

Magical Moments:  
Designing 'hugs' for advanced dementia  
Jac Fennell



Arts & Humanities  
Research Council



Cardiff  
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Metropolitan  
Caerdydd

**CARDIFF**  
SCHOOL OF ART & DESIGN





Goldsmiths  
UNIVERSITY OF LONDON



Royal College of Art  
**THE HELEN HAMLYN  
CENTRE FOR DESIGN**

IDEO

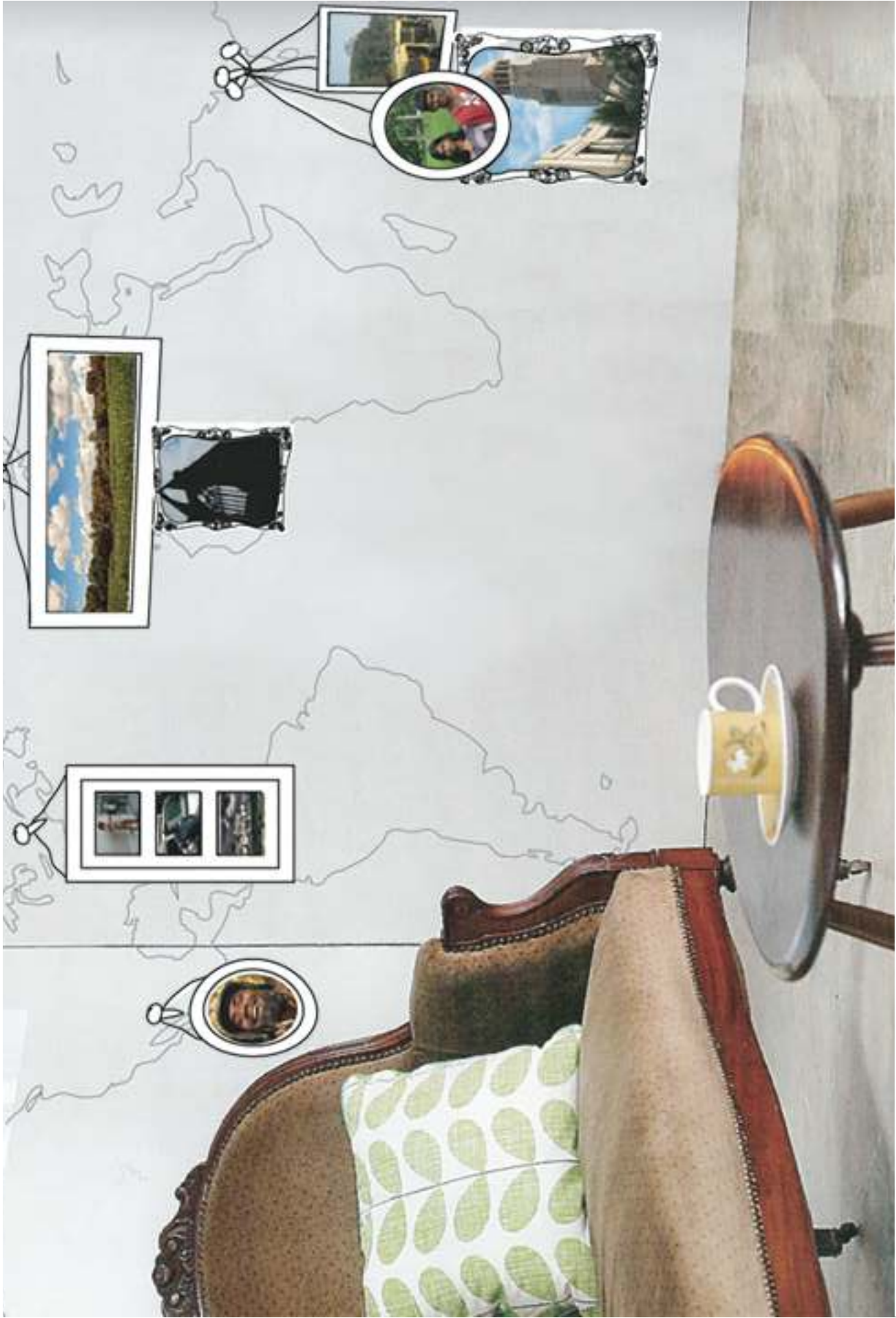
PHILIPS











**Goldsmiths**  
UNIVERSITY OF LONDON



Ludic artefacts using gesture + haptics



Making mistakes on our own it's okay, but not in front of people

They took away my driving license they took away my independence

Diagnosis is worse than the illness

I was diagnosed with Alzheimer's when I was 50yo. My sense of humour has gone

