

d) Consider how the experience of dementia changes with gender. Can you find an object which would be effective for one gender, but would not work for the others?

What object have you chosen?

Why would it not suit for everyone?

2) **While you are going through the Time Tunnel**, consider the “new learning” style for dementia therapy, suggested by the Museums Association*. Select an object from 1930s, 1950s and 1970s which may encourage new learning in visitors with dementia.

1930s – what it is:

How this object can encourage new learning:

1950s – what it is:

How this object can encourage new learning:

1970s – what it is:

How this object can encourage new learning:

3) **Design a creative activity inspired by the objects** (eg. art-making, storytelling).

Activity:

Description:

4) While you are going through the Time Tunnel, observe how people are presented in packaging and advertising. Compare the people pictured in packaging in 1920s with the packaging of 1980s. What differences do you note in terms of how age and health are represented?



5) Design your own Public Health poster promoting dementia awareness to the general public.



6) In the Branding Hall, find the Fairy washing-up liquid. Imagine you are conducting a dementia therapy session.

What questions would you ask about this product of the participants?

Describe the features that make it successful:

7) Having seen the whole Museum, consider the experience of a museum visit for someone with dementia. Form a compelling argument for both statements:

Dementia therapy is the most effective in a home/care home setting

Argument:

Dementia therapy is the most effective in the premises of a cultural institution

Argument: