

Day - 1

Memento mori, memento vivere.
Remember death, remember life.



"The value of survivorship"

"The value of time"



The life experiences of **cancer survivors** are often framed by a highly tangible endpoint—

Death is a “time bomb” that could go off at any moment.

What is our life reminder?

Finding

Survivors develop a heightened awareness of life's finitude, as death becomes a tangible and unpredictable endpoint rather than a distant abstraction.

**Heightened awareness of
life's finitude**

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**Heightened awareness of
life's finitude**

Survivors tend to reframe their understanding of time and life, prioritizing meaningful relationships, present experiences, and proactive preparation for the future.

**Reframed
understanding of life**

Finding

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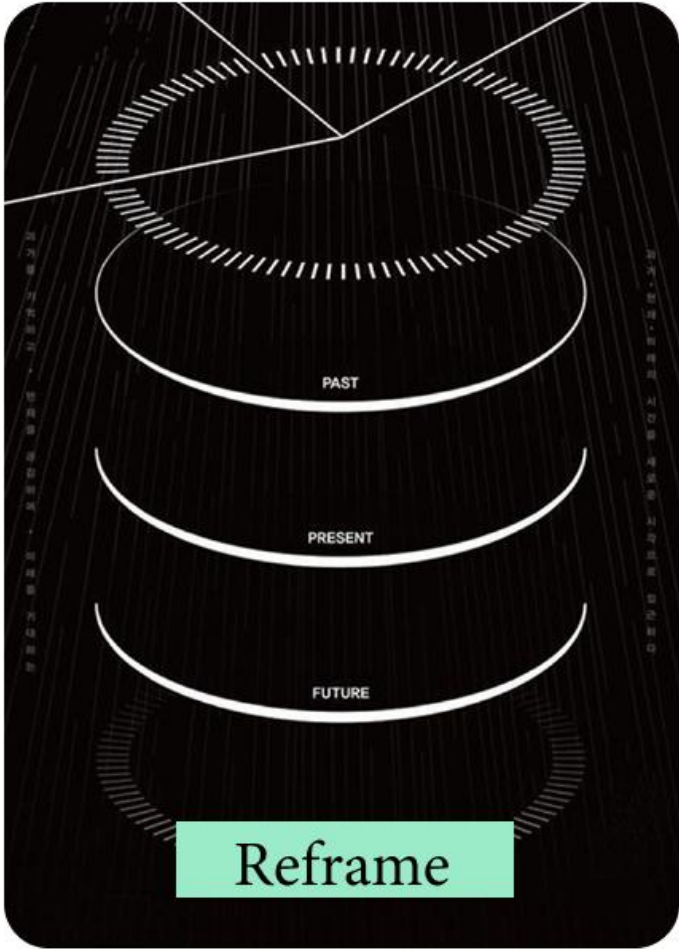
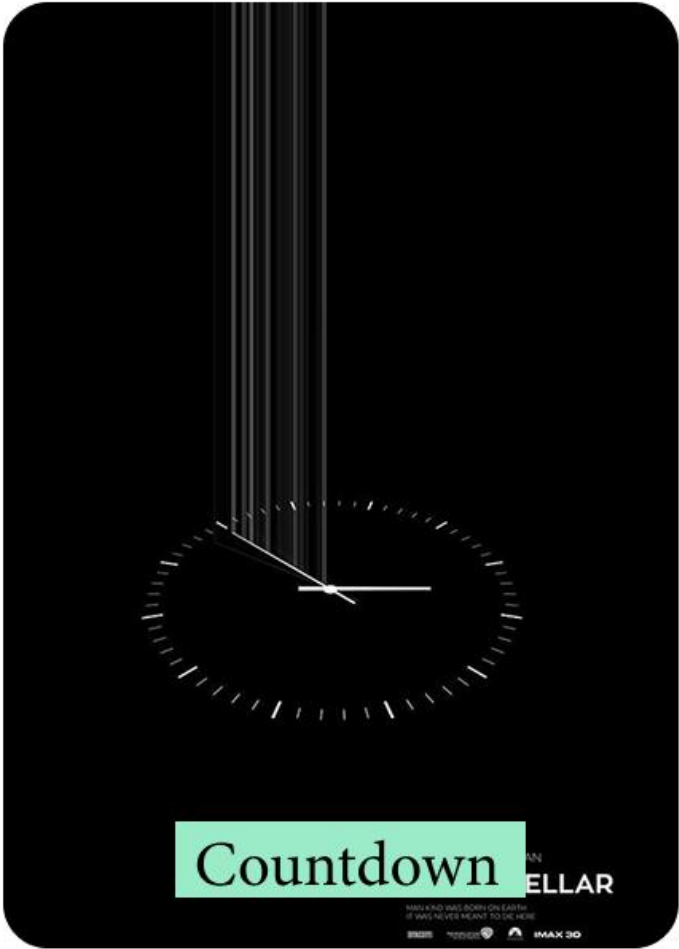
**Heightened awareness of
life's finitude**

Survivors tend to reframe their understanding of time and life, prioritizing meaningful relationships, present experiences, and proactive preparation for the future.

