

The "Home" outside the House

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Abstract

Main theme: Contemporary artistic and art educational approaches to diversity and cultural changes Sub theme: Experiences in the culturally changing Europe In Finland, the aging present a wide range of economic, social, and cultural implications, and demands multiple solutions, concerning the welfare and participation in cultural activities. I investigate a philosophical concept of "recognition", in context of cultural services and life-long learning in a special senior citizen group. How to become a regular visitor by given a customer value. The third age means life after retirement. My special research focus is the third age in which my approach concentrate especially on go-go or slow-ago periods. My research question is:"How do public institutions invite and make make their services accessible for older people living at home, respect their personality, aging and dignity in cultural participation. " The European Social Charter was established to support the European Convention on Human Rights which is principally for civil and political rights, and to broaden the scope of protected fundamental rights to include social and economic rights. The Charter also guarantees positive rights and freedoms, which concern all individuals in their daily existence, also when their body starts to

claim. Based on this study, it seems that the "recognition" makes a difference how you treat your visitors –are they customers or persons. I have made ethnographic studies of collaborating with senior people and compared them with visitor questionnaires during fourteen years. Could a cultural institution offer good life and accessible "home" for re-visiting senior citizens?

Keywords

European Social Charter, Senior citizens, Human rights, Life-long learning, Museum education.