

Impact on Professional Artists

Evidence from Zest Communities, Zest in Care Homes, Zest on Zoom, and Zest at Home

WHAT DOES ARTIST INVOLVEMENT IN ZEST LOOK LIKE?

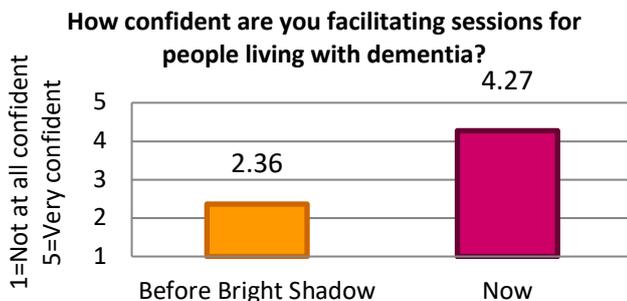
Bright Shadow, a creative dementia activities charity, is unique in employing professional artists from a broad range of artistic backgrounds to deliver Zest sessions. We pride ourselves in ensuring that artists who work with us are dementia confident and able to adjust their sessions to the varied needs of our participants. To achieve this we offer artists bespoke guidance and ongoing support during each Zest session, as well as funding attendance at external training events.

"The structure of the organisation with the support staff, and the accompanying philosophy that promotes engagement has been incredibly helpful, if not vital"

(Comment from an artist delivering Zest sessions)

IMPACT ON ARTISTS' CONFIDENCE

Bright Shadow improves artists' confidence in working with people living with dementia:



IMPACT ON PROFESSIONAL PRACTICE

Working with Bright Shadow:

91% of the artists reported that working with Bright Shadow had a positive impact on their artistic professional practice. No one reporting negative impact on their professional practice.

Attendance at external dementia training:

All artists who attended external dementia training funded by Bright Shadow found it useful, with 80% reporting it was very useful.

WHAT DO ARTISTS SAY ABOUT THEIR DEVELOPMENT WHILE WORKING WITH BRIGHT SHADOW?

"It has made me more rigorous in my planning and delivery [than in other projects], and there was a more acute learning and developing/adapting from session to session based on the experiences learnt."

"It's given me confidence to go outside of my 'comfort audience.'"

"Bright Shadow are a wonderfully supportive, progressive and rewarding charity to work with."

"It was incredibly enriching and challenging and I learnt so much."

"Always so affirming to have Bright Shadow assistants in the session."

WHAT DO ARTISTS SAY ABOUT BRIGHT SHADOW?

"I love Bright Shadow and everything it stands for. Every time I think of it or the sessions I've been involved with, I smile. Thank you for all you are and do in the world."

"Bright Shadow is a shining beam of joy to be involved with. Respectful, Playful, Engaging, Uplifting."

"The sessions are always full of love – it's rare and wonderful."