**Reframed
understanding of life**

Many cancer survivors demonstrate a positive and resilient mindset, using humor as a natural expression of it. Humor is not merely a way to cope with fear, but allows them to face mortality with openness and composure.

**Playful engagement
with mortality**





Design a reminder for the public to count down to an end, and change their perspective on death and life in a progressive and playful way.

Day - 1

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Video link: <https://youtu.be/7zBfoWWeJ-A>



Day-1 Calendar

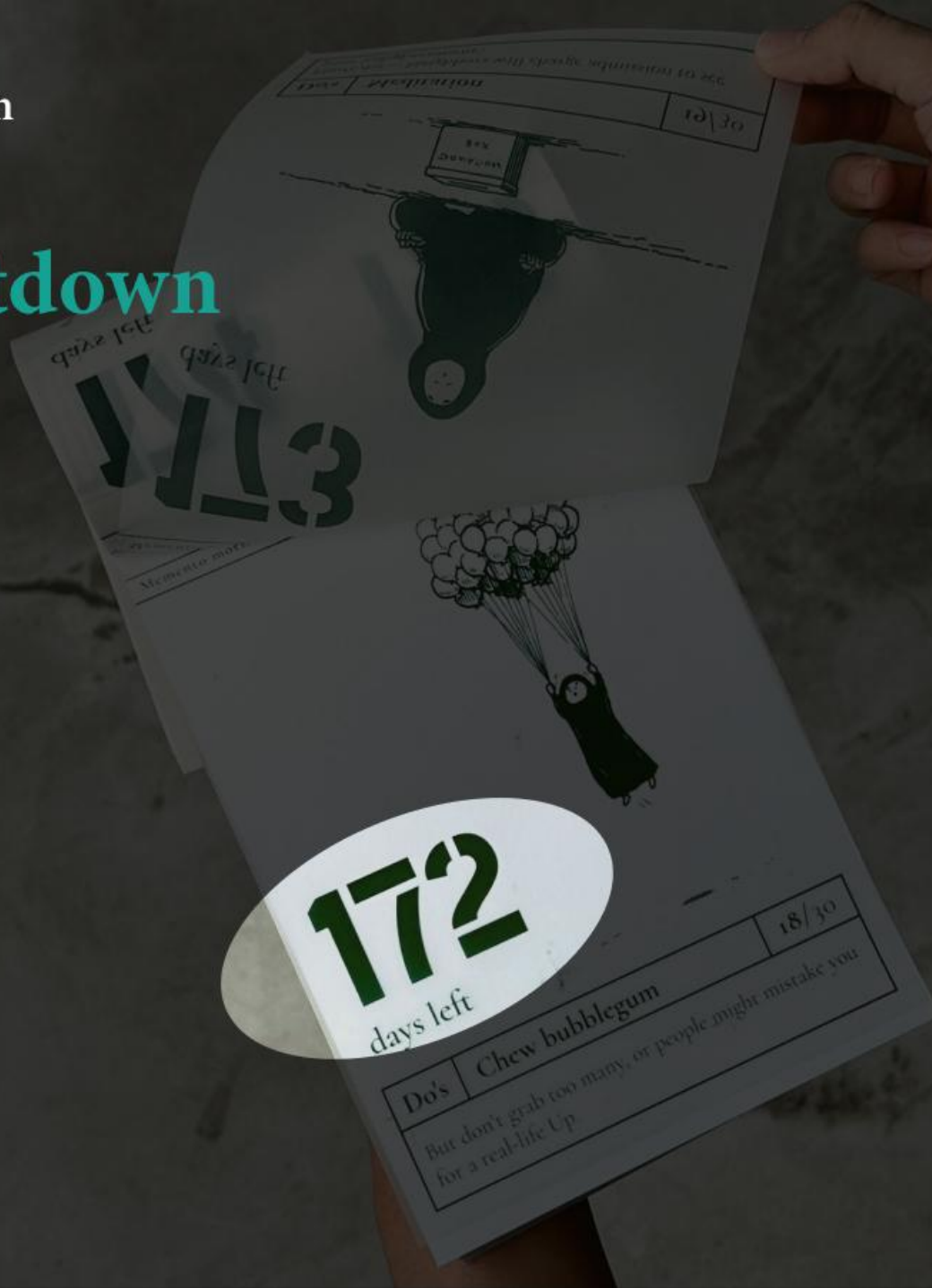
The Cognitive Layer — Reframing Time Perception

Final Design



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Countdown



- Removes dates, weekdays, and holidays
—
Leaving only the sense that “time is decreasing.”

