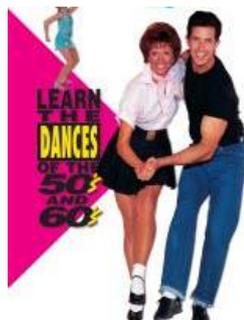
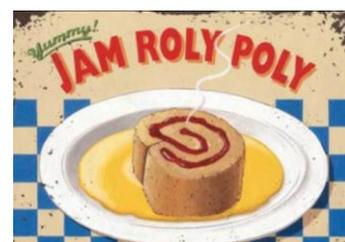
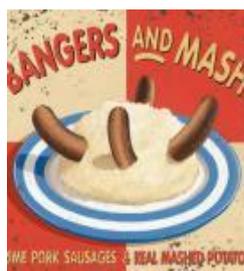


# EVALUATION OF DEMENTIA UNIT LADYWELL ART

## GALLERY

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The following pictures were selected by the focus group (from about 50 laminated cards) to see what caught attention, generated a positive reaction etc.



Key desirable characteristics are: clear, simple, unambiguous using sharp lines and bright clear (group 1) colours especially yellow. They selected images communicating happiness and fun “that makes me laugh, I like that”. Or brought back happy memories (eg dancing shoes)

The pictures that were rejected were some or all of: confusing, dingy, dark, sad, unclear

## REACTIONS TO FINISHED ARTWORKS

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Firstly it should be noted that in general staff attitudes are more negative than users. While this is unfortunate, the most important thing is to have work that the users are happy with.

Also as a general comment, both staff and users are glad that there is something – as they are also pleased about other pictures in the rooms. The users did not have any spontaneous recall of the artworks so I took the into the corridor to get their reactions.

Where there are no positive or negative comments that is because none were made. Comments made by several people unless shown in grey (single observation)

Artwork	Staff positive	Users positive	Staff negative	Users negative
Flowers and books (most popular)	Lovely, beautiful I like the butterfly on the other door	Beautiful, Lovely, I like that Engaging: "Look here's the butterfly with his wings open and here he is again with his wings closed"	<i>Bit blurry but better since details added</i>	
Dominoes	Interesting	<i>You did your best Oh I see, dominoes!</i>	Don't look enough like dominoes, too blurry	
Food	That makes sense	<i>Look at that! So realistic! Good enough to eat</i>	Had hoped for something cheeky	
Dancers		I like her dress	Too dark, too sad <i>Why isn't she smiling? She looks so worried</i>	Too dark, too sad <i>Is he running? Why is he running? Why do they look angry? Are they fighting?</i>

In terms of response to the research, the flowers/book and food delivers exactly as specified.

The dominoes is about something they like to play and the light colours help, but the thicker dominoes, especially the two to the left look more like bricks.

However in terms of colours used, clarity and cheerfulness the dancers do not deliver on the brief and have a negative impact on the users (and the staff).

#### Lessons learned

- Specification needs to be clearer and signed off by all parties so that everybody knows and agrees on the way forward
- Once a price is accepted for work as specified, that is the deal and neither client nor artist should complain about it
- This may be a job that would have been better handled by an interior decorator or illustrator
- The client needs to accept that the artist has a style and cannot do artworks that do not fit in their body of work
- Better communication between research, client and artist would have helped.
- Client feels that request for dancers' faces was clearly made and approved but then continued work took them back to a dark brooding place.

#### RECOMMENDATIONS

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I recommend that the problem with the dancers is addressed in order to bring them in line with the brief (cheerful) even though that means repainting their faces.

If we also want the users to understand the picture we could consider including some musical reference (eg notes, record player)