STRATEGY

AURA

REDESIGNING THE EXPERIENCE OF AGEING IN A RETIREMENT HOME

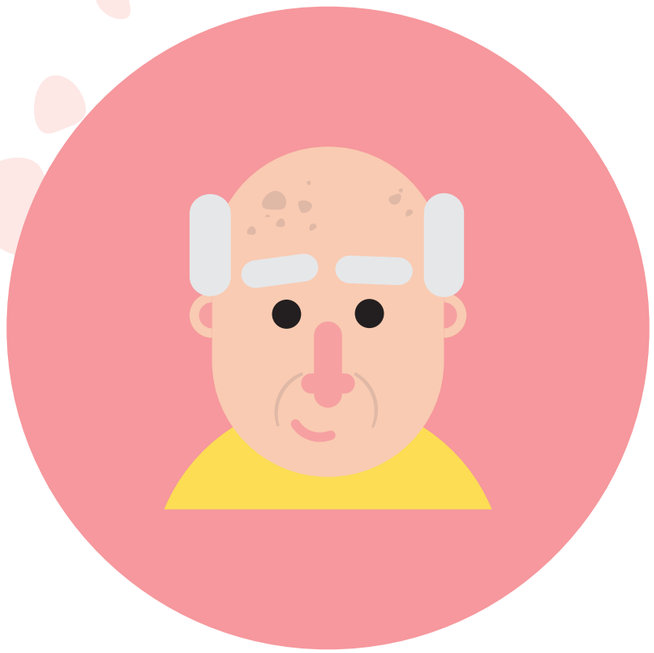
Lucila Gamen
Master's Project
Sustainable Design School

STRATEGY

AURA

REDESIGNING THE EXPERIENCE OF AGEING
IN A RETIREMENT HOME

Master's Project —•— Lucila Gamen —•— *Sustainable Design School*

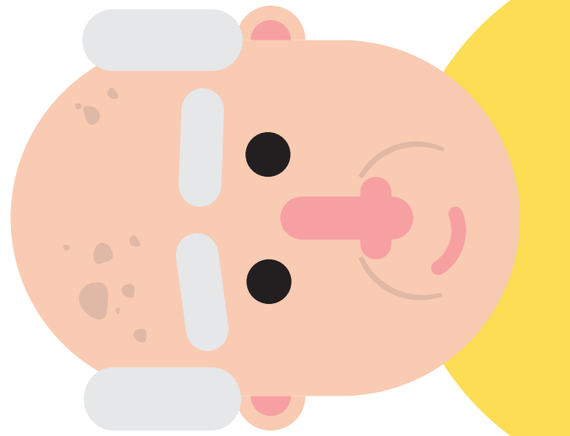


CONTENTS

1 RESEARCH

2 IDEATION

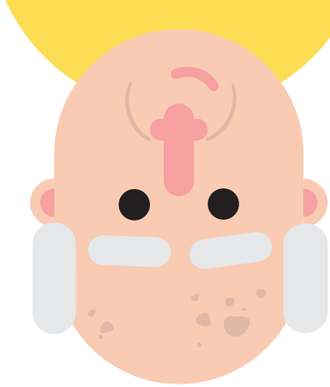
3 FINAL CONCEPT



1

RESEARCH

MEMOIRE SUMMARY



The skin as a metaphore of the human experience

The skin as a symbol of humanity

Skin as a mirror of the soul where experiences are engraved

Touch as an essential component of human development

Ageing seen as a disease that must be cured

Social obsession with youth and immortality

Ageing seen as a reminder of vulnerability and mortality

Elders are marginalized from society and seen as a burden

The negative experience of ageing; elderls living as if they were already dead

Opportunity to improve the experience of old age

THE EXPERIENCE OF OLD AGE

Old age is extending

In France, old age is considered to begin at 62yrs old

(European Social Survey)

Recent phenommenon, after WWII

Medical realities, physical and cognitive impairments

Third age “new old” and fourth age “old old”

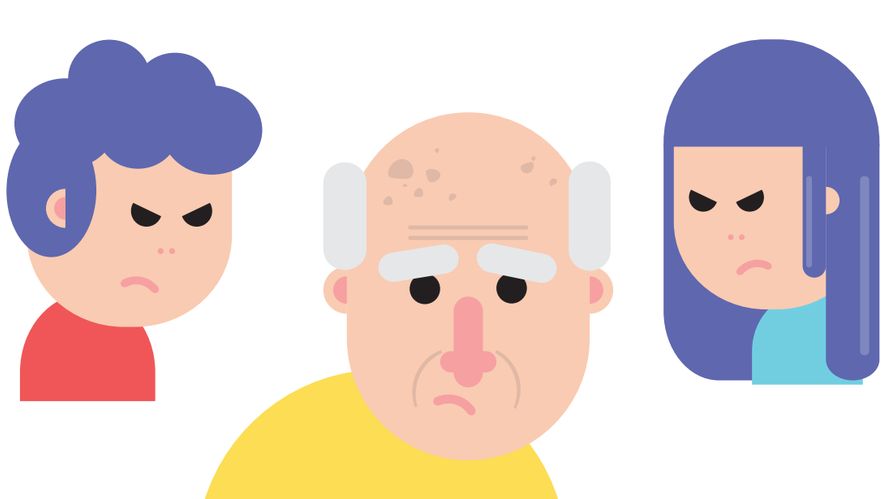
Need to replace passive model of the elderly

VIEWS ON OLD AGE

Ageing seen as a disease that must be cured

Elders seen as useless, no longer have a place in society

Elders are seen as a burden and a cost



Ageing seen as a reminder of vulnerability and mortality

"Ageing, I don't want to see it, I don't want to know about it. "

GLOBAL AGEING SITUATION

By
2050
75+ will account
for **16%**
of the populuation
compared to
9%
in
2015

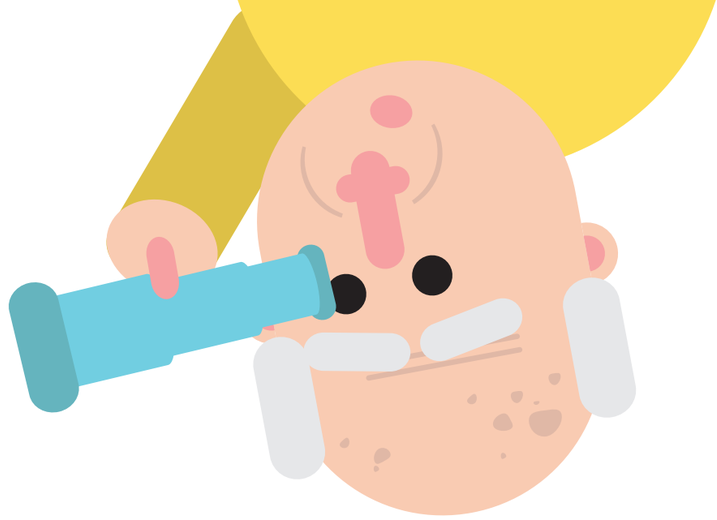
By
2050
there will be
more people
aged **60+**
than **-16**

In Europe
130 Mil
people expected to live
+100yrs.

1 out of 5
elders
expresses signs of
depression

How could ageing become an opportunity in a society that rejects this reality?