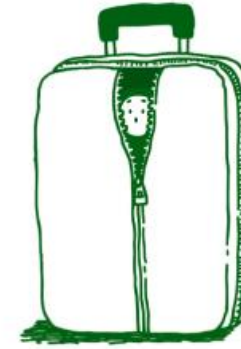
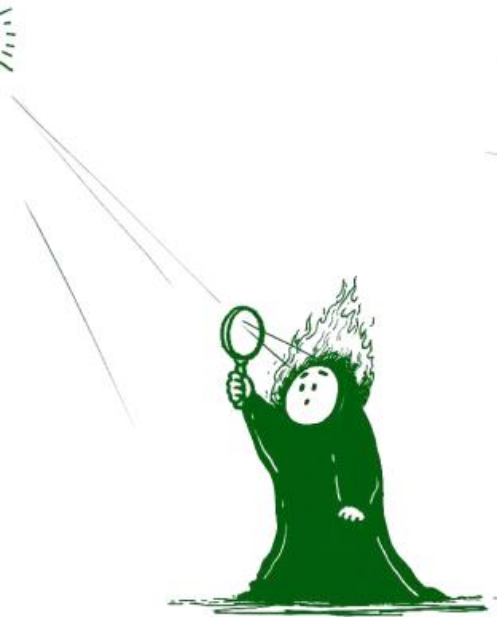
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Humor



- Uses dark humor to “play” with death
—
Lowers psychological barriers, making death “approachable.”

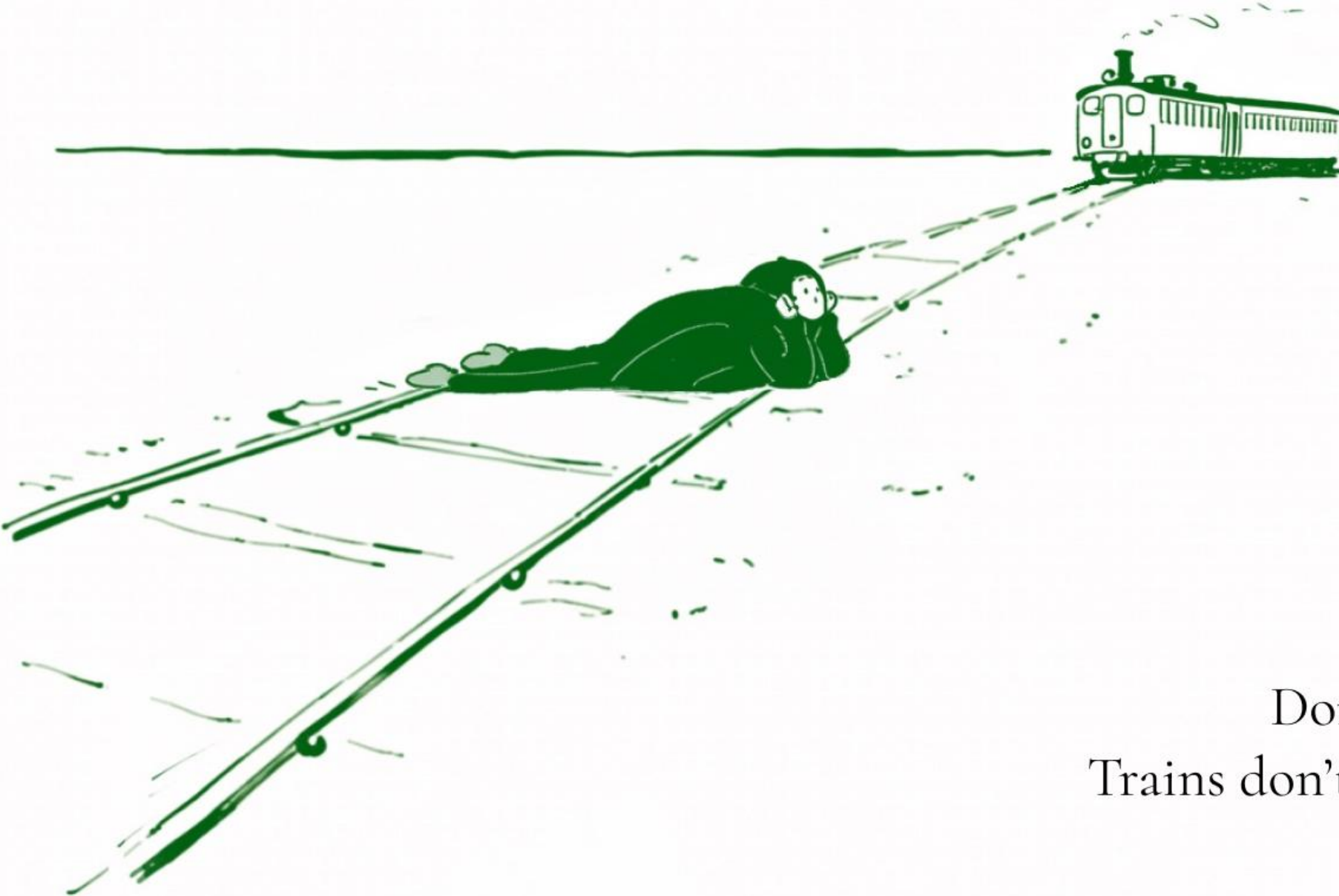
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DAY-1

