

S.U.N.Y Fashion Institute of Technology

HONG-YEON: Red Thread of Fate

An immersive experience designed to build empathy for people suffering from early cognitive impairment leading to dementia.

By Jace Son

jace_son@fitnyc.edu

2022

Empathy is the capacity to perceive the world through the eyes of others — to see what they see, feel what they feel, and experience things in the same manner. No one can experience things exactly as another person does, but empathy can strive to get as near as possible. This condition of empathy is achieved when we set aside our preconceived notions about the world and instead choose to understand the ideas, thoughts, and needs of others. Empathy is essential to a human-centered design process, such as design thinking, because it allows people to lay aside their preconceived notions about the world to get insight into users' requirements. Moreover, people are able to develop social ties with one another through the power of empathy. If a person understands what the thoughts and feelings of others are, they will be able to respond correctly in social circumstances. In addition, people who can empathize with the feelings of others are better able to control the emotions that they feel themselves. Emotional regulation is necessary because it enables a person to manage their feelings, even when under a great deal of stress, without becoming overwhelmed.

The proposed exhibition project, HONG-YEON: Red Thread of Fate, is designed to address the escalating risk of Alzheimer's disease and other forms of dementia in older adults when cognitive impairment goes untreated in its early stages. Dementia presents a unique challenge, as it not only affects patients but also places considerable burdens on their caregivers. Located at the Brooklyn Museums, this exhibition aims to explore the complex dynamics of dementia through a meticulously curated experience.

By employing a dual first-person narrative, HONG-YEON immerses visitors in the stark reality of suffering encountered by both dementia patients and their caregivers as they navigate the progressive stages of Alzheimer's disease and dementia. Visitors are transported into the homes and direct environment to experience life as a person living with the disease, and as a caregiver. The underlying theme of the red thread of fate serves as a metaphorical and interpretive device, weaving a captivating narrative that resonates with visitors. Throughout the exhibition, this symbolic thread acts as a unifying element, connecting various facets of the dementia experience and providing a cohesive framework for visitors to engage with. Moreover, HONG-YEON offers visitors a unique opportunity to actively participate in the exhibition's narrative by providing interactive programmed bracelets. These bracelets enable visitors to create personalized memory

books, fostering a deeper understanding and empathy for the challenges faced by caregivers and patients alike.

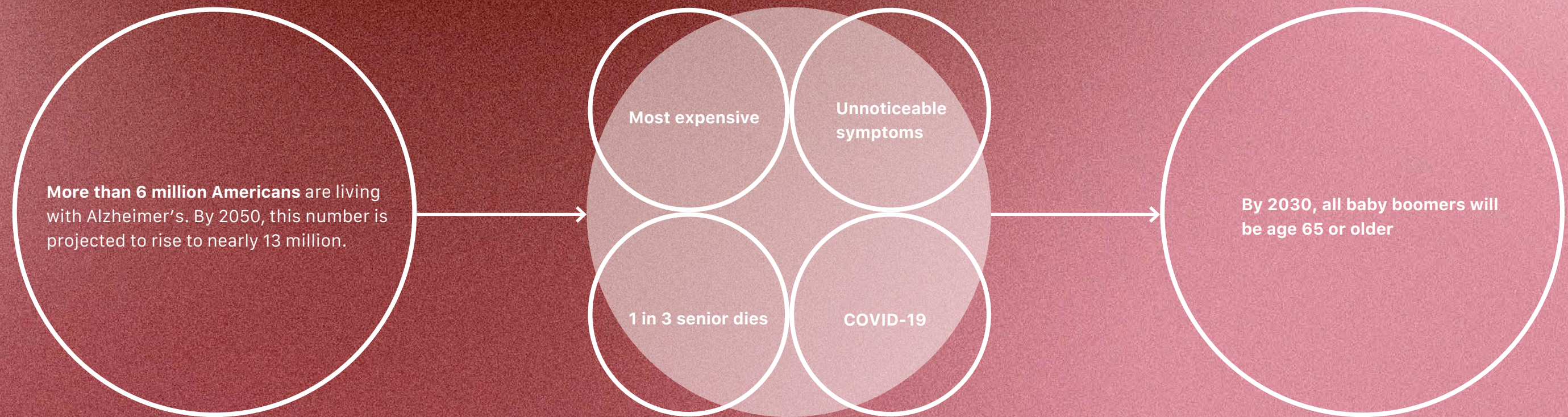
By combining immersive environments, narrative storytelling, and interactive elements, HONG-YEON: Red Thread of Fate strives to provoke thought, heighten awareness, and encourage meaningful dialogue about the impact of dementia on individuals and their support networks. The exhibition aims to elevate public consciousness, inspire empathy, and raise awareness for dementia patients and their caregivers.



HONG — YEON



PROBLEM



CONCEPT STATEMENT

Cognitive impairment can affect the daily lives of older adults, yet the early signs often go unnoticed, which can increase the risk of later developing Alzheimer's and dementia.

Immersive experience design can help to raise awareness and build empathy for caregivers and people suffering from early cognitive impairment leading to dementia.

Experiential, emotive, and informative environments with social action elements can foster empathy for those suffering from cognitive impairments, as well as present opportunities to build awareness of the importance of cognition training for early detection.

BIG IDEA

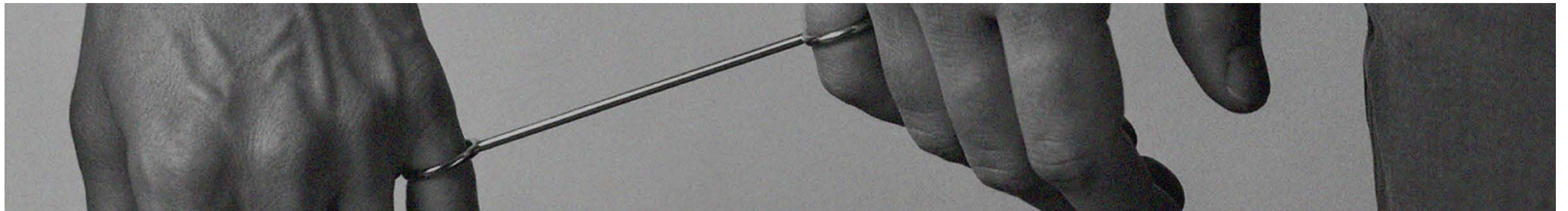
Alzheimer's or dementia patients may lose shared memories and feelings for their loved ones, which distinguishes this disease from others. Not only people with dementia but also their caretakers experience the agony of watching their loved ones forget them. The red thread of fate, a Korean belief will convey to visitors that their relationships will remain connected for as long as their loved ones remember.