SOLVING CHALLENGE



Reduce scope
to better understand
the situation

Be able to
immerse onto
the **universe of ageing**

A place
dedicated
to **elders**

Amaryllis EPHAD

Context to conduct observations

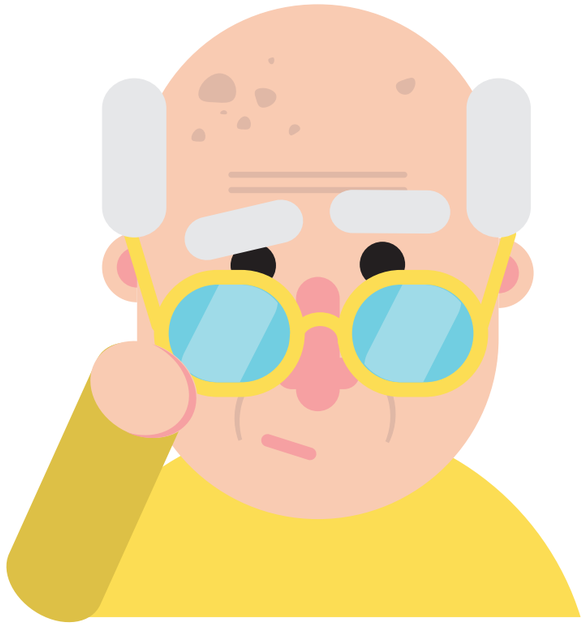
Interactions between stakeholders

Retirement Home

OBSERVATIONS

Environment

Service & Interactions



Interviews with pros

Interviews with elders

OBSERVATIONS ENVIRONMENT

No personalization, all rooms look the same

Space does **not feel their own**

Proposed **activities** are **boring**, do **not adapted** residents' **interests**

Confusing/ **hard to navigate**

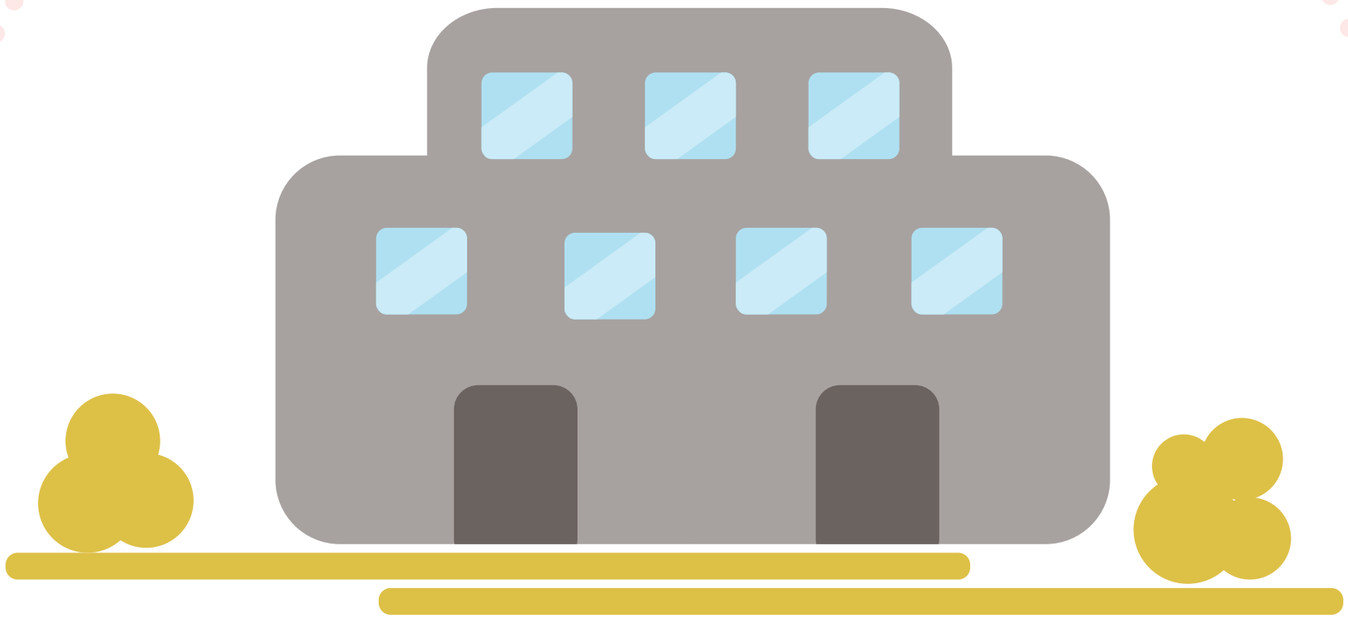
lugubre/ sombre atmosphere

No privacy

Constant **unpleasing noise**

stressful atmosphere

sickroom aesthetic



OBSERVATIONS SERVICE

Lack of purpose

Anonymous group

Emotional & physical **decline**

Bored

Cultural, generational & socio-economic gap

Appropriate the space according to **their likings**

No desire to work with elders

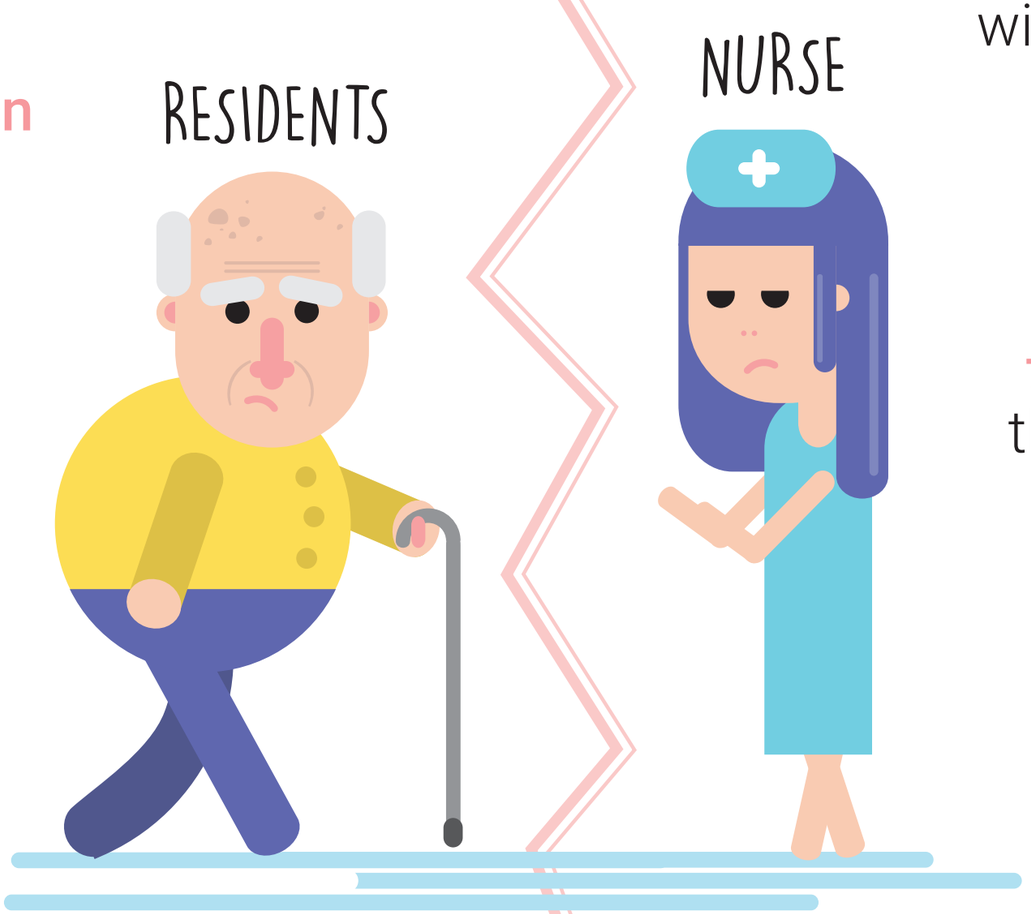
Awkward interactions with residents

Lack of **stimulation**

Shared **Loneliness**

Lack of **motivation** and **decision making**

Feeling of **distrust** towards **nurses**



No common interests

Interact between themselves more than with residents

Lack of empathy

INTERVIEWS PROFESSIONALS

"I want to **give value** to their **life experiences**"