Mori





Do's: Travel

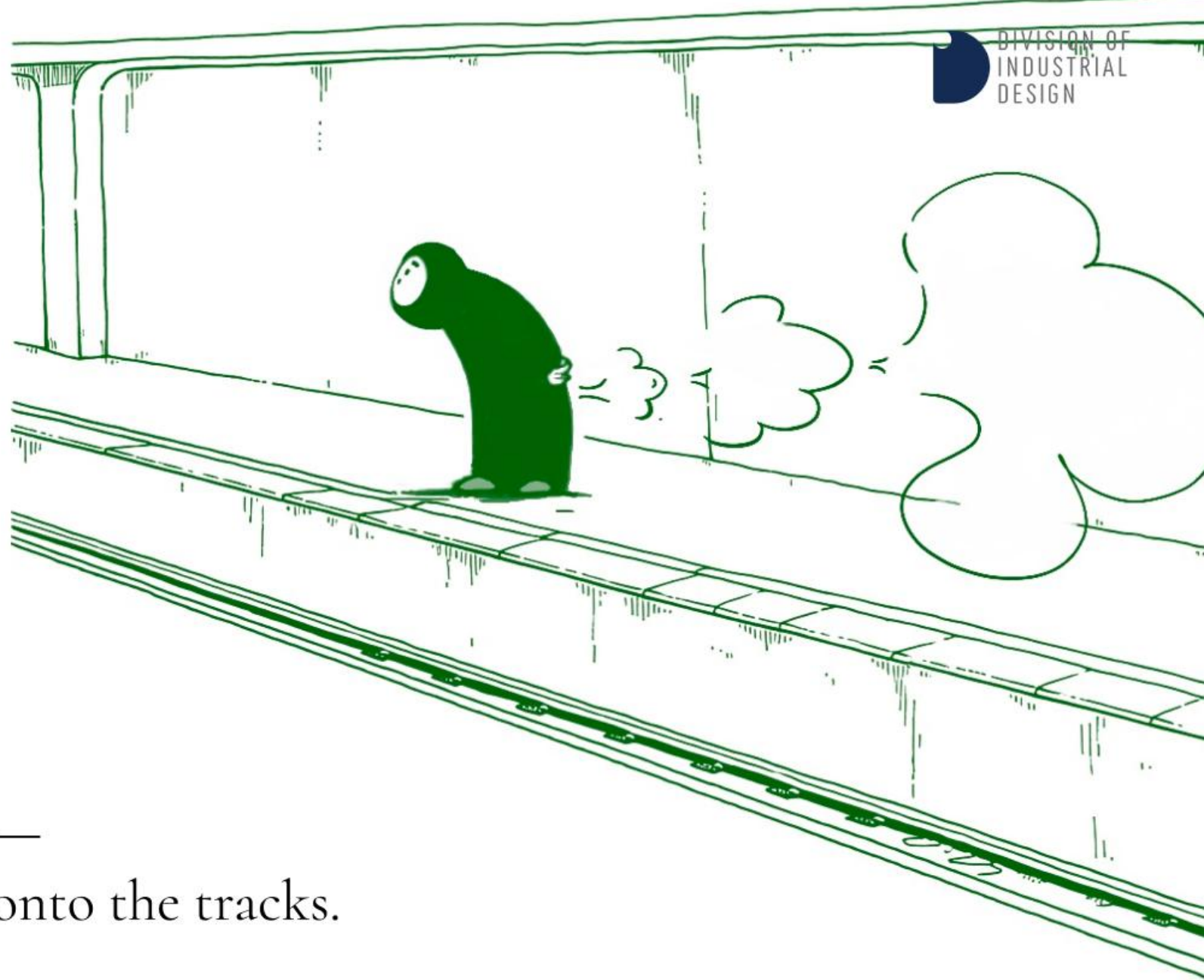
Don't lie down here —
Trains don't need speed bumps.