SUBJECT

Red Thread of Fate

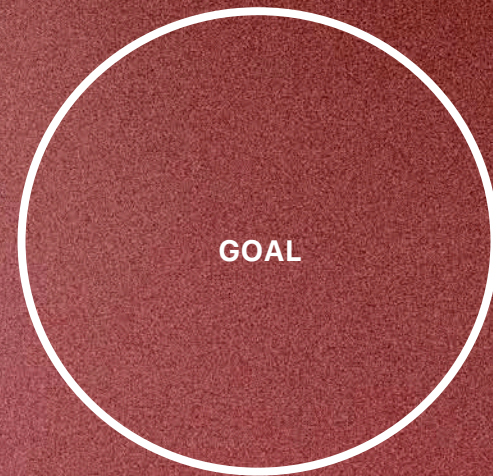
"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."

This philosophy argues that our lives move in a pre-ordained direction guided by invisible strings of thread woven into the fabric of the universe itself. While we might not realize, these strings connect us to a distant person we are fated to meet. Varying from the length of the string, it signifies how long the two-fated ones will cross each other's path that may be shortened or prolonged depending on the circumstance and place.



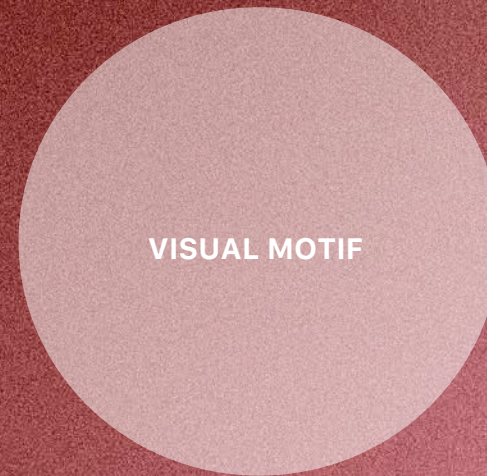
DESIGN PROCESS

ANALYSIS



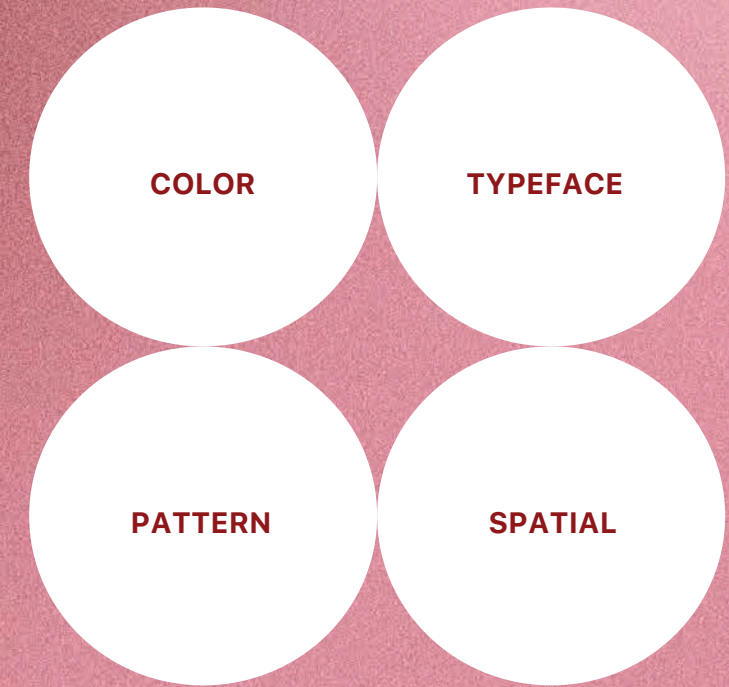
Raise awareness for people with dementia and build empathy for their caregivers

STRATEGY

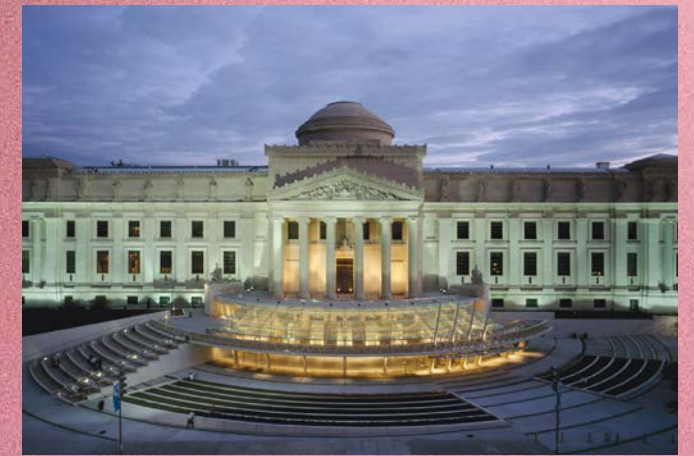
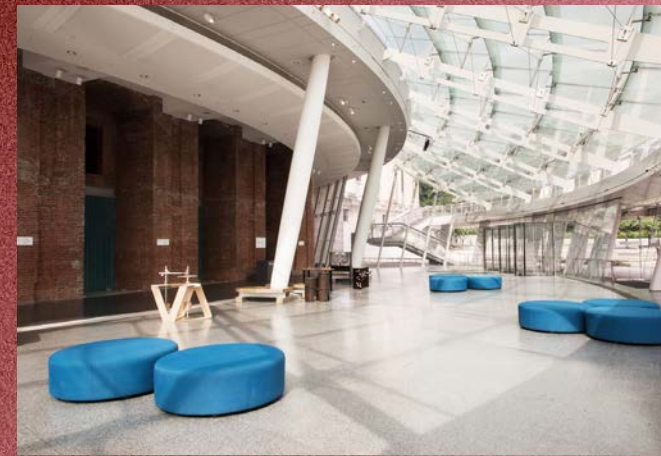
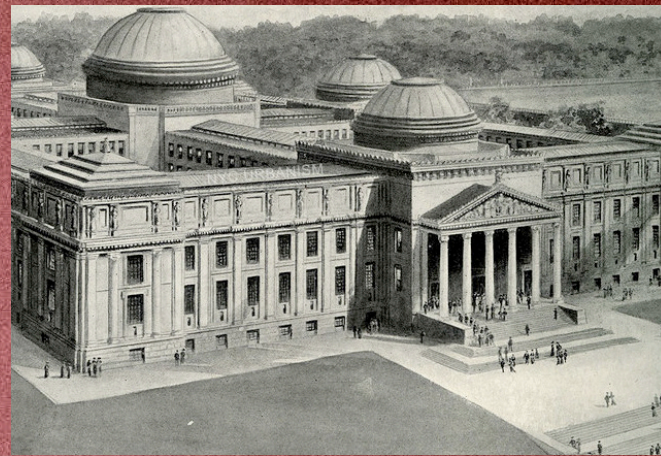


