

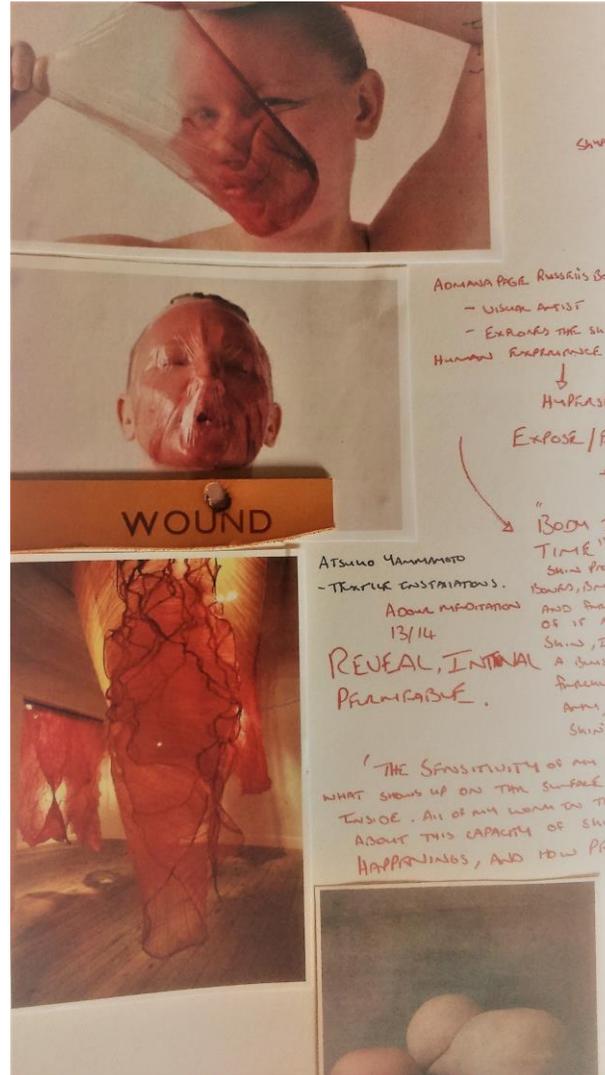
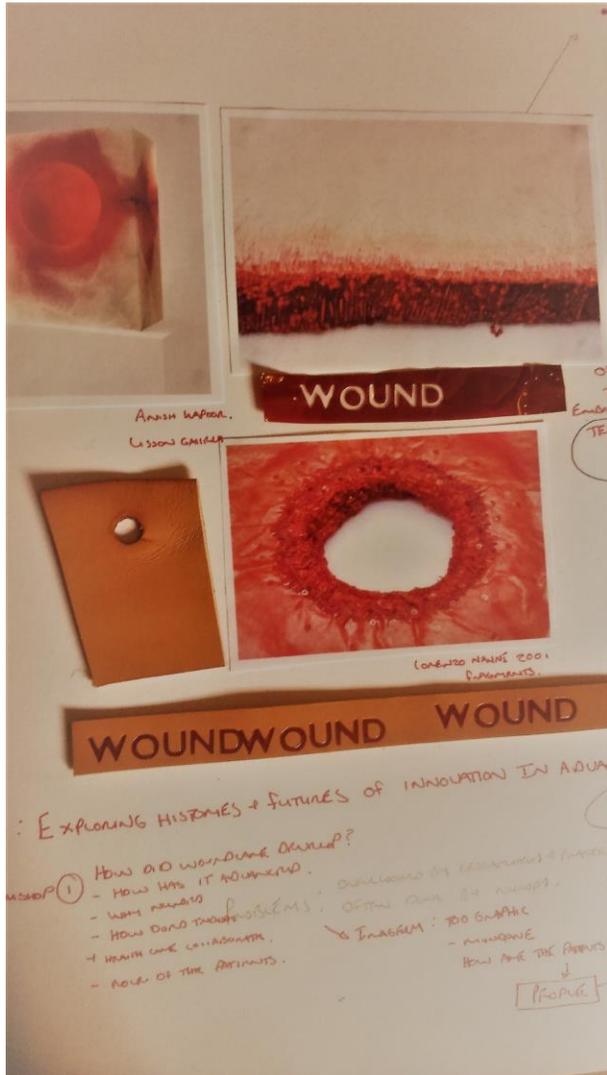


