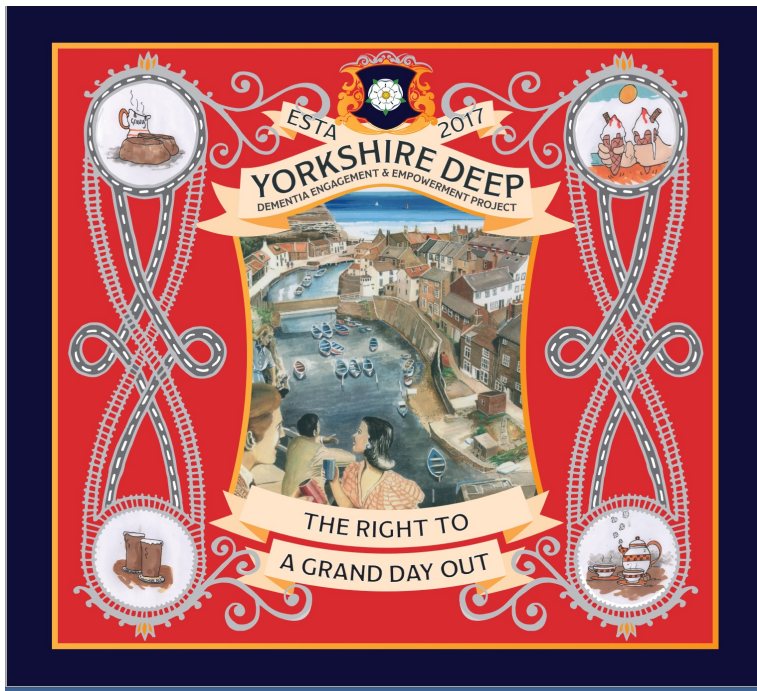


The right to a grand day out

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.

The colour red symbolises positivity and revolution.

The embellishments are stylised representations of the roads and railways they are easy to navigate.

The corner illustrations represent some of the joys of a grand day out Yorkshire puddings, Yorkshire ice creams, Yorkshire tea and Yorkshire beer

the central image is of the village of Staithes in North Yorkshire a popular tourist designation. This image is from a British Rail poster advertising the joys of travelling by train, ironically the track to Staithes was axed under the Beeching plan in 1961.