The elements from the Hong-yeon are surprisingly abstracted and simplified for people with dementia to understand easily

DESIGN



All of the design elements are carefully chosen and designed for people with dementia to prevent frustration



01

ABOUT

Brooklyn Museum is an art museum located in the New York City borough of Brooklyn. At 560,000 square feet, the museum is New York City's second largest and holds an art collection with roughly 500,000 objects.

02

MISSION

To bring people together through art and experiences that inspire celebration, compassion, courage, and the will to act.

03

VISION

To be the place where art is a powerful force for personal transformation and social change.

04

VALUES

They uphold the highest standards of excellence in their collections, displays, programming, and visitor experience. By including diverse views, their work strives to expand and question the conventional art history canon.

TYPOGRAPHY

Acumin Variable Concept

Aa

Symbols and numbers

ABCDEFGHIJKLMOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz 123
4567890 !@#\$%&*()?

Acumin Variable Concept

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Acumin is designed by Robert Slimbach and published through Adobe in 2015. Slimbach set out to design a contemporary neo-grotesque that could work as a text face. Designer Jeffrey Zeldman describes Acumin as "a Helvetica for readers." Acumin is a huge family that is available in five widths—extra condensed, semi condensed, condensed, normal and wide—with each width available in nine weights with matching italics. This comes out to an impressive 90 total styles.

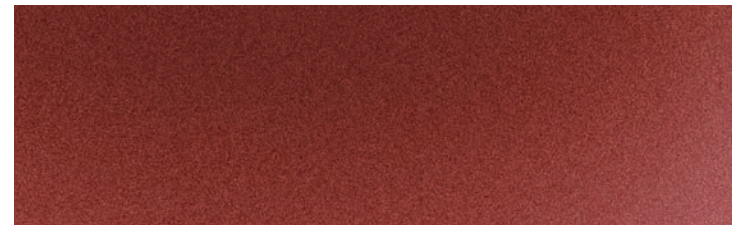
Pesos

Aa	Acumin Variable Concept - Bold	COLOR # FFFFFFFF
Aa	Acumin Variable Concept - Semibold	# FFFFFFFF
Aa	Acumin Variable Concept - Medium	# FFFFFFFF
Aa	Acumin Variable Concept - Regular	# FFFFFFFF
Aa	Acumin Variable Concept - Light	# FFFFFFFF

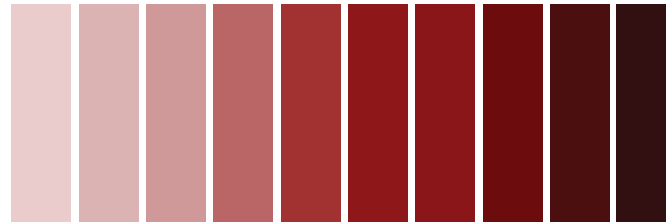
COLOR PALETTE

PRIMARY COLORS

To prevent confusion throughout the deliverables, the use of color is limited. Red will be utilized to emphasize critical information and as an accent color on the deliverables.



Red Gradient

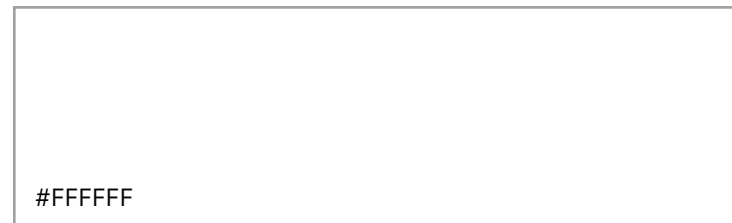


Pantone Red Shades



#832522

CMYK 26 100 100 30 / RGB 131 37 34

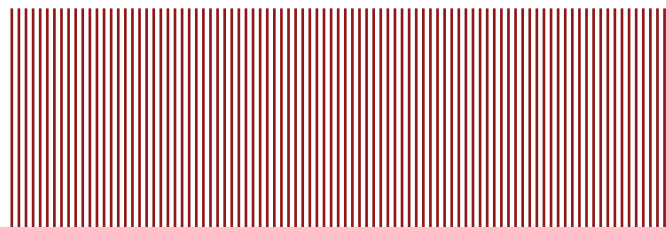


#FFFFFF

CMYK 0 0 0 0 / RGB 255 255 255

TEXTURES

The line represents a thread and plays an important role of the graphic, the various approaches will be considered.

