

Profiled nursing homes – what images of old age are constructed?

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The concept of profiled nursing homes aims at accommodating particular interests of older persons in need of extensive care. Does this framework for eldercare build on an image of heterogeneity or homogeneity of old age? The question may seem contradictory and the answer simple but the analysis of this presentation will reveal quite a mixed picture. The municipality of Copenhagen in Denmark has established six different profile nursing homes since 2013 in order to reduce the prevalence of loneliness through creating space for togetherness and communities of frail older persons who share “special common interests, wishes, and values”. The profiles include ethnic diversity (for all nationalities), outdoor life and animals, gourmet food, sport and games, music, and LGBT persons (rainbow nursing home). The presentation departs from an ongoing cultural gerontological study of the ethnic diverse nursing home bringing in perspectives from the wider context of concept based and profiled eldercare.