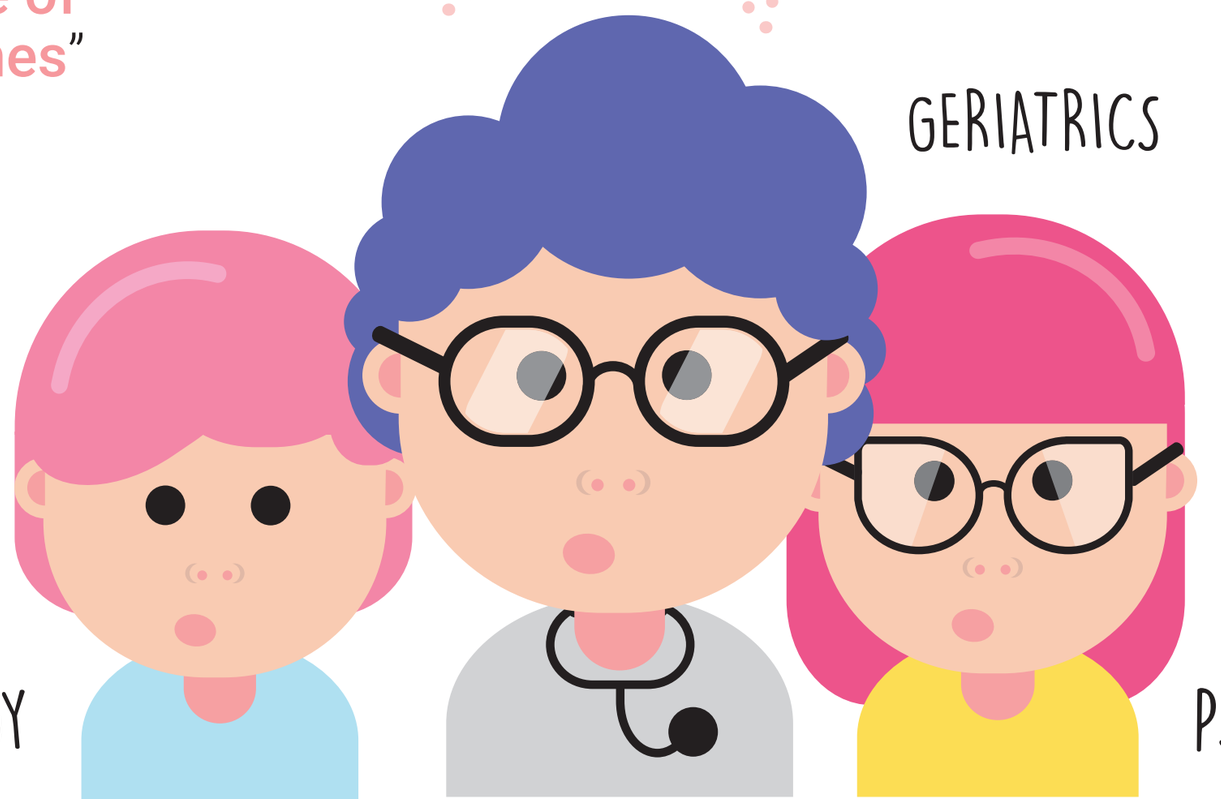
"The **transition** of moving to the retirement home is **very hard to overcome**"

Our main goal is to sustain and celebrate life until the end

"**Preserve the identity** and **dignity** of the patient is most important"

"There is a very **negative image of retirement homes**"

"Most of the residents had **no choice in the decision**"



INTERVIEWS ELDERS

"I'm **scared of death** & dying"

"I want to be able to **help others**, to **feel useful**; but I don't know how to"

"I have **already lived** many things"

"I refuse to leave this world without **leaving something** behind **for someone"**

"I don't understand why I'm here, I'm not sick like the others"

"I keep napkins **to hide my secrets** and in case **I want to write stories"**

"I'm **wasting my time** here"

"There is **nothing interesting** to do here"

AMARYLLIS
RESIDENTS

INTERVIEWS ELDERS

"I like to use **Facebook** to **share my thoughts** and **stories with others**, even if I don't know them"

"I'm scared of ending up in a **retirement home, I refuse to go"**

"I would like to **write a book** with all the **stories I have lived"**

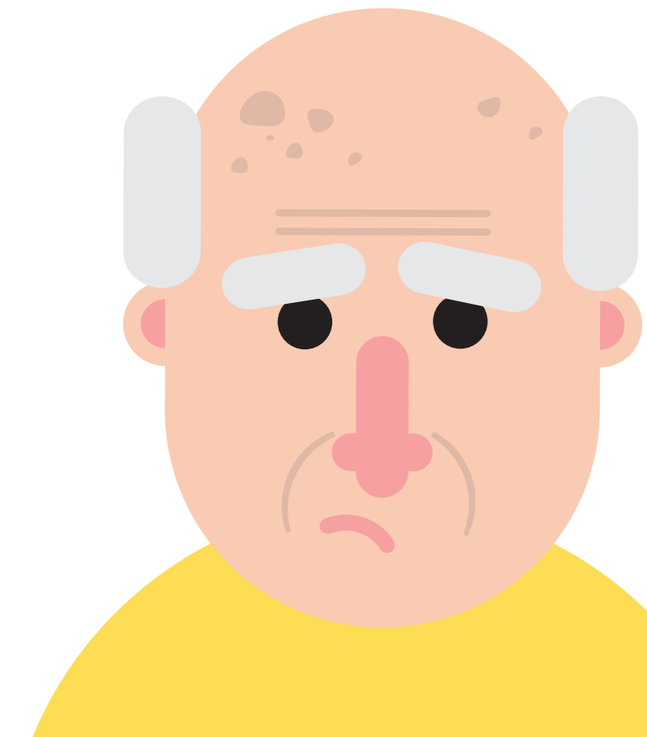
"Age is wisdom"

"Times have greatly changed, in my time everything was different"

"I used to **volunteer,** I like **helping others** and feeling that I **contribute to the community"**

