

Creative Impressions with the NCMA

GUIDELINES AND INFORMATION

This document is an overview of the North Carolina Museum of Art's outreach program Creative Impressions, designed for those living with memory loss and for their care partner(s). Please thoroughly review if you are interested in hosting a program or becoming a partner site across the state.

Program Description

During this free, 90-minute program, staff from the NCMA come to your facility and guide participants through a fun and mindful observation of an artwork from the Museum's collection as well as sensory engagements and an art-making activity related to the object. This is an interactive experience where sharing and discussion are encouraged. Limited to 16 total participants; materials provided.

Creative Impressions is available to organizations and institutions across the state that serve a population with memory loss, not to individuals from the public.

If you or someone you care for is interested in experiencing this program, please share this information with a group or agency you interface with to possibly set up a program.

Audience

This program is designed for pairs—the person living with memory loss and their care partner. The intention is for both to have an enjoyable and inspirational experience together. The content is designed to engage each participant and provide one-to-one care and attention for the person living with memory loss.

This program is currently most suited for participants in the early to middle stage of their diagnosis/disease process because of the motor functions, interactions, and other abilities needed for an immersive experience.

Goals

- Have a fun, positive, and enjoyable experience.
- Feel a sense of relaxation or calm.
- Have beneficial social interactions.
- Gain some understanding or appreciation of the artwork or artistic process.
- Find a sense of creativity and inspiration for free expression.

Program Structure Overview

- I. NCMA arrives one hour ahead of time to set up
- II. Welcome (10 minutes)
 - A. Setting the stage: what to expect, how to participate, spatial orientation
 - B. Introductions
 - C. Brief grounding exercise
- III. Slow looking and sensory exploration with audio description (30 minutes)
 - A. Guided and silent observations and discussion of observations
 - B. Sharing details about artwork, context of its creation, and process
 - C. Exploring the senses of touch, taste, sound, and smell as they relate to artwork and time period/origin of creation; sensory engagements and props vary based on artwork being observed but can include tactile pieces, food, music, and/or a demonstration
 - D. Discussion of new observations based on sensory activations
- IV. Transition time (10 min.)
- V. Art-making activity inspired by artwork and sharing of creations (30 min.)
- VI. Final reflections, questions, and/or time to socialize (10 min.)
- VII. NCMA leaves site within 30 minutes of end of program

Responsibilities and Expectations

Of the NCMA:

1. Coordinate, plan, and manage program.
2. Create program content and provide information to facility; available to answer any questions as they arise.
3. Provide flyer (digital pdf) and other information for marketing program if requested.
4. Facilitate program.
5. Provide all materials for program:
 - a. Name tags, markers
 - b. Sensory engagement tools/props
 - c. Art-making supplies
 - d. Microphone and speaker
 - e. Slideshow and replicas of artwork
 - f. Tablecloths if needed
 - g. Take-home materials as relevant and available

Of the host site:

1. On-site knowledge of facility and safety protocols in case of emergency or medical need (e.g., best space to hold program, parking, location of bathrooms)
2. Promotion/marketing of program to their audience
3. Point of contact
 - a. For participants: advertises program with target audience; fields questions from participants; keeps track of sign-ups; sends important directions, information, and reminder email to everyone
 - b. With NCMA: is available for continued planning prior to the program and confirms all details a week ahead
4. Tables and chairs arranged in a formation to promote discussion and optimal engagement from participants; to be discussed with the NCMA beforehand
5. If available, projector, computer, and screen/wall for projection of PowerPoint (can be discussed if not available)

The program and expectations are to be finalized by both parties through prior meetings leading up to the agreed upon program date. At least one video chat is required prior to the program to go over these responsibilities and logistics.

The guidelines in this document are the preferred and intended structure for this program. There is room on a case-by-case basis for adaptations to better meet the needs of a facility or audience. These can be discussed in an initial email or meeting.

A Memorandum of Understanding (MOU) will be created for long-term partnerships between the host site and the NCMA if more than one program occurrence is requested.

Requesting a Program or Setting Up a Partnership

After reviewing this document, you may request a program at least four weeks in advance. (This may take longer depending on the number of current requests.) Programs are generally available on weekdays between 10 am and 3 pm. Both one-time programs and recurring options (e.g., every other month or seasonal) are available. All can be discussed!

Email bryanne.senor@dncr.nc.gov to inquire or schedule. You can expect a response within 48 hours to confirm that you have read this document and are a good fit for the program. Then, we will set up an initial planning video call and decide on a date to schedule the program.

We look forward to working with you!