Do's: Kite flying

Just don't try to control the string with your neck.



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Do's: Take the subway

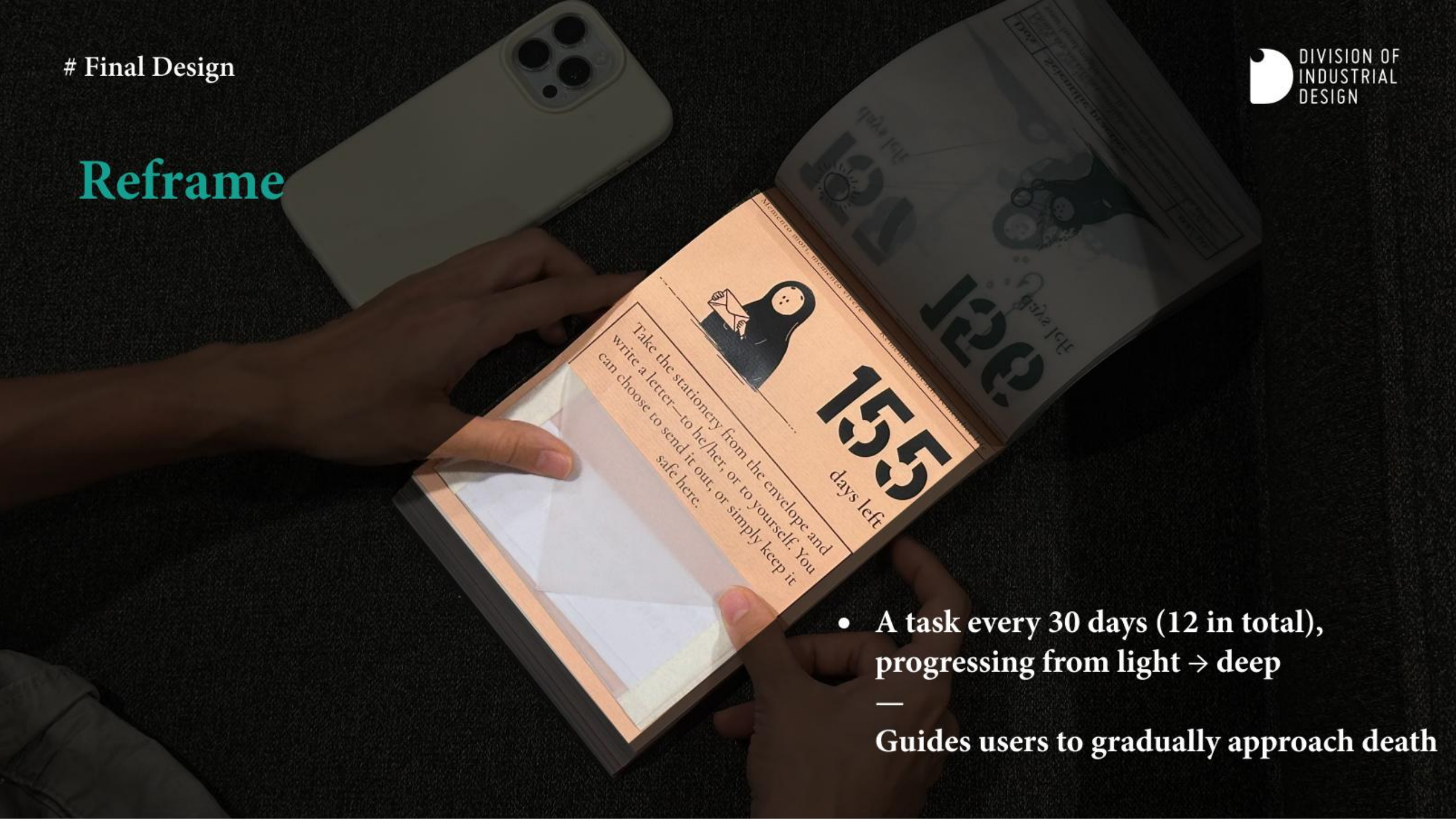
Don't fart on the platform —
You might launch yourself onto the tracks.

