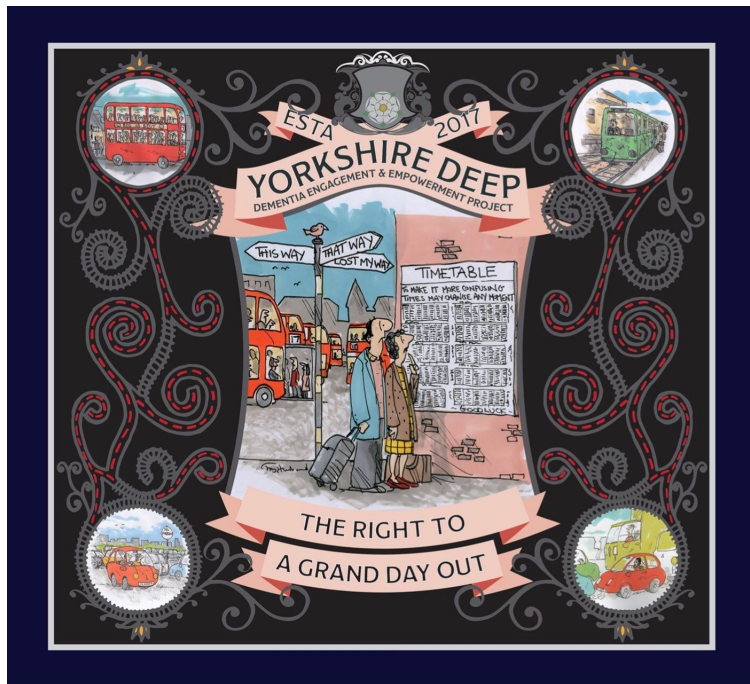


# The Right to a Grand Day Out By Yorkshire Deep



## **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' was created by the 'Yorkshire Dementia Engagement and Empowerment Group', which comprises groups from Bradford, Scarborough and York. This group campaigns for better support and understanding from public transport companies for those living with dementia.

## **Symbolism**

The banner has two versions, a negative 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.

In this case, the black of the banner is representative of negativity. The embellishments are stylised representations of roads and railways; they appear confusing, go round in circles and lead to nowhere. The corner images illustrate problems that many people living with dementia have experienced: Overcrowded and dirty buses and trains, congested roads, and difficulty in parking. The central image depicts the difficulty that many people living with dementia experience in trying to read timetables.