

Living life in concept based nursing homes

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The point of departure for this paper is profiled nursing homes, i.e. settings branded as “sport and spa”, “culture” or “gardening”. In general, nursing homes tend to be associated with decline, care and death, but rarely as places where older people actually develop and “live their lives”. Using interview data from nursing home managers, the aim of this paper is to analyse how profiled elder care is used to accomplish stories of “living life”. Three main findings were revealed: 1) the profile were central in order to accomplish stories that go beyond care and dependency, 2) living life in nursing homes was framed in two distinctively different ways – as “biographical continuity” or as “biographical change”, 3) profiled eldercare was portrayed as a collective solution to some of the difficulties associated with person centred care, for instance by collectively providing garden activities to residents with a garden interest.