ELDERS IN THE CITY

PAIN POINTS



ELDERS

Physical decline but **no mental decline**

A lot of **inactive free time**

Need **motivation** and **stimulation**

Need to **feel useful** and **helpful** to others

Identity loss, anonymous groups

Need to **share**

Need to leave a **legacy**

Fear of death

Need for a **purpose**

80+ years of **life experience wasted**

Need to **remain active**

Fear being forgotten

PAIN POINTS

One fits all model

Lack of experience and **empathy** of **service providers**

Intergenerational Gap

Ageing seen as a **disease**

Lack of **personalization**

based on **seclusion mode**

Negative internal views towards **service**

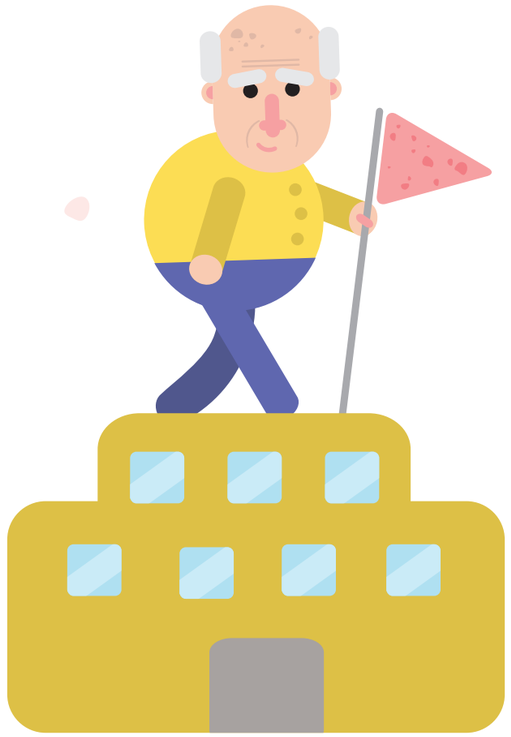
Sickroom aesthetics & logistics

Outdated care **model**

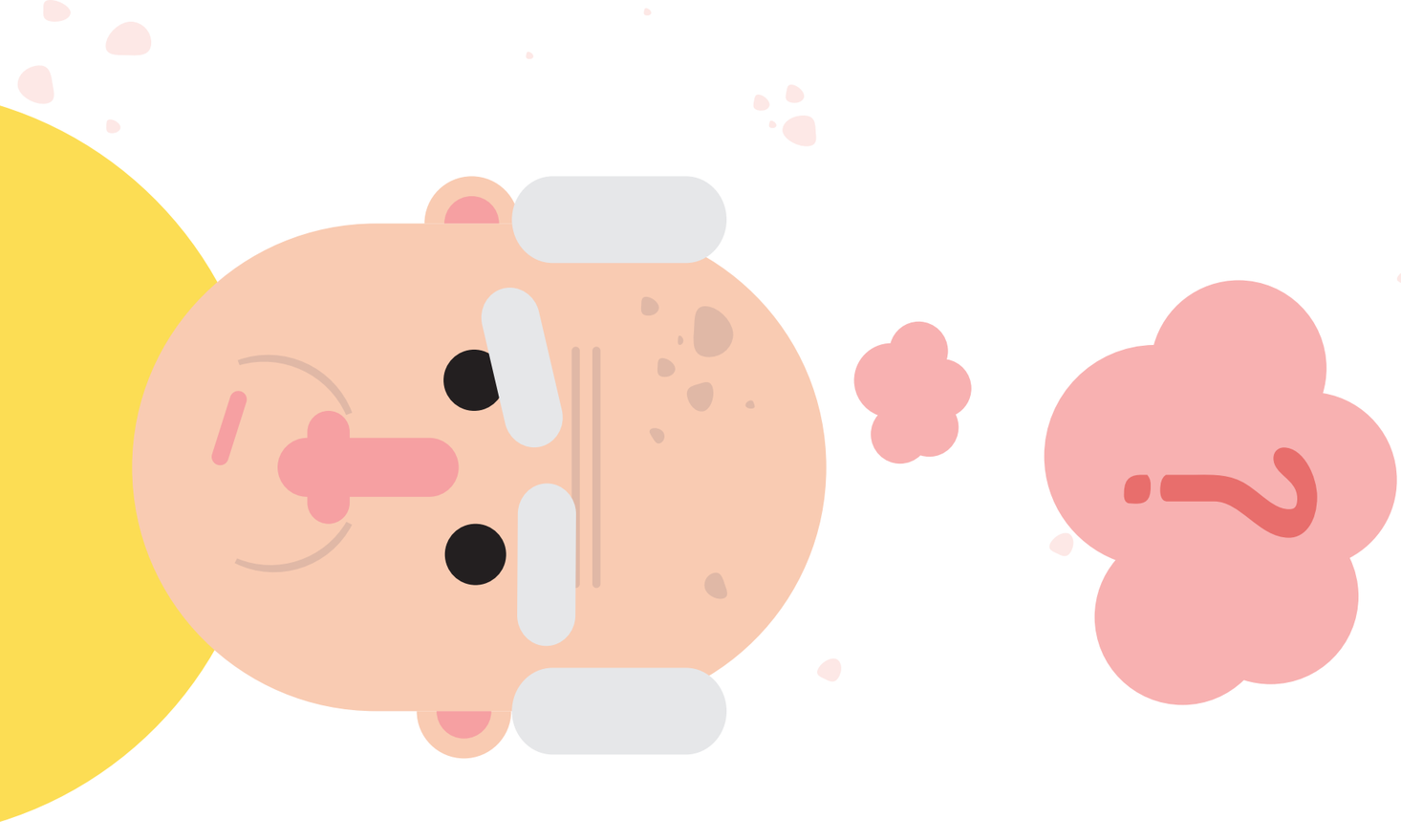
Negative external views on concept

REPRESENTATION OF SOCIAL ATTITUDES TOWARDS AGEING

RETIREMENT HOMES



How to redesign the experience of ageing in a retirement home?

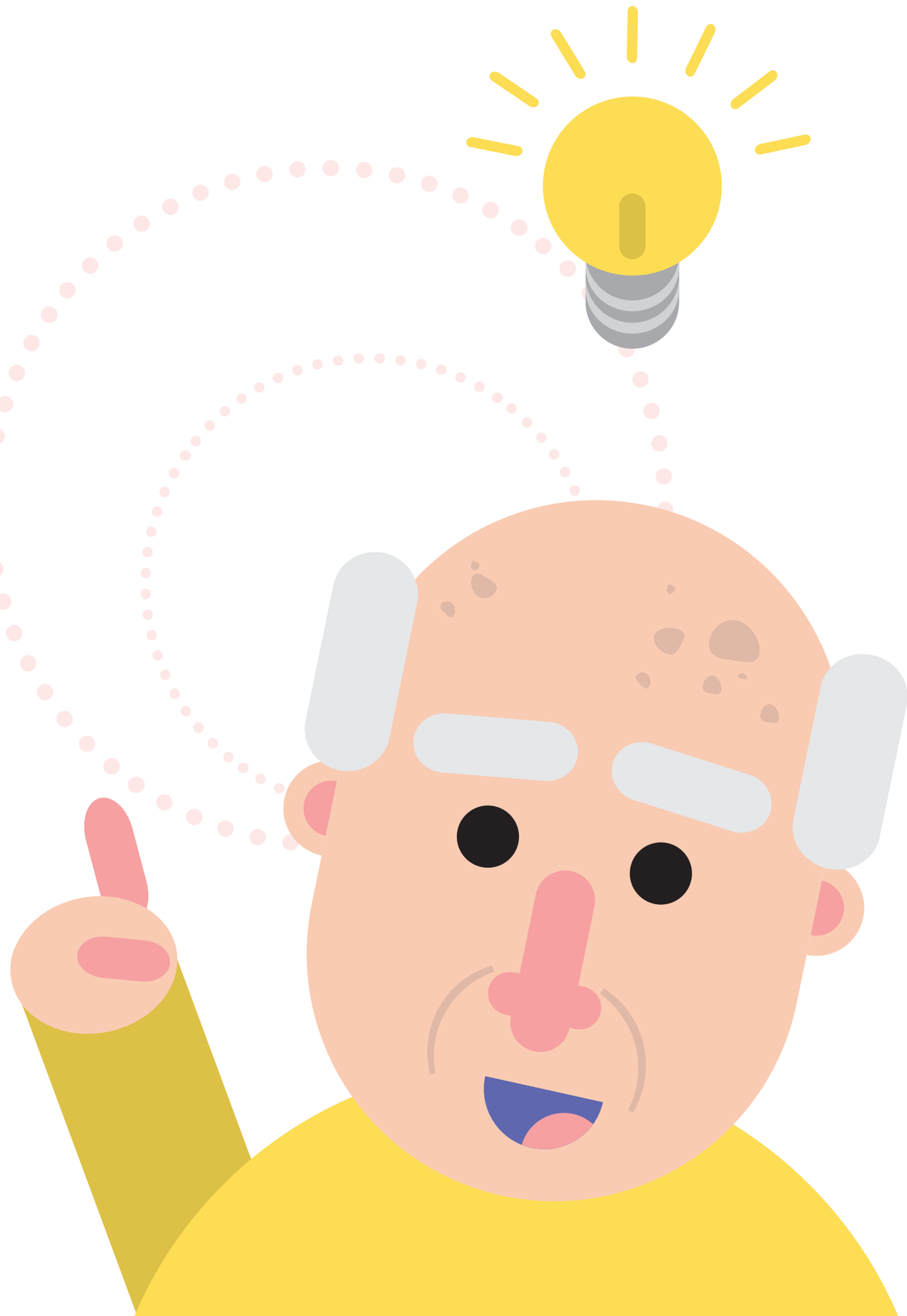


“Design is sometimes about asking questions as well as about answering them ”

-Deyan Sudjic, Director of the Design Museum, London

2

IDEATION



PROCESS

Need to **share**

Identity loss, anonymous groups

80+ years of **life experience wasted**

HOW TO AVOID IDENTITY LOSS?