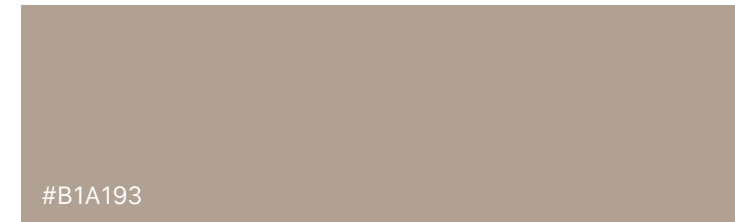


SECONDARY COLORS



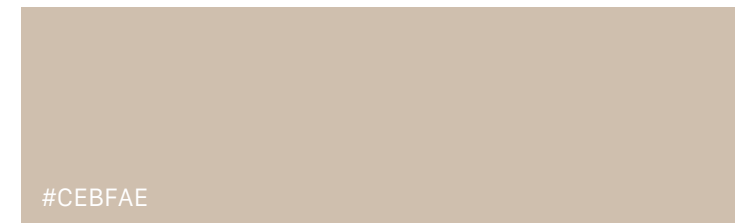
#B09476

CMYK 31 39 56 3 / RGB 176 148 118



#B1A193

CMYK 32 33 40 1 / RGB 177 161 147



#CEBFAE

CMYK 19 22 39 0 / RGB 206 191 174



#121212

CMYK 73 67 66 83 / RGB 18 18 18



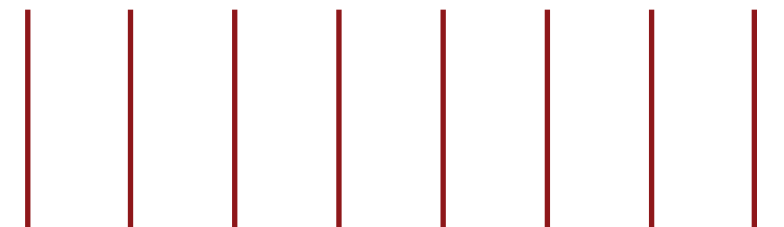
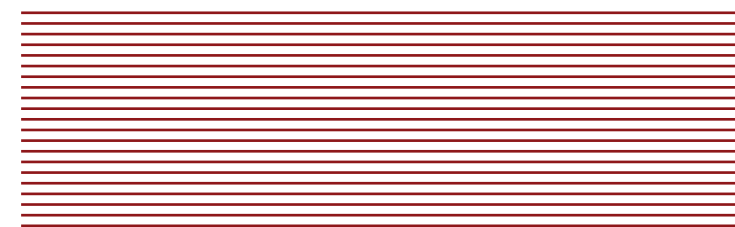
#555555

CMYK 64 56 55 31 / RGB 85 85 85



#999999

CMYK 43 35 35 1 / RGB 153 153 153



EXPERIENCE OUTLINE

01

RED KNOT

The visitors will be asked to answer the question "Who is your Hong-yeon?" The answer will be imprinted on the bracelet, which they will wear as they explore the exhibition.

05

THE FADED

LIVING ROOM (PERSON-ORIENTED)

The visitors will explore the caregivers' stories through videos and audios.

04

STAGE 02

LIVING ROOM (PERSON-ORIENTED)

The visitors will experience the first person perspective simulation and learn about the symptoms.

03

THE REMEMBERED

KITCHEN (EVOCATIVED EXPERIENCE)

The visitors will explore the objects that are donated from the caregivers which placed correctly. They will learn about the caregivers' stories by scanning the qr code.

02

STAGE 01

KITCHEN (EVOCATIVED EXPERIENCE)

The visitors will explore the objects that are misplaced in each area.

08

STILL WITH YOU

COURTYARD (BRAIN TRAINING)

The visitors will receive the printed Still With You memory book they created throughout the exhibition. They will share the books with their guests and discuss their shared recollections. Additionally, visitors will explore brain training for early detection.

07

THE FORGOTTEN

BEDROOM (PHYSICAL EXPERIENCE)

The visitors will explore the memory room using the photographs provided by the caregivers.

