing	Open recruitment	Open recruitment
Number	10	10	9	12
Age Range	60-74	77-96	43-70	47-60
Approach	Photographer: Laura Pannack	Photographer: Monica Fernandez	Discussion and artwork	Photo diary → re-enactment → transformation
Time Period	6-10 days	6-10 days	2hrs x 8 weeks (16 hrs)	5 days over 4 weeks, 1 session 3 months later
Images Produced	Formal portraiture of early C20th	'Before and after' images	Sculptural, textural, photographic and painted artwork	Photographic images created individually and in pairs

EXHIBITIONS, DOCUMENTATION AND EVALUATION

- Exhibitions: Workstation, The Moor and Jessop West
- Documentation and Evaluation:
 - > interviews
 - > observation and description
 - > film
 - > questionnaires

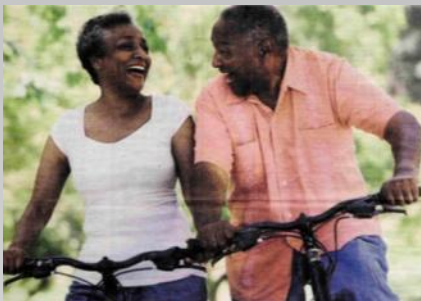
Dominant Images



Anti-ageing Creams



Selling Impossible Beauty



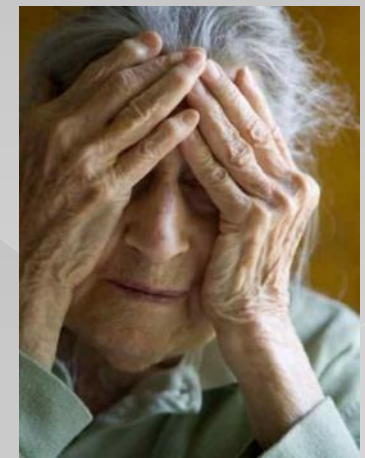
Positive Ageing



Figure of Fun



Vulnerable Victims of Crime



Dementia & Dependency

Guardian's All Ages Fashion



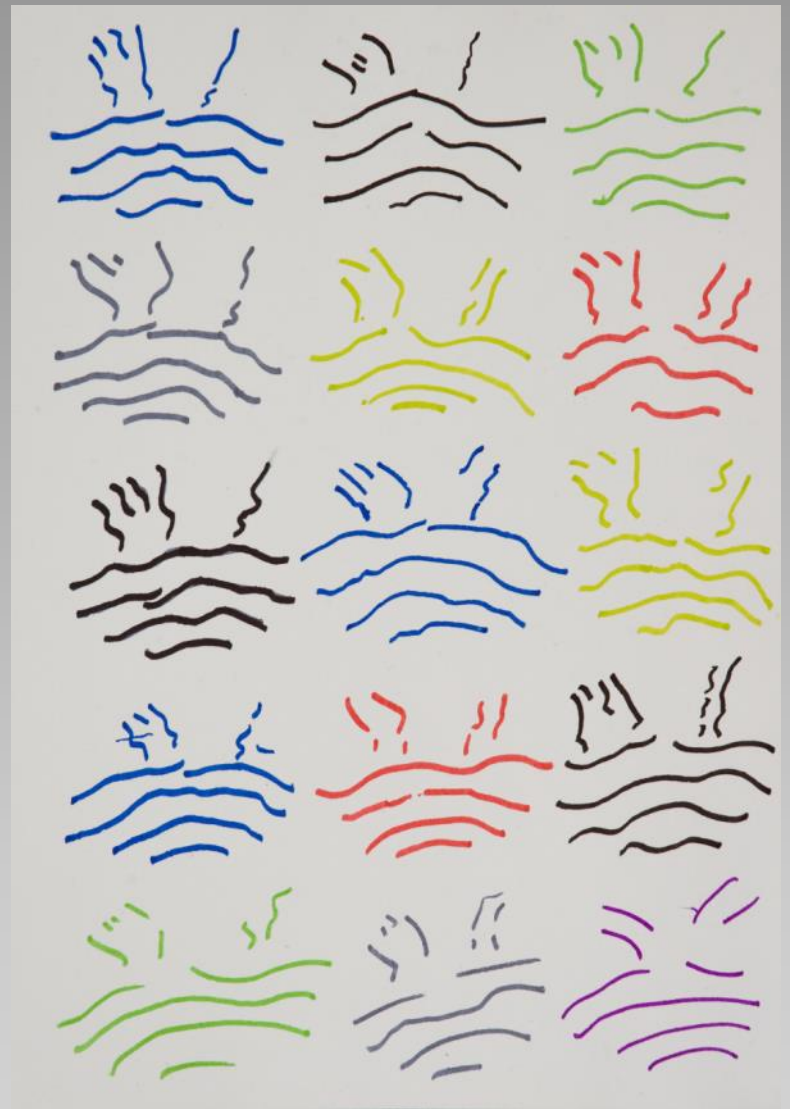
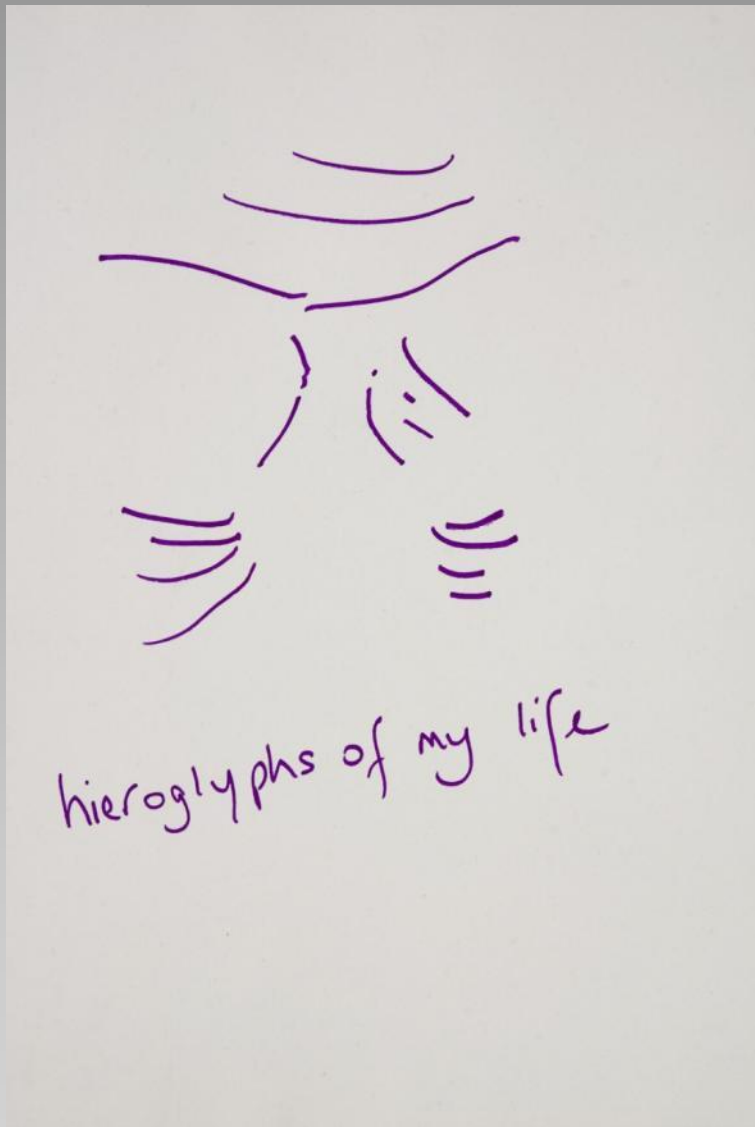
Positive Representations



Duality



LOOKING AT SKIN



Wrinkles as 'hieroglyphs' or life story

LOOKING AT SKIN



Participant's skin and her mother's skin

LOOKING AT THE FACE



‘There are aspects of ageing that I feel positive about but there are aspects that I feel anxious about... and you see that in our faces. Some days I look at myself and I think ‘Who’s that? That’s not me, that’s some old woman.’ And other days I think “Oh yes, that’s me.”

LOOKING AT HAIR



Chin hair and the crone



The 'unseen' balding pubis

Looking at the Inside



“It’s about how you feel on the inside but they judge you on the outside”



“Inside the old self are the other layers of people that you’ve been...”

'One cervix has a small drop of blood – I no longer bleed periodically – it was farewell to all that. The other image a kind of hello and welcome to none of that and a new set of hormonal/non-hormonal effects.'



LOOKING AT INVISIBILITY



PHOTOTHERAPY APPROACH



“I feel like a prisoner of the numbers.”



“Ageing now means owning the time I have lived.”

