

Understanding leads to action

by Preston focus on dementia



Artists

Concept Ian Beesley

Design Martyn Hall

Inset illustrations Tony Husband

Poem Ian McMillan

Triumphal arch Ian Beesley



Meaning

“Understanding leads to action” the Preston group have been working with the Harris museum & art gallery in Preston advising about the creation of clearer signage for people living with dementia. Understanding problems through consultation and collaboration can lead to change.

Symbolism

The main image of the banner is based on a triumphal arch constructed for the Preston Guild in 1882 The Guild is an event that takes place every 20 years. There are ceremonies, processions, and events. Preston is the only place in Britain to still celebrate a Guild.

The arch is adorned with the red roses of Lancashire and the coat of arms of Preston.

The inset illustrations contrast complicated signage with simple clear signage.

The colour blue represents loyalty and yellow is associated with joy and laughter.

