

## **Looking at ageing: life course lessons from a participatory visual project**

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This presentation centres on findings from the Look At Me! project which brought together a range of women, aged 43-94, to explore images of gender and age and to use creative arts to make their own images of ageing. It considers historical and contemporary representations of women and ageing, the impact of efforts to challenge dominant representations, and subsequent implications – both theoretical and applied - for future research and policy agendas. Running through the presentation are key themes including: the importance of representations to our everyday sense of self and of our bodies and, in turn, our social and personal relations; notions of normative femininity; ageism and the denial of ageing; and the transformative potential of participatory approaches to working with older people. The presentation will show examples of the images created through the Look At Me! project and their use in an innovative intergenerational workshop – Act Your Age! – designed to inspire children to think constructively about age and ageing.

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