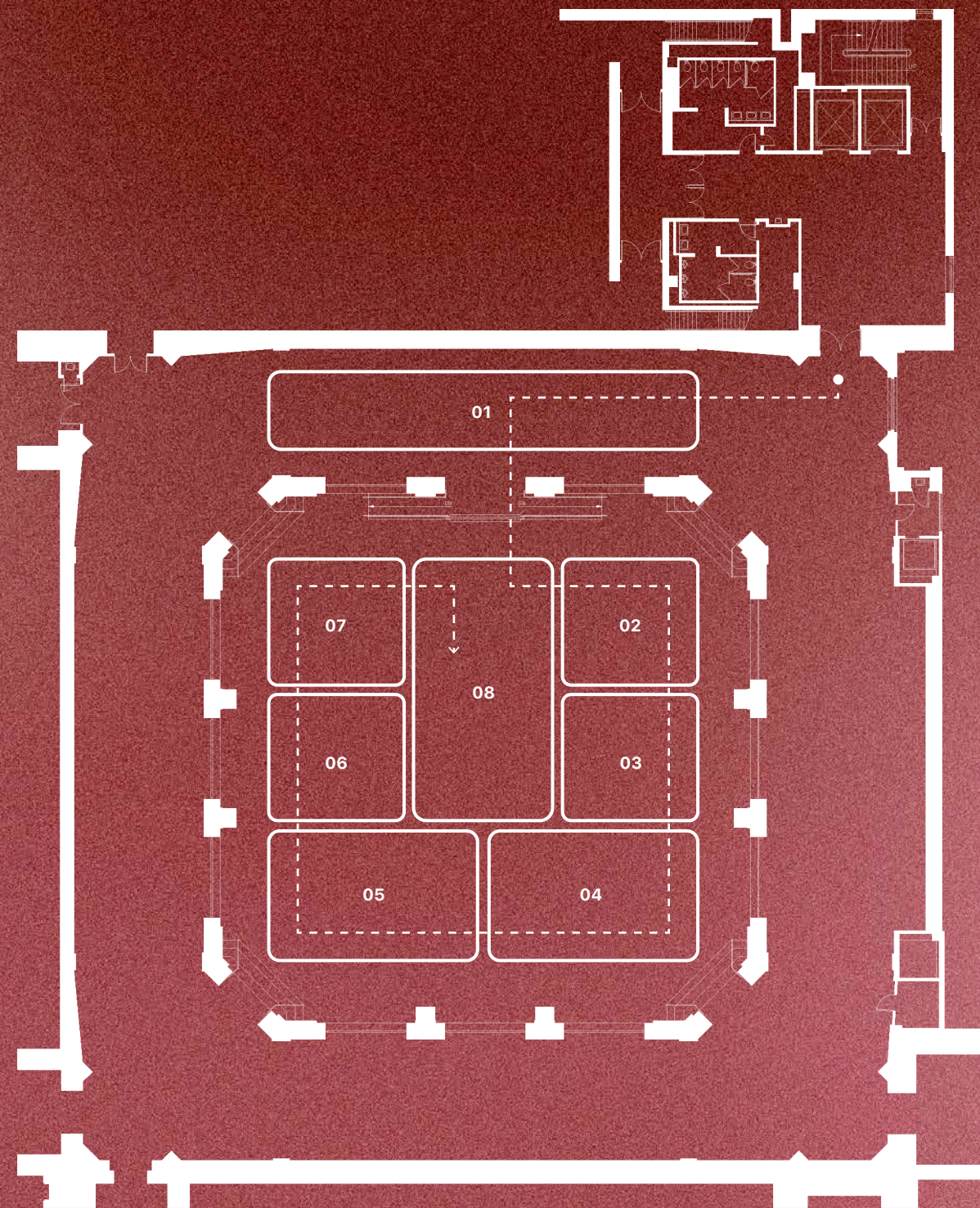
06

STAGE 03

BEDROOM (PHYSICAL EXPERIENCE)

Due to the possibility of overwhelming, the experiences will be optional to the visitors. There will be two rooms: one with visual components that represent the sensations of people with dementia, and the other similar to the first but with gloves, glass, etc. used to block the visitors' senses.