Dressing Flamboyantly, Engaging in Play

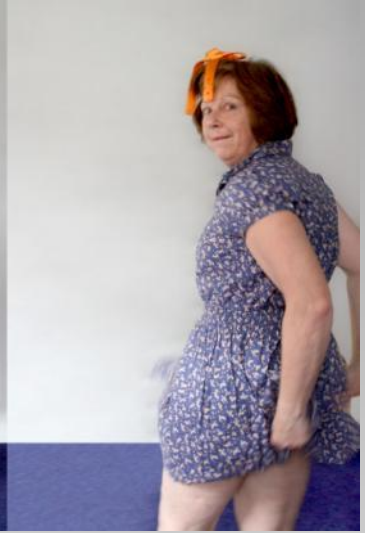
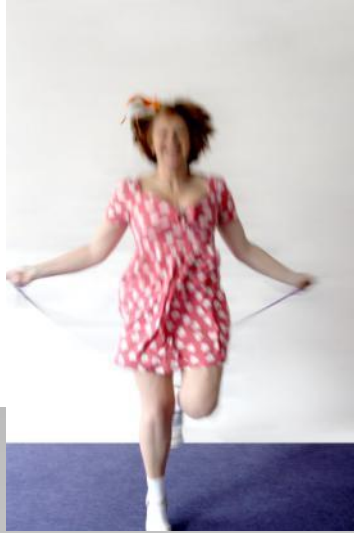


PHOTO-DIARY



“They’re wickedly red and pointed-toe and you’ve got to be in the mood to wear them.”

PORTRAITURE



Modelling early 20th century portraiture

BEFORE AND AFTER



Satirising magazine/ television makeovers



Contribution to a New Understanding of Ageing?

Context and Transition

- > ageing as a 'highly nuanced' process
- > emphasis on diversity and potential

Involvement

- > knowledge through lived experience
- > radical or transformative potential
- > self-sustaining activities

Life-course Perspectives

- > Intergenerational links
- > PHSE education on age and ageism

Charter against Ageism and Sexism in the Media

PHOTOTHERAPY GROUP

“Positive
reinforcement”



Solidarity



DIVERSIONARY APPEAL

“We wanted an outdoor action picture... Lillian and Jenifer, they were reading a map, June’s meant to be digging and we couldn’t think of anything else so we stuck Pat in a wheelbarrow.”



“This has been the highlight of my bloody life”

COMMUNITY ARTS



Community Exhibitions

Look at Me!

Exhibition, Videos & Website

www.representing-ageing.com



LOOK AT ME!

Images of Women & Ageing

An exhibition of images of women, by women

EXHIBITION DATES

The Workstation

15 Paternoster Row, Sheffield
Wednesday 9th – Wednesday 23rd March 2011
9am – 5pm (excluding weekends)

The Moor & Sunwin House Shop Windows

The Moor and Furnival Gate, Sheffield
Saturday 26th March – Thursday 7th April 2011

Jessop West Exhibition Space

Leavygreave Road, Sheffield
Monday 11th – Friday 15th April 2011
10am – 6pm

All exhibitions are free to enter and wheelchair accessible.

www.representing-ageing.com



new dynamics of ageing
interdisciplinary research programme



Exhibition Evaluation (n242)

87% - good or very good

83% - thought provoking

88% - would like more images of older women in public

"I've thoroughly loved this exhibition. Some of the pieces brought tears to my eyes. I only wish my mum could see these images and have them speak to her as they have to me"

"...excellent piece of work on a subject that needs a lot more publicity."



School Workshop: *Act Your Age!*



funny, sunny,
amusing, having
fun, happy, **super**
cool, daft, crazy,
coocoo, sleepy,
hurt, in pain, angry



happy, joyful, cool,
pretty, lovely,
beautiful,
gorgeous, sweet,
fab, wonderful,
nervous, excited,
thoughtful, grateful

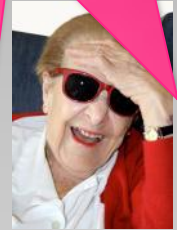
enjoying her life &
living, happy,
joyful, cool,
wonderful, funny,
thoughtful,
chilling out, got a
headache



relaxed, happy,
funny, having
fun/a laugh,
scary, young,
cool, funky,
crazy,



jolly, happy, enjoying
herself, having a
laugh/fun, confident,
cool, pinky,
bright/**jazzy**, funky,
glamorous, funny,
crazy, weird, confused



A Charter?



THE FIRST THING
SOME PEOPLE
NOTICE
IS HER AGE.

AGE
Concern

LET'S MAKE AGE DISCRIMINATION A THING OF THE PAST.

PROJECT TEAM

Lorna Warren, PI (University of Sheffield)

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www.representing-ageing.com

Merryn Gott, CA (University of Auckland)

Susan Hogan, CA/Art Therapist (University of Derby)

Naomi Richards, Researcher

Clare Allam, Film Producer

Clare McManus, Eventus

Rosy Martin, Photo Therapist

Laura Panneck & Monica Fernandez, Photographers

Alison Morton, Curator

Judith Taylor, Secretary

George Wood, Sheffield University Research Experience

Student (funded by Uni of Sheffield)