



Brainlet
a product by remoria

4 **life with dementia**
6 **idea & usage**
8 **logo & color**
10 **materials**
12 **packaging**
14 **point of sale**
18 **preface**

LIFE WITH DEMENTIA

evolutional perspective
The brain is a complex organ that is constantly changing and adapting to its environment. This process is called neuroplasticity. It allows the brain to reorganize itself by forming new neural connections throughout life. This is essential for learning, memory, and recovery from injury or disease.

How, where & problems
Dementia is a general term for a decline in mental ability severe enough to interfere with daily life. It is caused by damage to or loss of brain cells. The most common types are Alzheimer's disease, vascular dementia, and Lewy body dementia.

symptoms
The most common symptoms of dementia are memory loss, changes in personality and mood, and difficulties with thinking, problem-solving, and communication.

what's there's needs
People with dementia need a supportive environment that allows them to maintain their independence and dignity. This includes clear communication, structured routines, and opportunities for social interaction.

IDEA & USAGE

"There exists an interplay between sensory perception and well-being."

self therapy
Brainlet is designed as a sensory tool for self-therapy. It can be used to stimulate the senses and improve cognitive function. The beaded necklace can be worn around the neck, and the paper pouch can be held in the hand.

moments of happiness
Brainlet is intended to be used during moments of happiness and well-being. It can be used to enhance the experience of these moments and create a sense of joy and contentment.

we want to
We want to create a product that is both functional and aesthetically pleasing. We want to create a product that is easy to use and that can be used in a variety of settings.

LOGO & COLOR

Brainlet

Brainlet

Brainlet

Brainlet

MATERIALS

color of beads:
- red
- yellow
- green
- blue
- purple
- white

paper pouch:
- kraft paper
- recycled paper

beaded necklace:
- cotton cord
- metal beads
- plastic beads

there is a connection between odor perception and its response

sense of vision

sense of touch

PACKAGING

product logo
- Brainlet

paper pouch
- kraft paper
- recycled paper

paper pouch
- kraft paper
- recycled paper

POINT OF SALE

paper pouch
- kraft paper
- recycled paper

display design
- wooden stand
- hanging display

online presence
- website
- social media

home interior as inspiration

print advertisement
- posters
- brochures

remoria shops
- retail stores
- online shops

display design for other shops

online presence
- website
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