REHUMANIZE THE RETIREMENT HOME

CONNECT WITH OUTSIDE WORLD

(LOOK FOR NEEDS IN SOCIETY)

STUDENTS THAT NEED A PLACE TO STUDY AND PRACTICE

STUDENTS IN MUSIC OR COOKING SCHOOLS (SENSE STIMULATION)

SERVICE WHERE RETIREMENT HOME OFFERS FREE PRACTICE SPACE TO MUSIC AND COOKING STUDENTS

BUT... STUDENTS DON'T WANT TO GO TO RETIREMENT HOME!!

BEFORE CREATING SUCH SERVICES, SOCIAL VIEWS TOWARDS RETIREMENT HOMES MUST CHANGE

HOW TO CHANGE NEGATIVE CONNOTATIONS OF RETIREMENT HOMES?

RETHINK THE SERVICE AND PURPOSE OF RETIREMENT HOMES

PERSONALIZE/CUSTOMIZE INTERIOR SPACE AND ROOM OF RETIREMENT HOMES

ALLOW RESIDENTS TO APPROPRIATE THE SPACE

ALLEVIATE GENERATIONAL GAP BETWEEN NURSES AND RESIDENTS

A SPACE WHERE ELDER CAN REFLECT ON THEIR LEGACY TO THE WORLD

A PLACE DEDICATED TO REFLECTION ON LIFE

A CENTER WHERE MEMORIES AND EXPERIENCES ARE COLLECTED

HOW TO SHARE STORIES IN A DIFFERENT WAY?

SHARE STORIES VISUALLY

CREATE AN EXCHANGE PLATFORM WHERE STORIES CAN BE SHARED

HOW TO MAKE YOUNGER GENERATIONS EMPATHIZE WITH ELDERS?

MAKE THEM REALIZE THAT WE ARE ALL HUMANS WE ALL FEEL THE SAME EMOTIONS

CREATE AN INTERACTIVE EXPERIENCE BOTH FOR THE ELDER AND SOCIETY

BE ABLE TO FEEL THE EMOTIONS OF THE STORIES TOLD

MATERIALIZE THE LIFE EXPERIENCE OF THE ELDERLY

"MEMORIES ARE WHAT HUMANS UNIQUE"

PASS DOWN LIFE EXPERIENCES AS A LEGACY

BRING VALUE TO THE ELDER'S LIFE EXPERIENCES

HOW TO RECORD AND SAVE THEIR MEMORIES?

CONNECT RETIREMENT HOME WITH THE CITY

PARK BENCHES THAT TALK AND TELL STORIES

DISPENSER MACHINES OF ELDER'S LIFE STORIES PLACED AROUND THE CITY

CAPSULE IN THE CITY WITH TELEPHONE SERVICE THAT CONSTANTLY RECITES STORIES

INSTALLATION IN THE CITY THAT IS CONSTANTLY WRITING ELDER'S STORIES

CREATE A ROOM OF SECRETS WHERE RESIDENTS CAN TELL THEIR STORIES

HOW TO SOLVE CHALLENGES ENCOUNTERED?

CREATE A STRATEGY THAT WILL ENCOMPASS ALL SOLUTIONS

1. CHANGE NEGATIVE CONNOTATIONS RETIREMENT_HOMES

2. ALLEVIATE CLASHES BETWEEN NURSES AND ELDERS

3. CHANGE NEGATIVE INTERIOR IMAGE

4. BRING VALUE TO THE ELDERLY

5. SOCIAL SENSIBILIZATION

3

FINAL CONCEPT

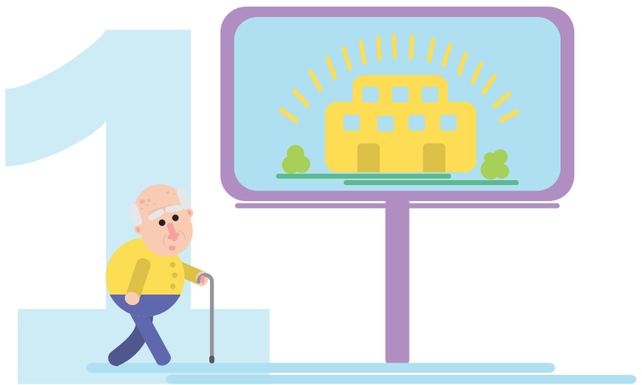
AURA

WHAT IS AURA?

AURA is a being that awakens
the spirit of the elderly and
nourishes the mind of the young

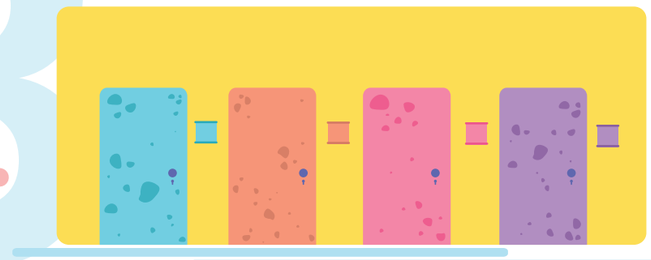
STRATEGY OVERVIEW

REDESIGNING THE EXPERIENCE OF AGEING IN A RETIREMENT HOME

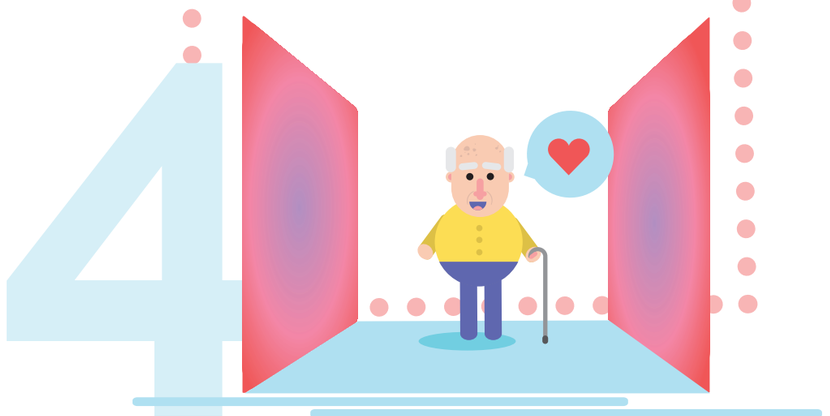


IDENTITY & BRANDING REDESIGN

SERVICE REFRAMING



SPACE PERSONALIZATION



LIFE EXPERIENCE SHARING

SOCIAL SENSIBILIZATION

PRESENTATION

“A strategy designed to change the current experience of ageing in retirement homes”

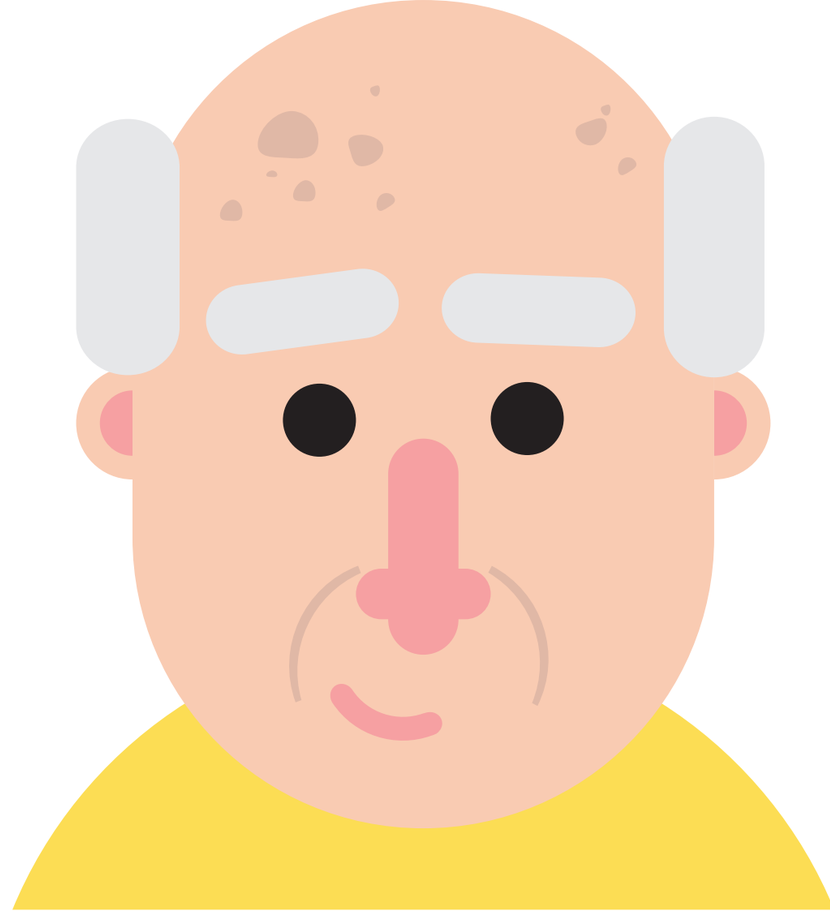
Change negative interior image of Retirement Home

