TRENDS: BRANDS AS BUDDIES & MULTISENSORY EXPERIENCES

PROJECT TITLE: Experience for everyone

THE BRIEF: A live brief from Laura Rothwell, Founder of Arts and Culture Marketing and PR agency, Crystallised. Write a 90-second script to promote the monthly dementia-friendly cinema screenings at Tyneside Cinema. Dementia can affect people’s senses and change how they perceive the world around them. Consider what you have learned about dementia from Professor Andrew Newman, the nuances of design and communication from Sarah Phillips at Picto, the Dementia Friends team from Baltic and immersive tech specialist, Dave Black. Then consider the conversations you have had with people living with dementia, Alex and Cynthia, at our cinema tea party and how much joy the screenings bring to their lives. Can you craft an evocative and informative script to help spread the word so that more people who are living with dementia – and their families, friends and carers – know about the screenings and feel welcome to come along and join the events?

SPONSORS: Laura, Hannah and Lauren at arts and culture marketing and PR agency Crystallised, the staff of Tyneside Cinema, Sarah Phillips at Picto Sign Solutions, Professor Andrew Newman at Newcastle University, Anneliese and Anthony from the Dementia Friends team at Baltic, Dave Black at Pitch Black Productions, Alex Wright – Freelance Videographer and Photographer, Marketing and Brand Consultant – Angela Lynch, Creative Writing MA Student – Sharon Thomas.

CARLY HINDHAUGH
Barwick Academy

Not everyone who has dementia is a dementia patient. Just because you have dementia doesn’t mean you have dementia. The same applies to your age, your gender, your background, etc. If you have dementia, you are not a dementia patient. Dementia is described as when the little lights inside a person’s head representing a person’s memories or skills flicker – and slowly or quickly turn off.

But you can be supported, and you can become that person who represents them, and you are the one who can make a change, while most of the people will just stand around and not do anything.

So, what do you want to do?

Be the person who lets people living with dementia feel scared – or be the person who helps them come to the Dementia Friendly sessions in Tyneside Cinema to help them and make them feel happy.

Dementia is a syndrome, usually of a chronic or progressive nature, caused by a variety of brain diseases that affect memory, thinking, behaviour and ability to perform everyday activities. However, with help, people living with dementia are still happy times.

Many things can help people to do this, such as singing, communication, and having fun on what they can do, and what they cannot.

• Dementia is a syndrome.
• Dementia is not a mental health issue.
• It’s important to a person’s daily lives.
• Dementia is caused by different brain changes that happen over time.
• Dementia is not just losing memory.

Tyneside Cinema is a big factor in helping people with dementia by having monthly dementia-friendly screenings. They are open to anyone and everyone, and well loved by all.

ELISE COWE
Barwick Academy

The cinema has various places to have an excellent meal and great drinks which you can take into the cinema. After your film is over, head over to the classic café on the 1st floor and the café on the 2nd floor, which is right next to the Digital Lounge!

When talking to some of the visitors who have dementia, they’ve been here in the remarkable experience. The fact that if you are at home and the friendly atmosphere that Tyneside Cinema has. And to top that off, the cinema has over 80% 5-star rating.

The cinema is 80 years old, which makes it the oldest cinema in Newcastle. Many people have visited this cinema over its lifetime. Tyneside Cinema shows a range of recognisable picture films that are sure to bring back bursts of nostalgia; a large factor that the cinema is known for.

Keeping this in mind, one of the ways we can engage people living with dementia is to show them scenes familiar from their younger years – and this is what Tyneside Cinema hopes they are doing.

The cinema is placed on the stairs, to make the experience easier. Visitors can also purchase refreshments without having to leave the cinema and everyone, and only cost around £6.

There are two options to arrive here, the Tyneside Bar Café on the first floor and the café on the 2nd floor, which is right next to the Digital Lounge!

For people living with dementia, these memories may appear more current to them than the present.

We meet people living with dementia could have scenes, as they are not automatically to believe that it is not a busy, nice big bucket in their veins.

The biggest factor for most of the people, however, was definitely the healthiest person in the world – you can still get dementia.

Not everyone who has dementia is old. Anyone could have dementia, not just elderly people.换言之，如果一个人不能记住某些事情，那么他可能有痴呆症。Dementia is described as when the little lights inside a person’s head representing a person’s memories or skills flicker – and slowly or quickly turn off.

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EMILY
CRUIKSHANKS
Barwick Academy

KAITLYN MATHER
Barwick Academy

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THINKING back to your childhood, you may remember some of the places you’ve been or the people you’ve ever met.

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So, what do you want to do?

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CREATIVE WRITING

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NICOLE FULLER
George Stephenson High School

There’s more to dementia than what they look like or what they think like. Dementia is a disease of the brain and it doesn’t just make people living with dementia forget or do a daily task, one should make them feel comfortable and happy.

Because dementia is like a light that’s wavy and won’t last long is a memory. But it can’t stay that way, but it can stay that way but it’s like a light bulb it’s in between. It’s like a semi-lumen, like it’s the box that is the box and then it’s like a box.

And at the box, the box is the box and that the box, the box is the box and the box is the box.

REBECCA ADELSON
Berwick Academy

We should help these people and make them feel comfortable and happy in a place where they can still be happy.

RHIANNON PRINGLE
Berwick Academy

Free key facts about dementia:
1. Dementia isn’t a part of ageing.
2. It is a disease of the brain.
3. Dementia causes difficulty with everyday tasks.
4. It is possible to live well with dementia.
5. There is no cure for dementia.

In the Tyneside Cinema, there are monthly screenings especially for people living with dementia but unfortunately not many people go. I was speaking to a lady, and she said that there were only about ten people there, in a big cinema, which is sad.

People living with dementia may remember things from when they were young or how they lived ten years ago.

So, if you know anyone with dementia, test them down to Tyneside Cinema for only £5 – then spare some time to help out someone who needs it.

Find out more at www.tynesidecinema.com

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THE BRIEF: Tyneside Cinema provides dementia friendly cinema screenings for people living with dementia, their families, friends and carers. Immersive technology can provide people with meaningful and enlightening multisensory, immersive experiences, while delivering the highest levels of human connection and engagement. Applying what you have learned from our guest speakers – and from our guests, Alex and Cynthia who are living with dementia, write a long-form (650 words +) article exploring the title, ‘How could immersive tech support people living with dementia at Tyneside Cinema?’

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ISAAC SMITH
George Stephenson High School

How could immersive tech support people living with dementia at Tyneside Cinema? We interviewed the leading experts on creating immersive content.

Supported adjustment of technology
When people with dementia are in a cinema, they may have assistance that may not include them in a cinema environment. It could be helpful to provide a different experience, a different way of experiencing the cinema, or to have different ways of experiencing the cinema. The use of tactile, supported assistance with technology can be helpful in making the experience more comfortable for people living with dementia.

Safety in public spaces
Another way people could benefit from people living with dementia is to give them the freedom of choice. When people living with dementia are with friends, the more control they have with assistance with technology can be helpful for people living with dementia.

Experience is for everyone
The cinema should be a place where people living with dementia feel safe and happy. Anليes and Anthony from the Dementia Friends team at Baltic, Dave Black at Pitch Black Productions, Alex Wright – Freelance Videographer and Photgrapher, Marketing and Brand Consultant – Angela Lynch, Creative Writing MA Student – Sharon Thomas.