

# Design & Innovation for Healthy Ageing

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>60  
DESIGN  
CENTRE  
Redefining Age

Supported by



# The Singapore Story



## Singapore will have world's 4th oldest population by 2050

### PROPORTION OF OLDER PERSONS



Now

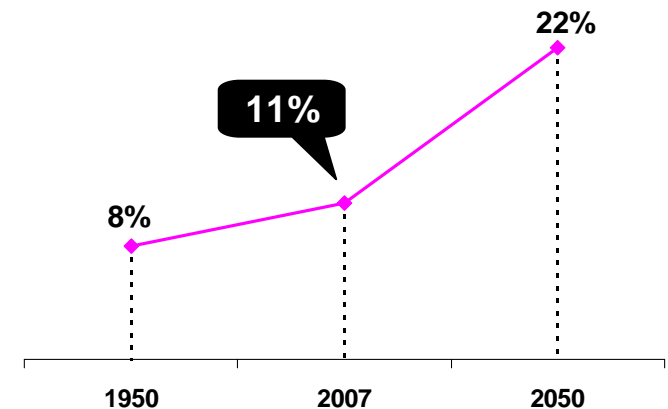
One out of every 10 persons is aged 60 years or above



2050

Two in 10 persons will be aged 60 years or above

Proportion of world population  
60 years or above



**BY 2050, the population in Singapore could be fourth oldest in the world - after Macau, Japan and Korea. It projected the median age of Singapore's population to be 54 years by 2050, behind Macau (56), Japan (55) and South Korea (55).**

*Article extracted from The Straits Times, 2 Oct 2008 Home Page B8*



# Singapore's National Design Centre For Ageing

Age-Friendly and Inclusive Innovation  
through Universal Design

## >60's Design and Innovation Strategies

- 1. Commercialisation**  
of age friendly products
- 2. Collaboration**  
with Industry Partners
- 3. Community**  
Outreach & Events
- 4. Cross Disciplinary & Cross Boundary**  
Collaboration

# 1. Commercialisation of Age Friendly Products



## Design Solution for Healthy Ageing -The A-HAH! Card Games





## The A-HAH! Card games (con't)



### A-HAH! MEMORITZ

MEMORITZ is a set of forty cards consisting of numbers from zero to nine and twenty image pairs of nostalgic objects in sets of four different colours.

Games to play: Quick Match, The Memory Game, 1-2-3, What's this?, A-Hah!



### A-HAH! FRUITO

FRUITO is a set of forty cards consisting of ten sets of fruits, each fruit formed by four cards. Each card is colour-coded to differentiate the fruits.

Games to play: Picture Puzzle, Guessing Game, Hello!

## Design Solution for Healthy Ageing -The E-Brollie



## The E-Brollie (con't)



## 2. Collaboration with Industries

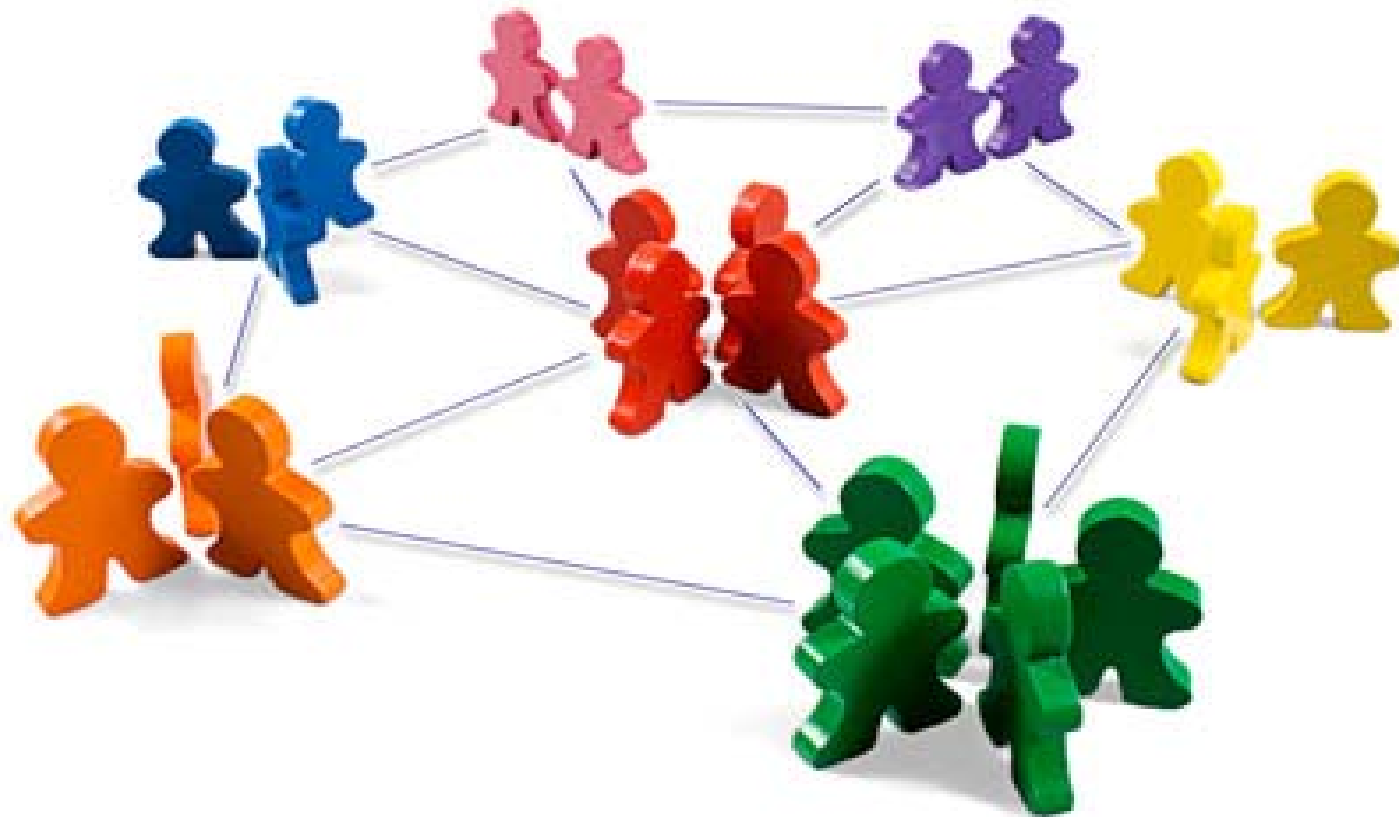


### 3. Community Outreach and Events



## 4. Cross Disciplinary & Cross Boundary Collaborations







# International Conference On Design For Ageing 2010

*Redefining Age*

**Conference Dates:** 18 - 20 November 2010  
Resorts World Sentosa, Singapore



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