SPACE CIRCULATION



KEY CONCEPT

01. HONG-YEON

03. THE REMEMBERED

05. THE FADED

07. THE FORGOTTEN

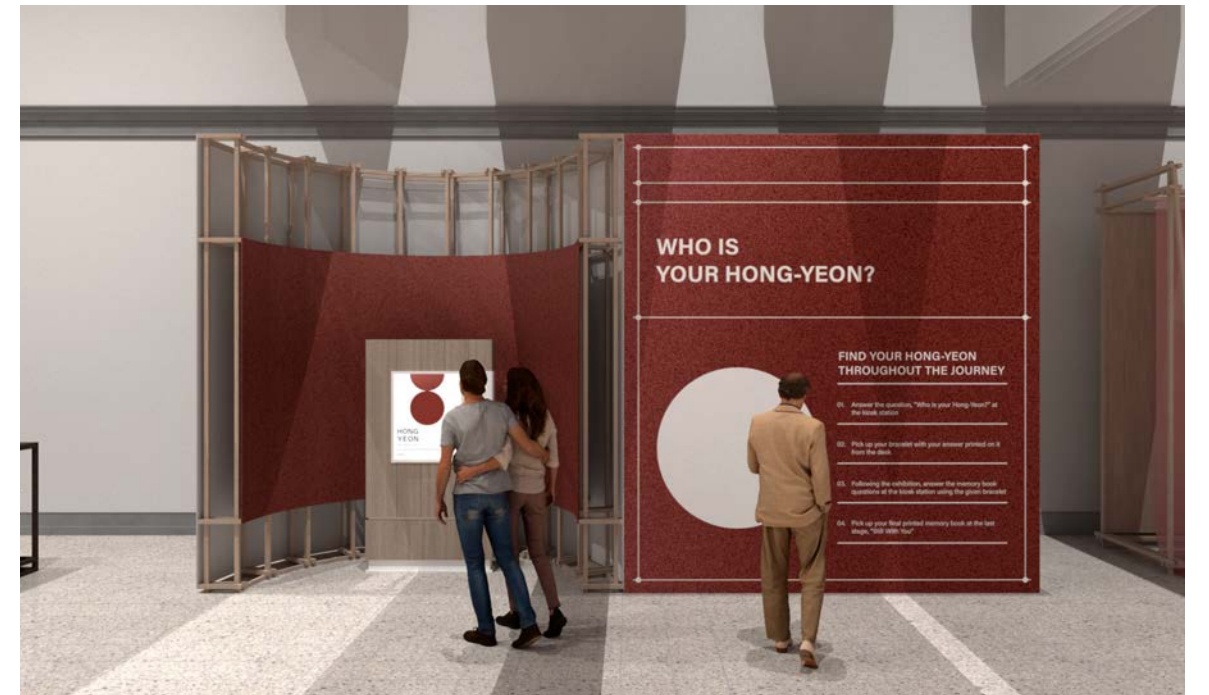
02. STAGE 01

04. STAGE 02

06. STAGE 03

08. STILL WITH YOU

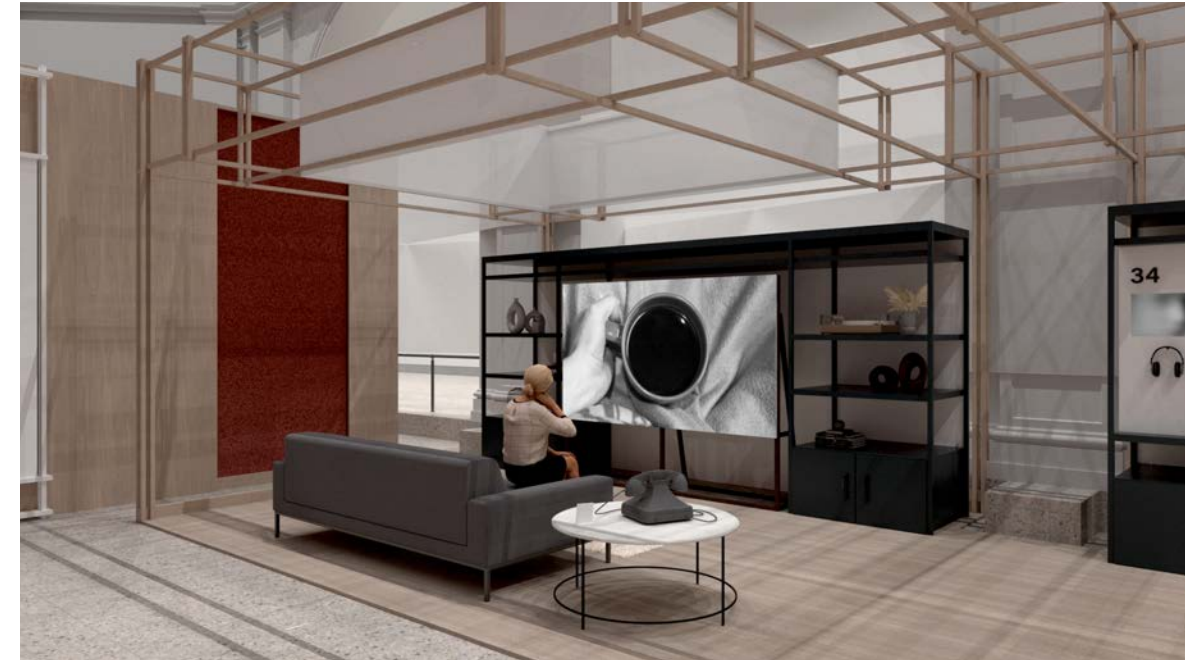
INTRO



STAGE 01 & THE REMEMBERED



STAGE 02 & THE FADED



STAGE 03 & THE FORGOTTEN



ADVERTISEMENT



HONG — YEON

09 DEC —
20 JUNE 2023

"An invisible red thread connects those who are destined to meet, regardless of time, place or circumstance. The thread may stretch or tangle, but it will never break."

Alzheimer's or dementia patients may lose shared memories and feelings for their loved ones, which distinguishes the disease from others. Not only people with dementia but also their care partners experience the agony of watching their loved ones forget them. The red thread of fate, a Korean belief, will convey to visitors that their relationships will remain connected for as long as their loved ones remember.

ABOUT HONG-YEON

RED THREAD OF FATE

The philosophy argues that our lives move in a pre-ordained direction guided by invisible strings of thread woven into the fabric of the universe itself. While we might not realize, these strings connect us to a distant person we are fated to meet. Varying from the length of the string, it signifies how long the two fated ones will cross each other's path that may be shortened or prolonged depending on the circumstance and place.

ABOUT EXHIBITION

The origin of the red string of fate is derived from an ancient East Asian belief. In Japanese and Korean cultures, it is thought that the string is tied around the little finger while around the index in Chinese legend. It is believed that the color of the string being red symbolizes attraction and desire, as well as passion and love. However, for the Japanese, this belief is much more aesthetic and not just limited to intimate relationships but also with people whom we connect to.

"There are only four kinds of people in the world: Those who have been caregivers. Those who are currently caregivers. Those who will need a caregiver. — Rosalyn Carter"

BEING LOST IN MY OWN HOME

The exhibition uses a dual first-person narrative to illustrate the reality of suffering for both dementia patients and their care partners. Visitors are transported into the homes and direct environment to experience what it is like to put themselves in the shoes of a person who is living with the disease through the use of an empathic design called "being lost in my own home."

HONG-YEON

THE REMEMBERED

THE FADED

THE FORGOTTEN

STILL WITH YOU

STAGE 01

STAGE 02

STAGE 03

HONG YEON
RED THREAD OF FATE

Start →

WHAT OBJECT REMINDS YOU OF YOUR HONG-YEON?

Answer your question →

01 02 03 04 05

WHO IS YOUR HONG-YEON?

FIND YOUR HONG-YEON THROUGHOUT THE JOURNEY

01. Answer the question, "Who is your Hong-Yeon?" at the kiosk station.
02. Pick up your bracelet with your answer printed on it from the desk.
03. Following the exhibition, answer the memory book questions at the kiosk station using the given bracelet.
04. Pick up your final printed memory book at the last stage, "Still With You".

IN THE BEDROOM: THOSE FORGOTTEN

LATE STAGE

During the late stages, your role as a caregiver focuses on preserving quality of life and dignity. Although a person in the late stage of Alzheimer's typically loses the ability to talk and express needs, research tells us that some core of the person's self may remain. This means you may be able to continue to connect throughout the late stage of the disease. At this point in the disease, the world is primarily experienced through the senses. You can express your caring through touch, sound, sight, taste and smell.

IN THE BEDROOM: THOSE LOST

LATE STAGE

Individuals lose the ability to respond to their environment, to carry on a conversation and, eventually, to control movement. They may still say words or phrases, but communicating pain becomes difficult. As memory and cognitive skills continue to worsen, significant personality changes may take place and individuals need extensive care.

At this stage, individuals may require assistance with daily personal care, lose awareness of recent experiences as well as of their surroundings, experience changes in physical abilities, including walking, sitting and, eventually, swallowing and have difficulty communicating.

IN THE LIVING ROOM: THOSE FADED

MIDDLE STAGE

Being a caregiver for someone in the middle stages of Alzheimer's requires flexibility and patience. As the abilities of the person with Alzheimer's change and functioning independently becomes more difficult, you will have to take on greater responsibility. Daily routines will need to be adjusted, and structure will become more important. As you gain experience as a middle-stage caregiver, you will develop strategies and ways of coping that work for you and the person with dementia.

