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: You’ll work with Northern Stars Production and make a film to let more people who are living with dementia and their carers know about the Dementia Friendly Cinema screening programme and the use of immersive tech to promote increased accessibility at Tyneside Cinema.

You’ll work with: Laura Rothwell and the team at Crystallised, Tyneside Cinema staff, Northern Stars Production, the Institute for Ageing at Newcastle University, Sarah Phillips from Picto Signs, and Katherine Wildman from Haydn Grey, marketing executive Angela Lynch and MA 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: filmmaking, storytelling, scriptwriting, dialogue, digital marketing

For this project we are looking for people who can write visually and use dialogue to tell a story – we will discuss your choice at your interview.

Working to a live brief, set by Crystallised founder Laura Rothwell you’ll learn about Tyneside Cinema and about the Dementia Friendly Cinema screening programme it offers. You’ll also hear from immersive tech expert Dave Black about creating accessible experiences – and from signage and wayfinding expert Sarah Phillips about how dementia can affect a person’s experience of a building like Tyneside Cinema.

You’ll explore the history of the cinema, find stories to tell about the space and work with Northern Stars to create a film about the screening programme and the work that the other groups are doing to spread the
word to new people who are living with dementia and their families and carers who would enjoy coming to screenings.

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 how events like dementia friendly cinema screenings can support people living with dementia.

**Day two: (20th June)** The second day will be about working with Northern Stars to create your film, learning about immersive tech and weaving together an engaging and effective narrative.

**Day three: (24th June)** You will write a blog post as part of a wider marketing campaign to promote your film and spread the word about the dementia friendly screenings at Tyneside Cinema.

**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