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Reframe



- A task every 30 days (12 in total), progressing from light → deep
-
- Guides users to gradually approach death

Final Design



12 Tasks From Light to Deep

01) Put your phone away while eating.
Just eat and notice your surroundings.

⋮

07) Write a letter—to someone you care about,
or to yourself. Send it, or keep it.

⋮

12) Explore pre-planning services in your area.
Simply knowing it exists is the first step.

By embedding survivor narratives, we translate lived experiences into emotional cues within daily actions, allowing moments of reflection and connection to emerge during interaction.

"In my first month of hospitalization, half of my worries just vanished. I began to wonder: why did those things ever seem so important before?"
—From a cancer survivor

'I thought I had plenty of time left for these things.'
—From a cancer survivor

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Day-1 Website

The community layer of the calendar — where private reflection becomes shared experience.



Final Design

Home page

/Welcome banner/
/Online countdown/



Final Design

Home page

/Today's question/

/Navigation to
'The wall' &
'Learn more'/

TODAY'S QUESTION

"If you could change one thing about how you spend your time, what would it be?"

I'd like to carve out more time for "doing nothing"—simply reflecting and letting my mind wander.

Hamza · 5 mins ago

No longer spending excessive time helping others, particularly at the expense of my own well-being when I'm drained.

Anonymous · 16mins ago

Spend less time scrolling through digital noise and more time engaging with the physical world.

MF1068_ · 1 hour ago

Your answer, in a few words or sentences...

■ Anonymous

Share

The wall



Learn more



3,819

people currently counting down

Final Design

The wall

The community sharing space

Day 335

Day 305

Day 275

TASK

Bring flowers to someone special today. Not for any occasion, but simply because you were thinking of them.

RECORD/SHARE YOUR EXPERIENCE



'I brought them to my roommate, who has been going through a really rough patch lately with one setback after another. I didn't say a word when I handed her the bouquet, but she burst into tears. I believe she understood exactly what I wanted to say.'

1 min ago, Public



Day 335  Day 305  Day 275  Day 245  Day 215  Day 185  Day 155 

TASK

Bring flowers to someone special today. Not for any occasion, but simply because you were thinking of them.

RECORD/SHARE YOUR EXPERIENCE

 Upload

Choose images or drag & drop it here.

Add some words...

 Anonymous ☒ Save to Local



Day 335  Day 305  Day 275  Day 245  Day 215  Day 185  Day 155 

TASK

Bring flowers to someone special today. Not for any occasion, but simply because you were thinking of them.

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1 min ago, Public

Users can upload text & photos (share or save to local)/ Share to social media



The wall

The community sharing space

Top picks / All sharings

TOP PICKS



Left flowers on my mom's chair while she was sleeping.

Angela · 3 days ago

1513 likes ♥



My roommate
Today, I'm th
bouquet for h
Anonymous

ALL SHARES

Bought a single stem rose for my girlfriend. She cried. I almost did too.

SY Song · 10 mins ago

2 likes ♥

TOP PICKS



Left flowers on my mom's chair while she was sleeping.

Angela · 3 days ago

1513 likes ♥



My roommate is a huge flower lover. Today, I'm the one picking out a bouquet for her.

Anonymous · 9 days ago

653 likes ♥



Just pick some flowers, and send it to myself. It really makes my day.

Rachel · 2 months ago

2631 likes ♥

ALL SHARES

Bought a single stem rose for my girlfriend. She cried. I almost did too.

SY Song · 10 mins ago

2 likes ♥

I bought a bouquet for my grandmother's bedside today. She has been ill for a long time; I truly hope I can take her for a stroll in a garden next time instead.



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Learn More

Education and action

What is pre-planning/why it matters/what you can do/Link to Ang Chin Moh Foundation

Ang Chin Moh Foundation is introduced as a natural extension, not a sponsor — positioned as 'where to go if you want to go further'.

Home The wall Learn more

Day-1 Remeber death , remember life.

WHAT IS PRE-PLANNING?

Pre-planning simply means thinking ahead — about your medical wishes, who you want around you, and what you want to leave behind. It's not about expecting the worst. It's about making sure the people you love don't have to guess. You don't need a lawyer. You don't need to be sick. You just need a quiet hour and a willingness to ask yourself a few honest questions.



WHY DO WE NEED PRE-PLANNING?

Time has a way of feeling infinite — until it doesn't.