Wound Care for All

Jessie White

Exploring Histories and Futures of Innovation
in Advanced Wound Care

Research

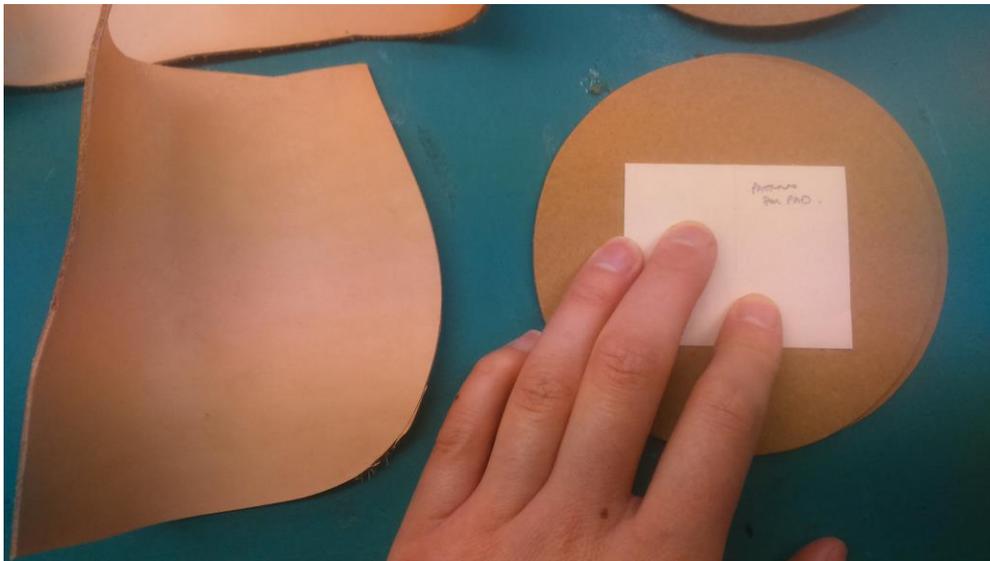


I am a designer with a background in nursing and an MA in Fashion Artefact. When I was first approached with the brief, I jumped at the idea, as it seemed like a rare opportunity to combine my skills as a maker and interest in medical collaborations.

In the beginning the brief was very open and I approached it with a very open mind. I was asked to participate in three workshops, exploring histories and futures of innovation in advanced wound care and produce a visual response.

I began, as I always do, by researching what artists and designers have done before in the field and I found (as I had been warned) that work in this area tends to be graphic or shocking. In tandem, I was learning about the basic dressings, products and practices which surround the chronic wound care industry.

Development



For me, there is no real place for fashion in the traditional sense in the health care industry. I believe that products should be made as functional as possible, with the patient at the heart of every decision.

So while the fashion industry might seem miles away from the world of wound care, there is no denying that how we present ourselves to society is important and how we look can often affect how we feel. Our clothes can make us feel comfortable, confident and attractive. Similarly, obvious dressings covering a wound, tell everyone surrounding you that you are hurt in some way. I imagine that the illusion of health, to a patient with a chronic illness might help with self esteem.

Reading through case studies I came across lots of people that still complained that unable to leave the house, fear of the repulsion they would encounter if their wounds leaked in public.

Product



I started to look at the companies selling wound care products and was surprised by the seductive, glossy advertising tempting the consumer to buy each item. This sort of marketing seems somehow out of place in the medical world. I scrolled through pages of products which boasted to be at the forefront of wound care technology, but as an outsider, I wondered who all this marketing was for and did the research behind the products, also address issues such as the stigma of having a chronic wound or even something as basic as skin colour.

The images I created for this project are designed to make the viewer question the wound care industry, as a whole. For example, does the research and the money go to the right place at the moment? Are we addressing the things that are really important to the patients?

I made the plasters in the images in leather so that I could mould, colour and adapt the surface of each one. Leather is often associated with luxury and it was important for me that the images looked beautiful and excessive.

Thank you