TICE CREATE Stage: Creative Writing | Project 1

Title: Experience is for everyone | Brands as buddies #walkwithme

The word ‘dementia’ describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they have become severe enough to affect daily life. (www.alzheimers.org.uk) There are currently 850,000 people with dementia in the UK and this number is projected to increase. (dementiastatistics.org)

Project Outline: Can technology help people living with dementia and their families and friends to experience Tyneside Cinema?

You'll work with: Laura Rothwell and the team at Crystallised, Tyneside Cinema staff, the Institute for Ageing at Newcastle University, Sarah Phillips from Picto Signs and Dave Black from Pitch Black productions, MA Creative Writing student Sharon Thomas

About Tyneside Cinema

The Grade II-listed Tyneside Cinema in Newcastle City Centre provides a Dementia Friendly Cinema screening programme. The cinema wants to promote the screening programme – and the building’s beautiful café and coffee rooms – to more people who are living with dementia and their families and carers.

Pick this project if you're interested in: immersive technology, experiential design, digital storytelling, written and aural communication.

For this project we are looking for people who can listen well, follow instructions and work well as a team – we will discuss your choice at your interview.

So, how can you – and technology – help?

Immersive technology creates extraordinary experiences. Working to a live brief, set by Crystallised founder Laura Rothwell you'll team up with Sarah Phillips and Dave Black to explore how immersive technology could be used to help people living with dementia to enjoy everything that's on offer at the Tyneside Cinema.
You’ll be exploring the history of the cinema, finding stories to tell about the space and working with Sarah to think in terms of 3D spaces and with Dave to think about what information you need to gather to create an immersive, engaging and ultimately helpful guide to the cinema – from the city it’s in and the spaces it offers, to the people they might meet and the experiences they could enjoy.

**Your 3 Training Days may look like this:**  
*Please note: you must attend all three training days to showcase your work at the Final Show.*

On day one or day two you will be invited to meet and talk to some of the people who attend the Dementia Friendly Cinema events. This session will be supported by Tyneside Cinema and Crystallised staff.

**Day one: (11th June)** The first day of our project will be dedicated to exploring Tyneside Cinema, learning about the impact of dementia on design and built spaces and where and how immersive technology can support people living with dementia.

**Day two: (20th June)** The second day will be an introduction to immersive tech and will involve mapping and exploring the Tyneside Cinema for use in an immersive experience as a team.

**Day three: (24th June)** You will complete your immersive tech experience, with considerations for the building and the people who use it.

**Your Mentor is:** Katherine Wildman

**Need help or guidance?**  
If you would like to choose this project but have a question to ask, please get in touch with your mentor.  
**Kath:** writing@tice-uk.com