- Tell someone where things are.
Important documents, passwords, financial accounts. One trusted person should know where to look.
- Think about your medical wishes.
An Advance Medical Directive lets you decide in advance what kind of care you want — or don't want — if you can no longer speak for yourself.
- Say what you want to say
Is there someone you've been meaning to thank? A letter you've been putting off? Day 155 of your calendar is a good place to start.
- Think about your farewell
What kind of send-off feels right? Who would you want there? What music? These questions don't need answers today — just space to exist.

ANG CHIN MOH FOUNDATION

If you want to go further — professional guidance on advance care planning, end-of-life conversations, and pre-planning in Singapore — Ang Chin Moh Foundation has been doing this work since 1912.

For more information, you can click the link
<https://www.angchinmoh.com.sg/>



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Share

DIVISION OF
INDUSTRIAL
DESIGN



You made it through
your 365 days!

Here are the tasks you completed along the way.

Leave one sentence for the next person who opens this calendar.
They won't know it came from you.

YOUR NOTE TO A STRANGER

Write something ...

LEAVE THIS BEHIND

Day 0 moment

Day-1

Home The wall Learn more

MEMENTO MORI, MEMENTO VIVERE

Remember death.
Remember life.

A community for people who have started counting their days

Here is mori

Do's: Go to the zoo

107

Final Design

Share

DIVISION OF
INDUSTRIAL
DESIGN



"I took the time to enjoy a meal in peace today, staying off my phone. With the sun warming my back through the window, the food felt like a treat"

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"I hope you stop wasting your energy on
meaningless socializing or things that
leave you feeling over-extended."

— Note from a stranger

Final Design

Onboarding flow

Scan the QR code on the back of the calendar cover.



"I took the time to enjoy a meal in peace today, staying off my phone. With the sun warming my back through the window, the food felt like a treat"

Day 0 moment

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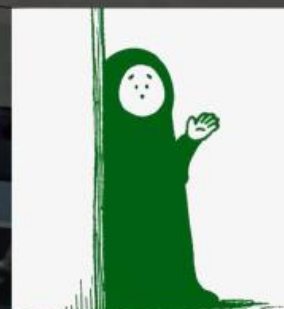
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Final Design

You're browsing as a visitor. Get the calendar to unlock your personal countdown, featured contents, and the full community.

365
days left

FEATURED FROM THE WALL

I'd like to carve out more time for 'doing nothing'—simply reflecting and

DAY 305 · Bring flowers to someone special today. Not for any occasion, but simply because you were thinking of them.

'My roommate is a huge flower lover. Today, I'm the one picking out a bouquet for her.'

You're browsing as a visitor. Get the calendar to unlock your personal countdown, featured contents, and the full community.

365
days left

FEATURED FROM THE WALL

I'd like to carve out more time for 'doing nothing'—simply reflecting and letting my mind wander.

Hamza · 5 mins ago

DAY 305 · Bring flowers to someone special today. Not for any occasion, but simply because you were thinking of them.



'My roommate is a huge flower lover. Today, I'm the one picking out a bouquet for her.'

Jenny · 3 days ago

DAY 245 · Write down three things you've been waiting for the 'right time' to do.

'The Solo Nature Escape', 'write a long, thoughtful letter or card to a friend I've lost touch with',

'propose to my girlfriend'

Unlock with calendar

ME1068 · 1 hour ago

How to get one?



3,819

people currently counting down

Visitor Experience

Visitors can see the home page, locked countdown number, and a curated selection of 'The Wall' shares.