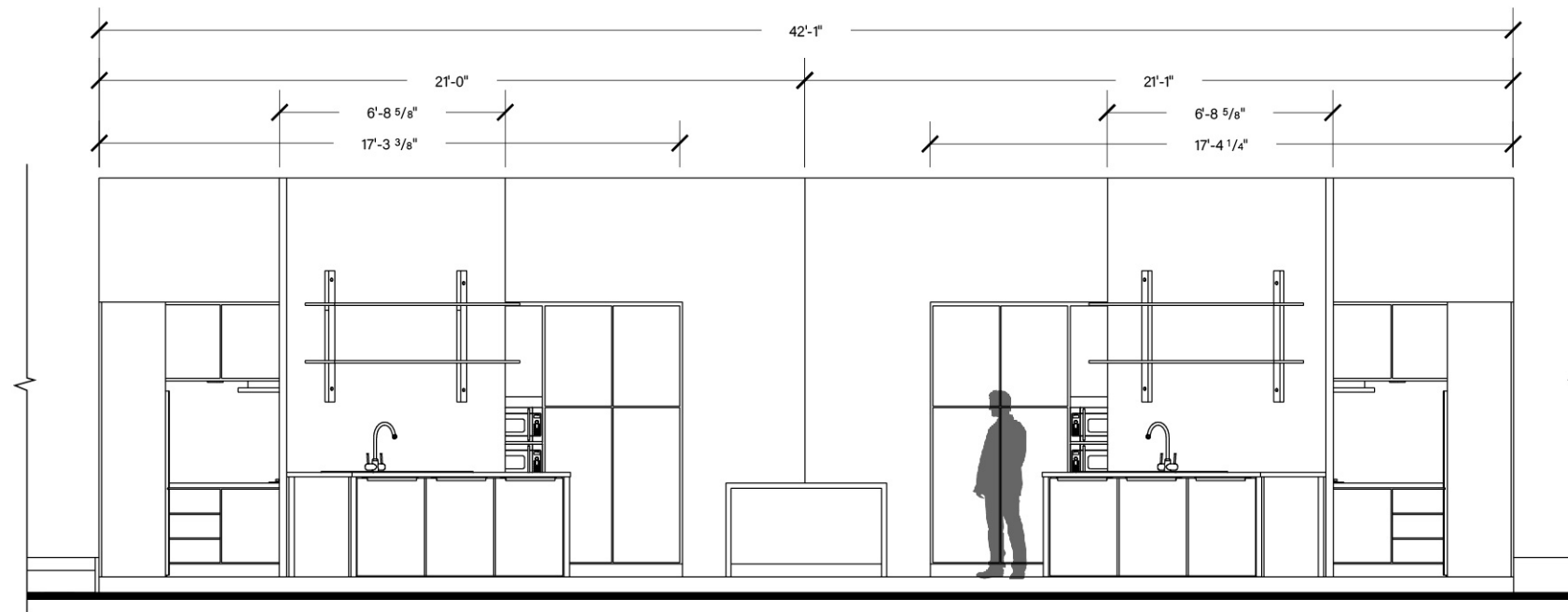
When abilities diminish further, there will need to be modified. The Alzheimer's Association offers educational workshops and resources that can provide you with the caregiving skills needed to deal with changing needs of someone in this stage of the disease.

IN THE LIVING ROOM: THOSE LOST

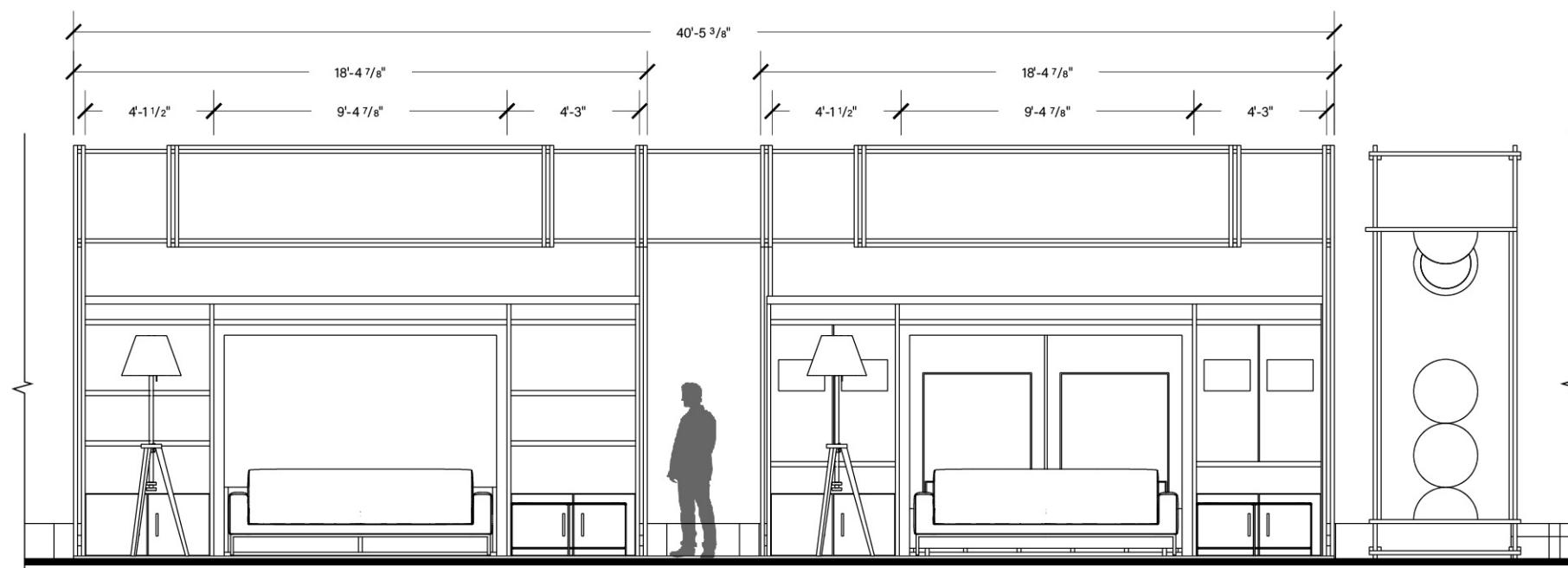
MIDDLE STAGE

Middle-stage Alzheimer's is typically the longest stage and can last for many years. As the disease progresses, the person with Alzheimer's will require a greater level of care. During the middle stage of Alzheimer's, the dementia symptoms are more pronounced. The person may confuse words, get frustrated or angry, and act in unexpected ways, such as refusing to bathe. Damage to nerve cells in the brain can also make it difficult for the person to express thoughts and perform routine tasks without assistance.

Symptoms, which vary from person to person, may include: being forgetful of events or personal history, and feeling moody or withdrawn, especially in socially or mentally challenging situations.



