

University Business Academy in Novi Sad
Faculty of Applied Management, Economy and Finance Belgrade




MEFKON20

INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

BOOK OF ABSTRACTS

I N N O V A T I O N S



December 3rd
Belgrade, 2020

University Business Academy in Novi Sad
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Art education in the aging society

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Abstract: We have observed a significant gain in global life expectancy in the past century. While in the early 1900s the life span was 30, we now have a life expectancy of around 80. As a result, we now live in a world where the majority of the population is middle-aged or elderly. Such changing demographics imply we should start complying more with the needs of what is rapidly becoming the majority of the world's population. As well as playing a significant role in the development of human society through history, Art is noticeably important in maintaining vitality among the elder population. Art education has even been proven effective in treating various health issues common among seniors. National Endowment for the Arts (Washington, USA) invested more than \$1M in 2013 and 2014 in the development of the third age programs which include dance classes, painting, acting, etc. One of the most important projects is Alzheimer&Poetry Project designed to help persons with cognitive disabilities improve their memory skills. Artists are a perfect model of graceful aging; they retire late and continue a lifelong, active engagement with their work. Keeping their mind constantly occupied and involved in creative thinking, those involved in Art preserve most of their cognitive skills well into old age. Engaging in Art after retirement could be most beneficial for those facing the prospect of suddenly having a vast amount of free time. For the reasons mentioned above, developing more projects that focus on improving and maintaining the cognitive skills, vitality, and general quality of life for the middle-aged and elderly would not only benefit this particular large portion of the population but subsequently, it would work towards the amelioration of the society as a whole.

Keywords: Art, education, elderly, life expectancy

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