Alleviate clashes between nurses and elders

Change negative existing connotations on retirement homes and ageing

Bring value to elders

Promote social awareness on this topic

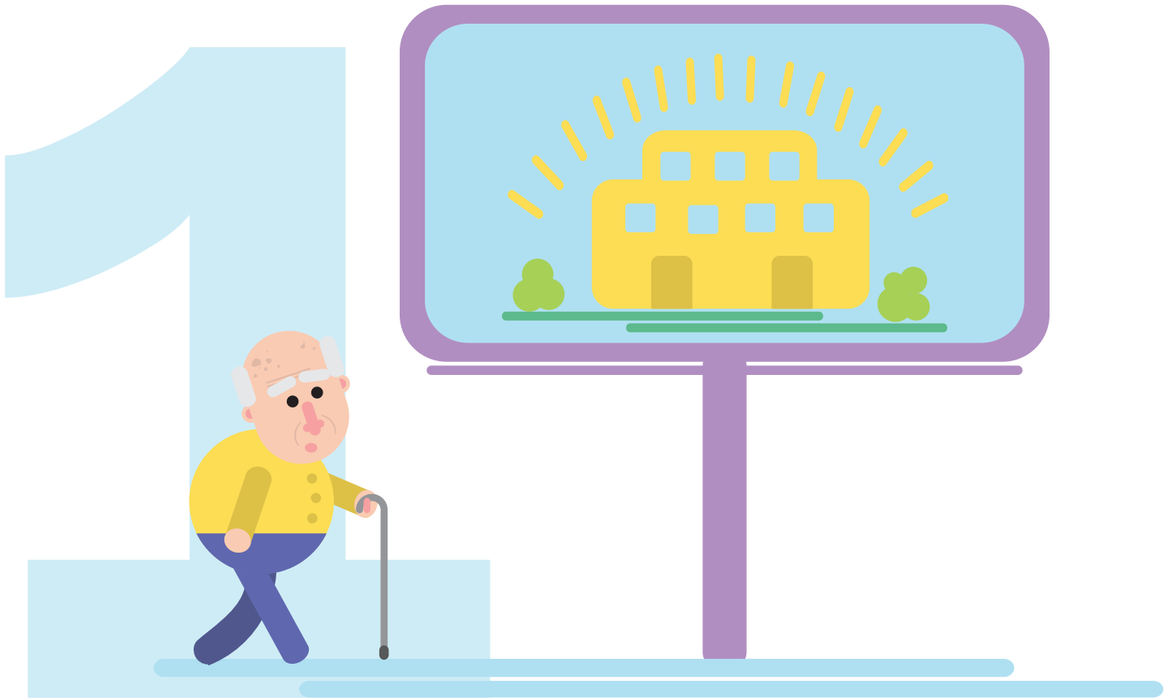


CONCEPT REBRANDING

new concept to be based on the **assets of the elderly**

Retirement homes would become **a place of introspection, knowledge.**

change the concept of retirement home and **reframe it** from a sickness based model to one of value creation.



“A place where the memories of humanity are stored”

SERVICE REFRAMING

moving from a **“one fits all”** model to a personalized one **that answers the needs of each individual resident.**

AURA celebrates individuality and wants each resident to feel unique and cared for.

Characteristics:

-activities customization

-Service values the elder and recognizes him as a representation of wisdom

- Avoid awkard interactions between nurses and residents

-Train medical body to adpot new concept

INTERIOR REDESIGN

an interior redesign
aiming to evoke positivity
through emotional memory
stimulation

to
avoid a
sickroom
aesthetic

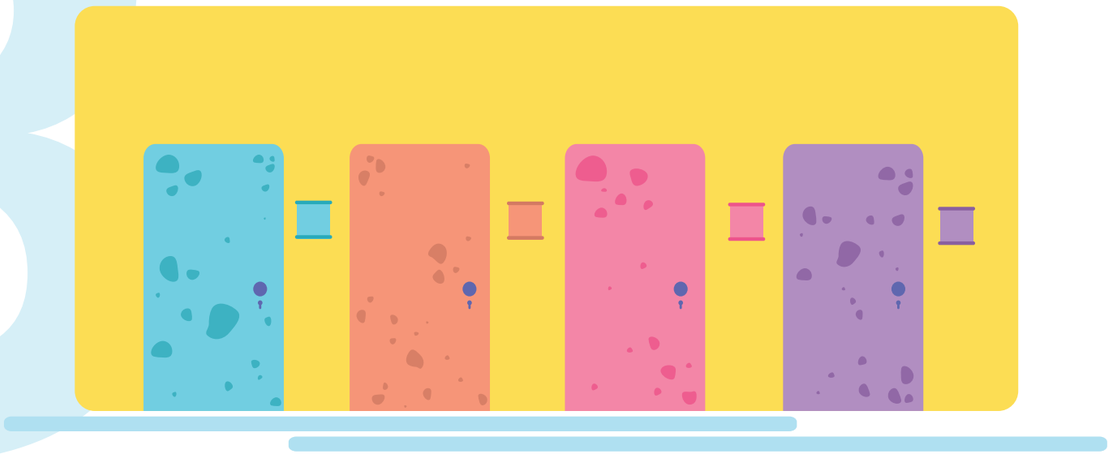
Characteristics of new design:

-Stimulation of the senses
through visual, touch, hearing and
scent stimuli

-Provides sense of freedom and
motivation to move around

-Based on adult playground
concepts, allows exploration

3



EXP. SHARING SERVICE

each human being is unique and has a special story to tell

allow elders to share their stories with the world.

AURA gives elders the opportunity to leave their legacy.