1 SECTION ELEVATION 1
SCALE: 3/16" = 1'-0"



2 SECTION ELEVATION 2
SCALE: 3/16" = 1'-0"

ELEVATIONS

PROJECT NAME
HONG-YEON: Red Thread of Fate



CLIENT
National Science Foundation
Alzheimer's Foundation of America

DESIGNED BY
Jace Son

DISCALIMER
THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK.

WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN

N/A

DRAWING TITLE

ELEVATIONS

SCALE

3/16"=1'-0"

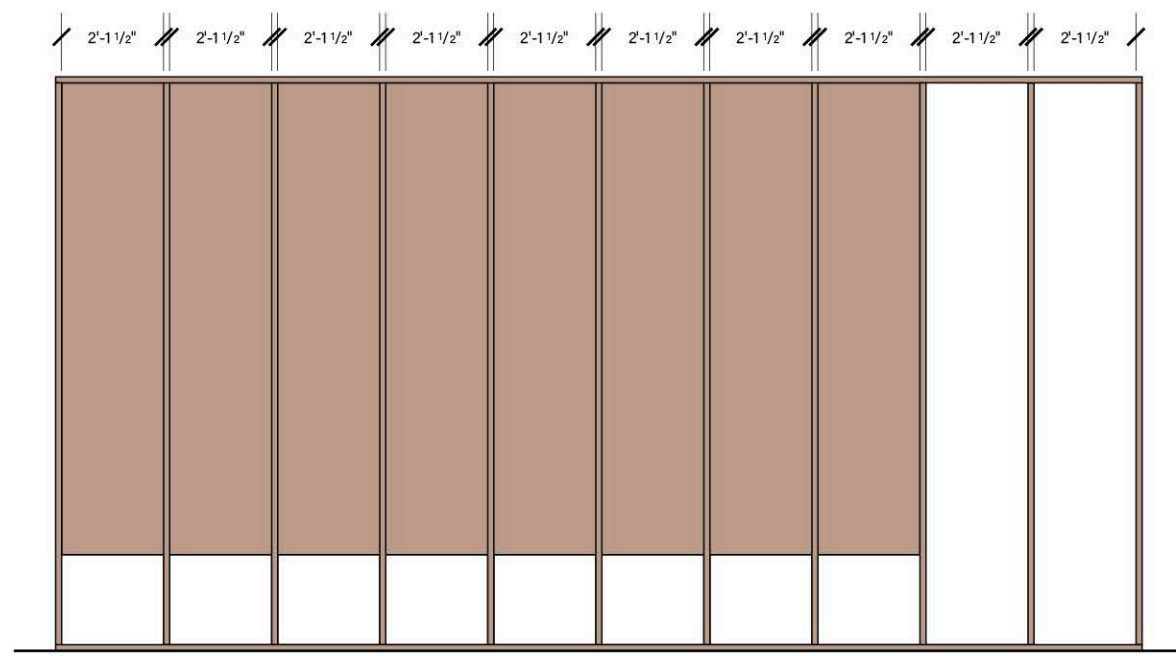
DATE

12/09/2022

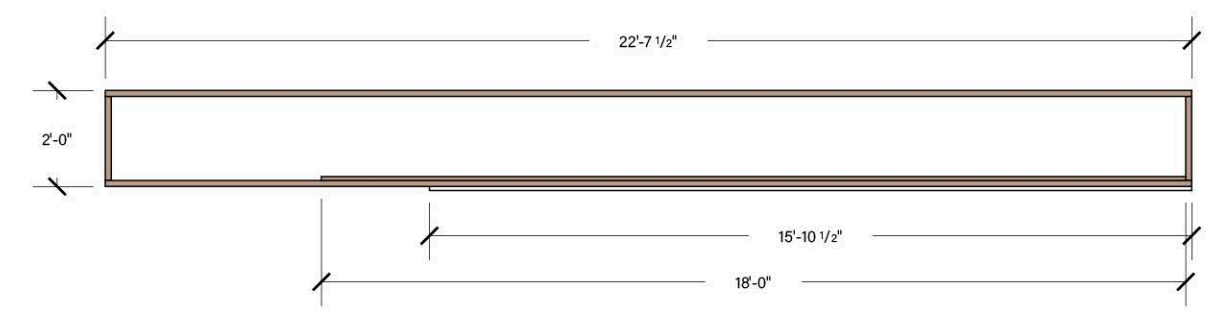
EX3.07



1 ELEVATION - FRONT
 SCALE: 1/2" = 1'-0"
 01A.01.GR01



2 BACK VIEW
 SCALE: 1/2" = 1'-0"
 01A.01.GR01



3 PLAN VIEW
 SCALE: 1/2" = 1'-0"
 01A.01.GR01

INTRO WALL

PROJECT NAME

HONG-YEON: Red Thread of Fate



CLIENT

National Science Foundation
 Alzheimer's Foundation of America

DESIGNED BY

Jace Son

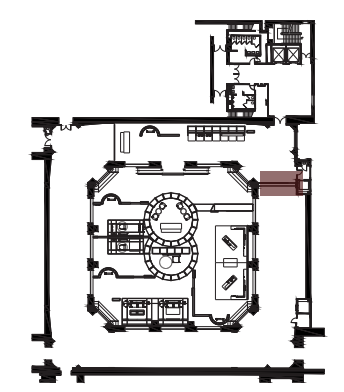
DISCALIMER

THESE DRAWINGS ARE NOT FOR CONSTRUCTION. CONTRACTORS SHALL ALWAYS VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS AND INFORM THIS OFFICE OF ANY VARIATIONS PRIOR TO PERFORMING WORK.

WRITTEN DIMENSIONS SHALL HAVE AUTHORITY OVER SCALED DIMENSIONS. THIS OFFICE SHALL REVIEW CONTRACTOR'S SHOP DETAILS PRIOR TO FABRICATION.

MOUNTING DETIAL TO BE REVIEWED AND MODIFY BASED ON RECOMMENDATION FROM FABRICATOR.

KEY PLAN



DRAWING TITLE

INTRO WALL

SCALE

1/2"=1'-0"

DATE

12/09/2022

EX5.02