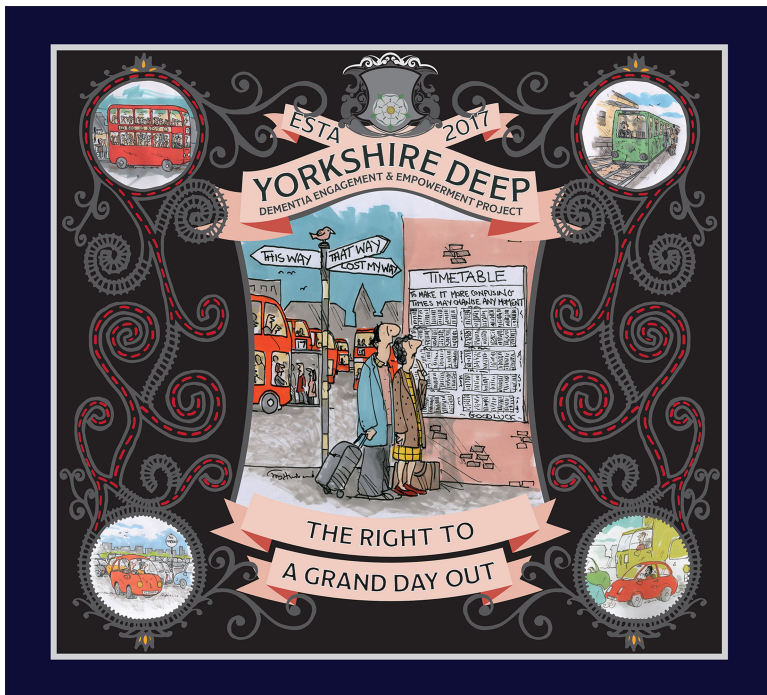


The right to a grand day out

by Yorkshire Deep



Artists

Concept Ian Beesley

Design Martyn Hall

Inset illustrations Tony Husband

Poem Ian McMillan

Embellishments Lydia Keen

Unfurled

York station 23rd May 2018

Meaning

“The right to a grand day out” the Yorkshire dementia engagement & empowerment group comprising of groups from Bradford, Scarborough & York campaign for those living with dementia to receive better support and understanding from public transport companies.

Symbolism

The banner has two versions a negative side, and a positive side. This is a simplified form of oppositional narrative representation i.e. good versus bad. This style was often employed on traditional banners to illustrate the benefits of joining a union or other organisation.

Black is associated with the negative.

The embellishments are stylised representations of the roads and railways. They are confusing, go round in circles and lead nowhere.

The corner images illustrate the problems that many people living with dementia have experienced, overcrowded buses, dirty overcrowded trains, congested roads and the difficulty in parking.

The central image illustrates the difficulty that many people living with dementia experience in trying to read timetables.