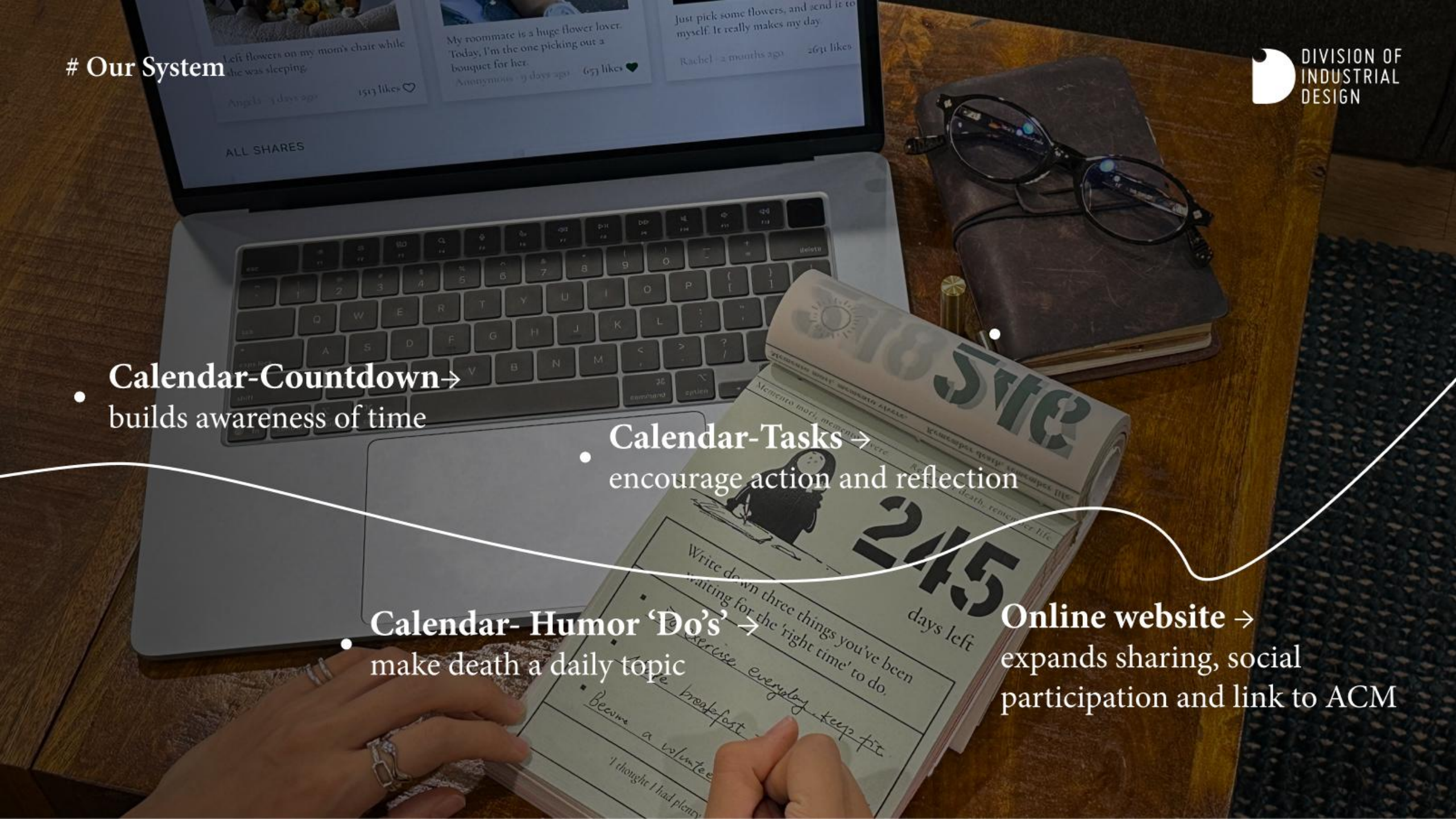
Our System

- **Calendar-Countdown** → builds awareness of time

- **Calendar-Tasks** → encourage action and reflection

- **Calendar- Humor 'Do's'** → make death a daily topic

Online website → expands sharing, social participation and link to ACM



How It Lives In The World

At a souvenir shop

Buy it for themselves or someone else as a gift —
The act of giving it is already the beginning of a
conversation about time.



What We Would Do Differently

Deeper survivor involvement

Conduct longer, more structured collaborations with survivors, giving them genuine authorship over the content rather than treating their words as design material.

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Testing with a more diverse user group

A more representative test group would have surfaced tensions and opportunities we likely missed.



What We Would Do Differently

Deeper survivor involvement

Conduct longer, more structured collaborations with survivors, giving them genuine authorship over the content rather than treating their words as design material.

Testing with a more diverse user group

A more representative test group would have surfaced tensions and opportunities we likely missed.

The long-term question we cannot answer yet

We have no way of knowing whether the gradual progression from light tasks to deeper pre-planning actually holds over a year of real use.

Recap

Remember death, remember life.

"The value of survivorship"

↳ "The value of time"

Design goal

- Heightened awareness of life's finitude
- Reframed understanding of life
- Playful engagement with mortality

How might we

Design a reminder for the public to countdown to an end, and change their perspective on death and life in a progressive and playful way.

Final product **Day-1**

Calendar - Physical product

Countdown- Only leave the countdown number

Humor- Uses illustration and do's to "play" with death

Reframe- A task every 30 days (12 in total)

Website - Community sharing space

Online countdown/Today's question/The wall/

Learn more (Link to Ang Chin Moh)

What to improve

- Have deeper survivor involvement
- Test with a more diverse user group
- Need long-term trace for the real effect