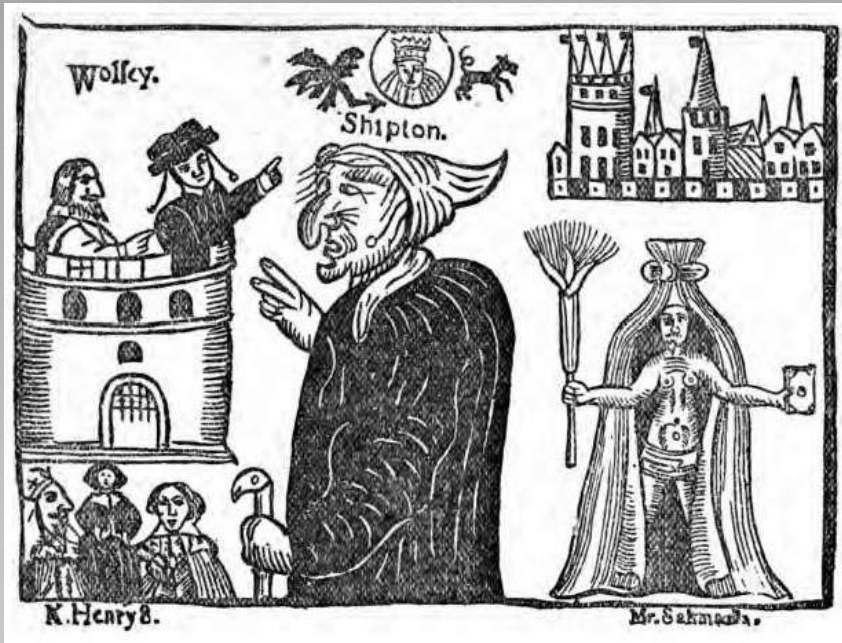


REPRESENTATIONS OF GENDER AND AGEING - LESSONS FOR WELL-BEING

Lorna Warren
University of Sheffield
l.warren@sheffield.ac.uk
[www.representing](http://www.representingageing.com) ageing.com

Historical Significance



Mother Shipton

Emmeline Pankhurst



C21st Context



Digital Manipulation

- Anti-ageing industry
- Graywashing

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

Lorna Warren, PI (University of Sheffield)
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, SURE Student (funded by Uni of Sheffield)

Funded by the Cross Council
New Dynamics of Ageing Programme

Look at Me!

- ◉ 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



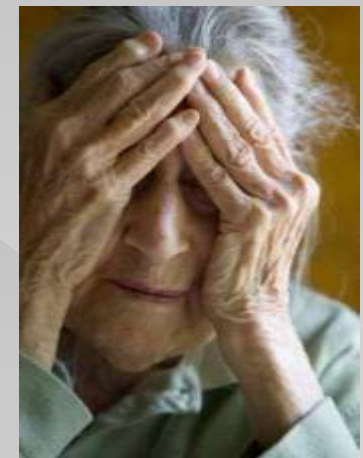
Positive Ageing



Figure of Fun



Vulnerable Victims of Crime



Dementia & Dependency

Positive Representations



LOOKING AT SKIN



Wrinkles as 'hieroglyphs' or life story

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



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

Soilidarity	“Positive reinforcement”
<p> 1. Soilidarity is a concept that refers to the mutual support and cooperation between individuals or groups, often based on shared values or interests. </p> <p> 2. It is a key component of many social and organizational structures, helping to build trust and foster a sense of community. </p> <p> 3. Soilidarity can be seen in various contexts, including family, friendship, and professional relationships. </p> <p> 4. It is often associated with positive behaviors and outcomes, as individuals are more likely to help each other when they feel a sense of connection. </p> <p> 5. Soilidarity is a fundamental principle in many cultures and religions, emphasizing the importance of helping others and working together for the common good. </p>	<p> 1. “Positive reinforcement” is a behavioral strategy that involves rewarding a desired behavior to increase its frequency. </p> <p> 2. It is a key concept in psychology and education, often used to encourage positive behaviors in children and students. </p> <p> 3. Positive reinforcement can be implemented in various ways, such as giving praise, rewards, or incentives. </p> <p> 4. It is a powerful tool for shaping behavior, as individuals are motivated to repeat actions that lead to positive outcomes. </p> <p> 5. Positive reinforcement is a fundamental principle in many fields, including psychology, education, and management. </p>

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

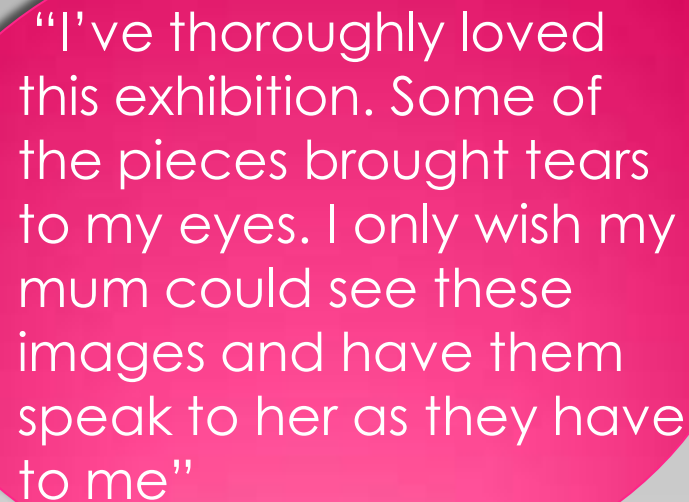


Exhibition Evaluation (n242)


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.