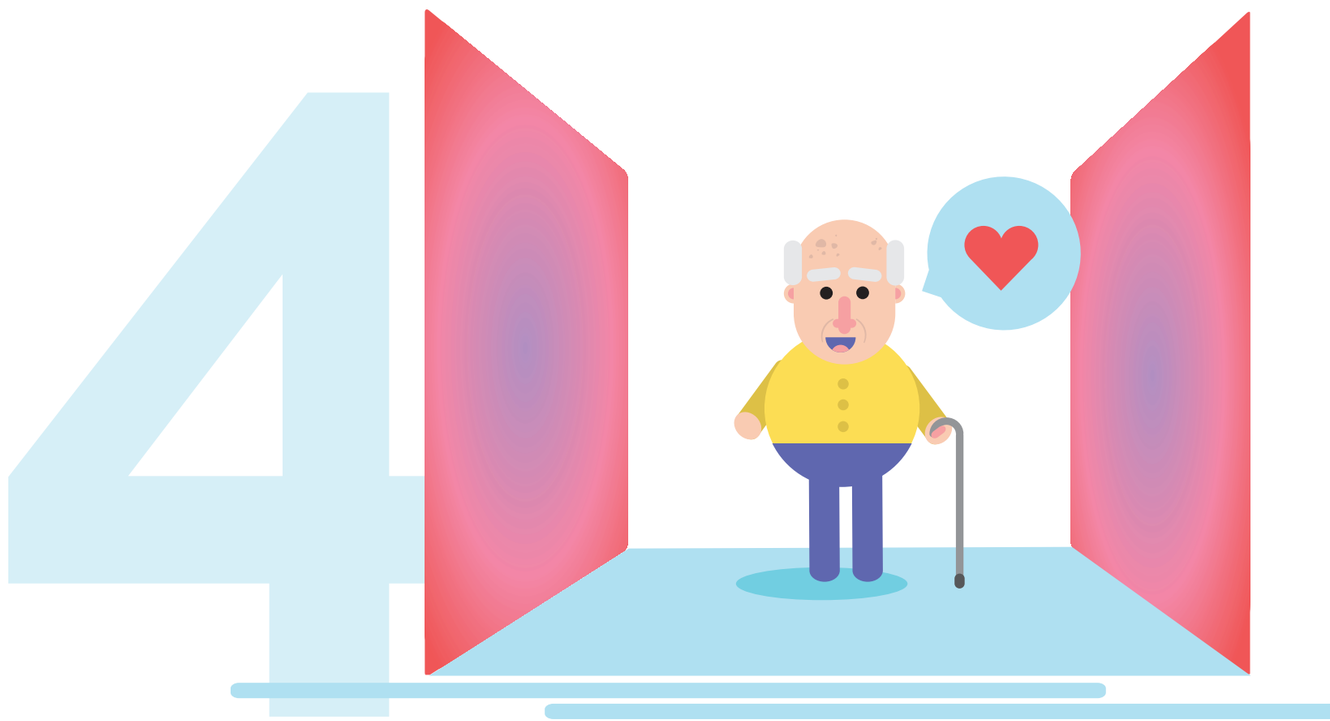
Characteristics

- Special room dedicated to storytelling and sharing

- Room reacts to emotions through emotion sensors

- Room's walls recreate the emotions felt by the elder following the aesthetics and reactions of skin

- Stories are recorded and stored, creating a library of experiences for each retirement home



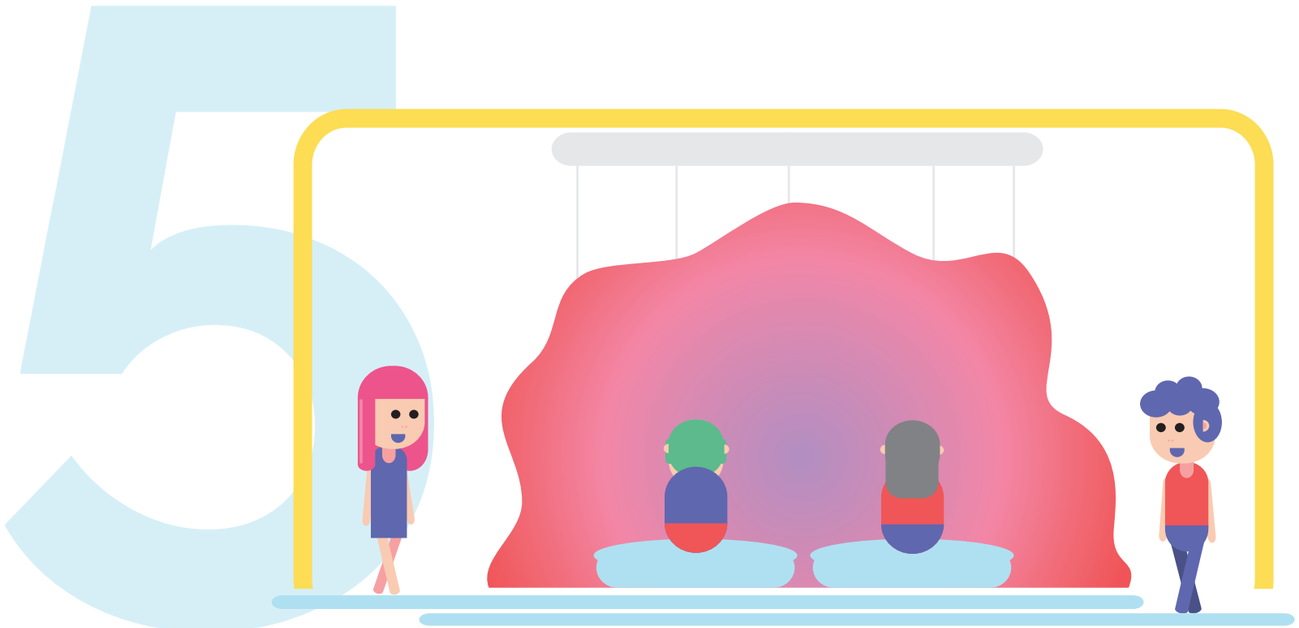
SOCIAL AWARENESS

experience the emotions felt by elders living in retirement homes, through shape shifting walls and different color atmospheres.

Installation that immerses visitors onto the spirit of the elderly

select specific stories according to what emotions they want to feel.

experience a new way of sharing stories.



AURA

DISCOVER SOCIETY'S HIDDEN STORIES

1. POSITIVE EMOTION STIMULATION

Positive stimulation through redesigned interior

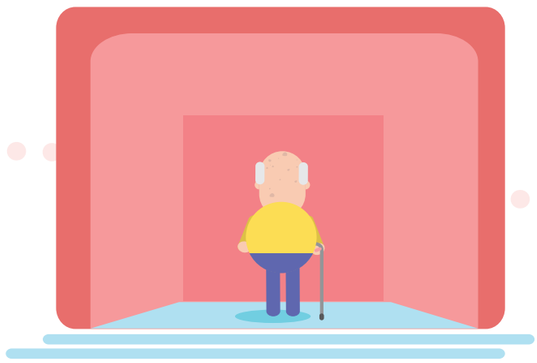
Stimulation of emotional memory

Positive emotions

Appropiate predredisposition to share

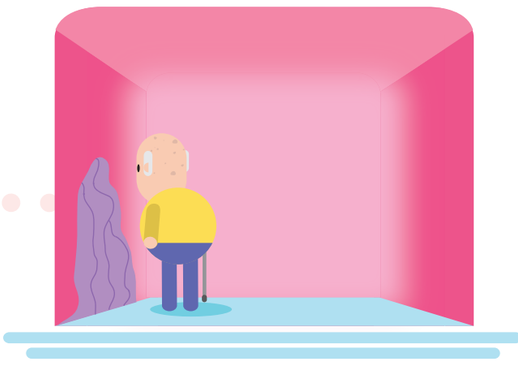
1. SERVICE UNDERSTANDING

Reads about service, it's intention and how it works



3. ENTERS EXPERIENCE ROOM

Enters the room and waits for the room to sense his presence



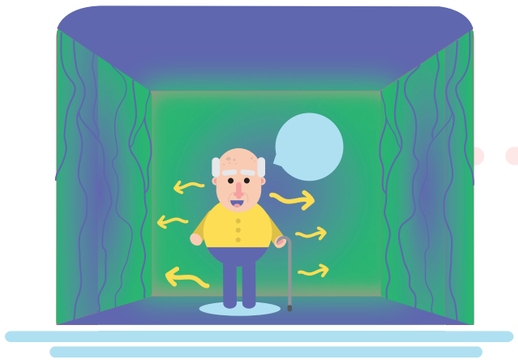
4. ROOM REACTS TO HIS ARRIVAL

Room awakens when user walks in

Senses his emotional state through captors

Reacts to his emotions and walls start to move

User interacts with walls, echoe effect motivates conversation

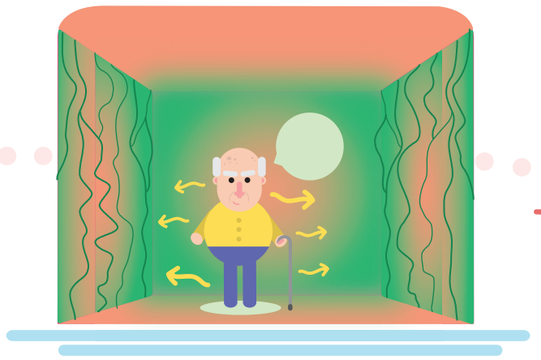


5. STORY SHARING

User shares a desired experience, thought, wisdom, anecdote

TECH

Through specific sensors, AURA shifts the walls of the room guided by a code that links specific emotions with the skin's reactions to these Room becomes alive with the use of "actuadores"