Children are amusing



I used to work for Laura Ashley and I loved it! Now I do lots of cross stitch

I love my shed. I do woodwork there to keep myself active

Artist: Ayu Baker, Cardiff Met Uni



**CHAPTER**



**171 experts**

from

**72 organisations**







Workshop 1: *Hand-use and playfulness*



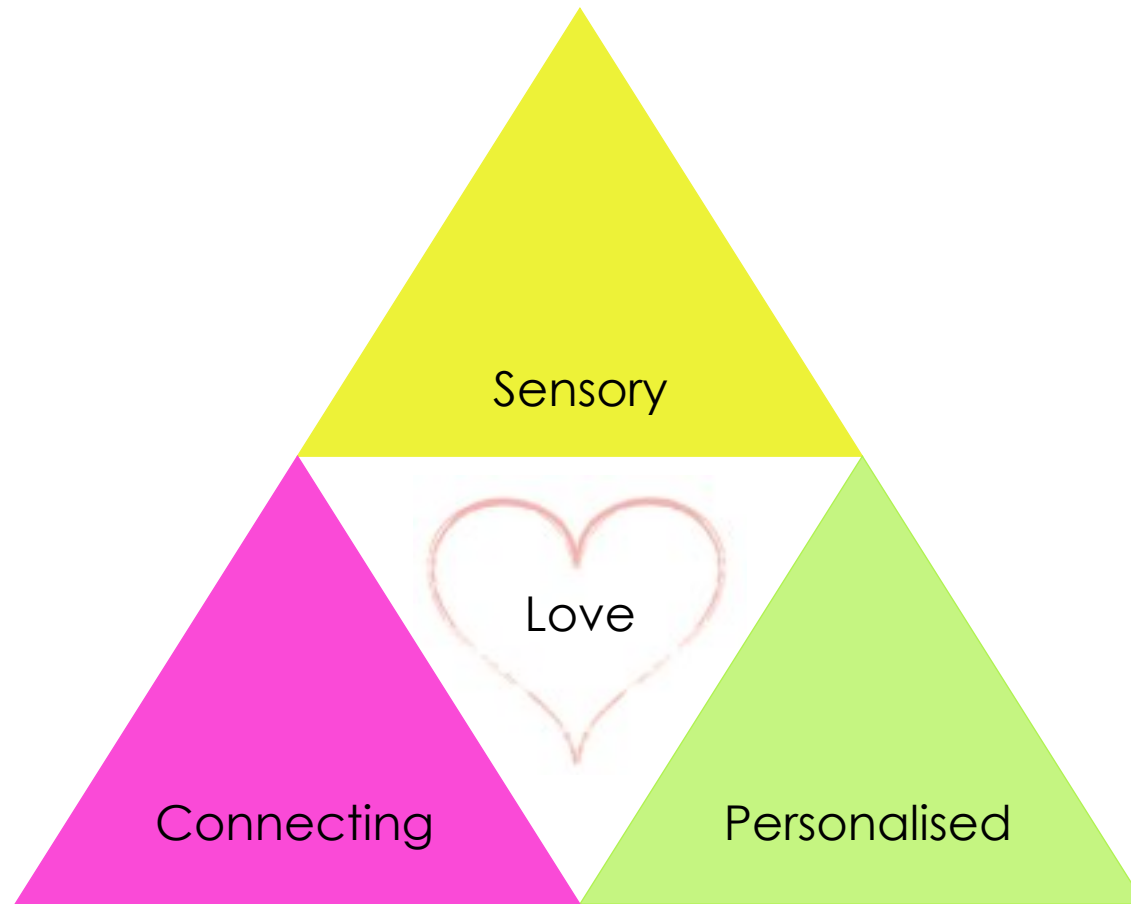


Workshop 2: *Positive emotion and memory*



Workshop 3: *Procedural memory and craft*





Compassionate Design

Treadaway, C. 2016

LAUGH



portraits

LAUGH



Link to video

<https://www.laughproject.info/home-2/workshops/465-2/>



33 conferences

19 publications



# LAUGH

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