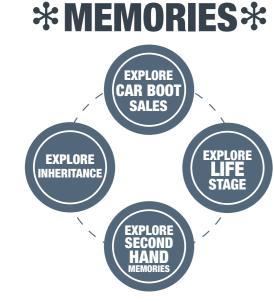


NATURE OF MEMORY AUTOBIOGRAPHICAL MEMORY

BUILDING VISITING

LOSING DISTORTING



MEMORY CAN BE... SELECTIVE, MEANINGFUL WHEN INCOMPLETE, LIKES SIMILARITY, ELABORATIVE, DYNAMIC, SUGGESTIBLÉ



EXPLORE EMERGING INSIGHTS

EUREKA MOMENT

ATTIC ACCESS

PERIPHERY

FALSE DISPLAYS

IMPORTANCE OF

THE TRIGGER

EXPLORE DISPLAY RODENT

PUBLIC

PERSONAL

HISTORIES

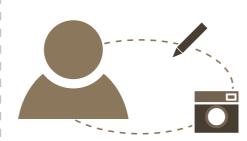
SUBLIMINAL MESSAGING

SUGGESTION

FALSE MEMORIES RUMOURS &

FORGETTING





COLLECT EXAMPLES TO FOCUS SUPPORT



INSPIRED BY PSYCHOLOGY EXPERIMENTS STUDY











EMERGING POCKETS OF INSIGHT

REFLECT THROUGH DESIGN EXPLORATION DESIGN CONCEPTS TO INVITE DEBATE

FOR DESIGN









-UNIVERSAL MEMORIES

PERSONALISATION

POWER OF IMAGINATION







UNDISCOVERED VALUE IN DESIGNING FOR CHANCE MEMORIES value of CONTEXT value of INACCESSIBILITY value of IMPERSONAL value of IMAGINATION value of DESIGN EXPLORATION THOUGHT-PROVOKING INSIGHTS

A DESIGN RESOURC NEW APPROACH

chapter 1 chapter 2

DOMESTIC SPACE

DISPLAY & STORAGE

chapter 3

chapter 4

chapter 5