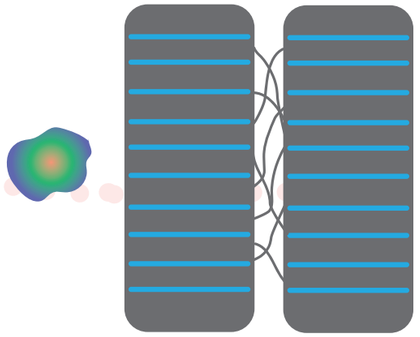


6. STORY RECORDING

Emotions recognized by AURA change the atmosphere of the room, each color specific to identified emotions. Voice and emotions are recorded by AURA

TECH

Code matches lights to sensors and directs changes.

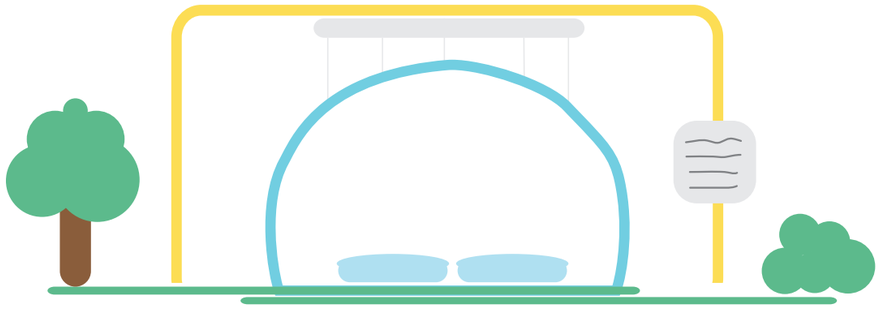


5. SAVE ON SERVER

-Stories are saved on servers creating a library of wisdom and experiences for each retirement home

-Retirement home gains value

-Memories become digital



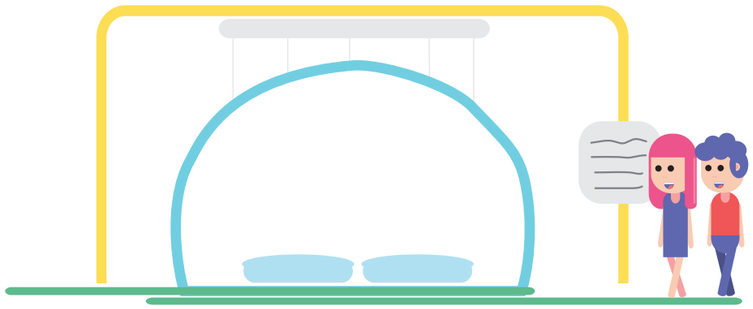
1. INSTALLATION IN PUBLIC SPACE

-Reconnects retirement home to the city

-Places elder's back in the village

-Makes ageing visible

-Open space for everyone to access and explore

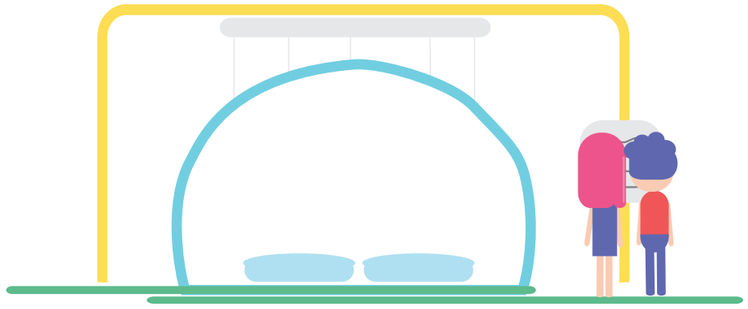


2. PASSERSBY ATTRACTED BY INSTALLATION

-Intriguing shape and cocepts attracts attention

-Eye catching

-Sucites curiosity

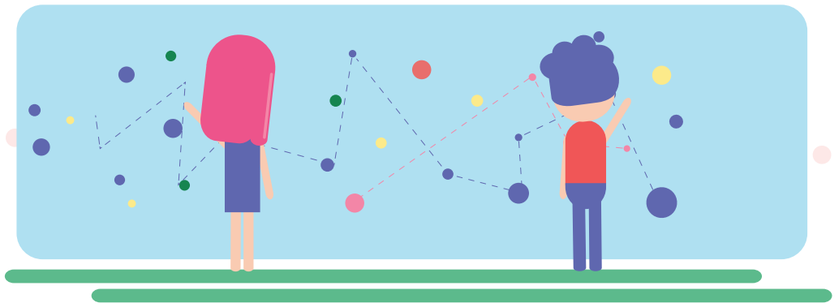


3. CAPTIVATED BY CONCEPT

- Explore what AURA is about

-Intrigued by new concept of living stories

- Eager to hear other's life experiences

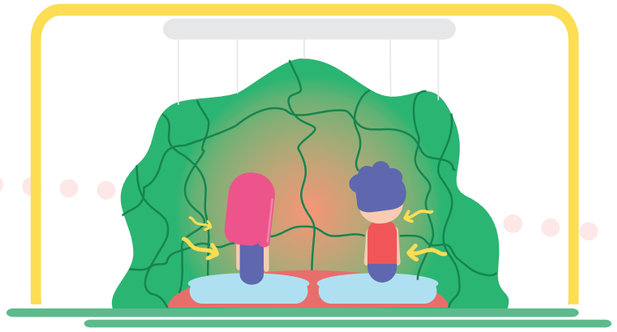


4. SELECT DESIRED STORY UNIVERSE

-Interact with AURA

-Able to select stories according to their likings

-Stories divided into characteristics such as emotions expressed, and according to content



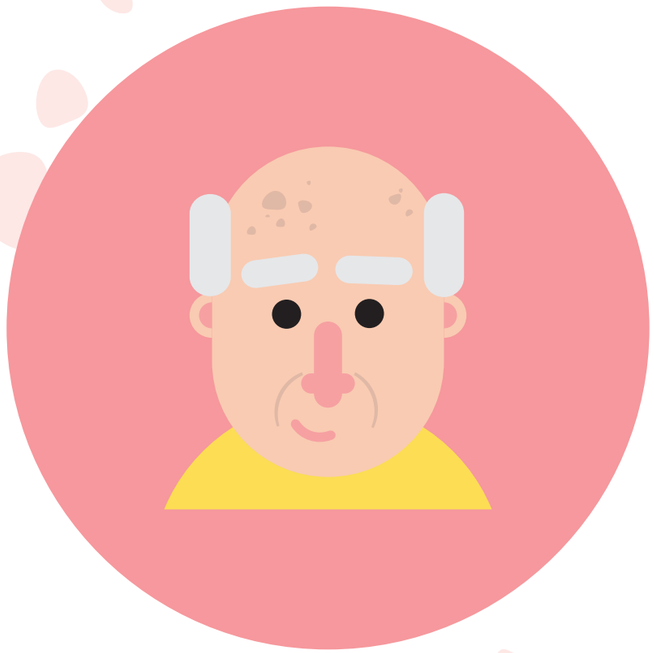
5. DISCOVER OTHER'S LIFE EXPERIENCES

- Step into installation

- Captivated by shape shifting walls and atmosphere

- Empathize with stories

-Interactive installation



ÑiAM

hungry to innovate