DEAR JORGE

Thank you so much for participating on my Masterthesis!

WHAT IS IT ABOUT?

Memassociate is a collective compendium of memory based associations and my Masterthesis at the Academy of Arts and Design in Basel.
Memassociate asks: **What memory you have and which picture do you associate with a certain word? And what is the design potential of these memory descriptions and the corresponding pictures** (from inspiration, ideation to prototyping and end-product)?
To answer this questions I will do 4 design-experiments with these associations. To capture them I created an App-like website and ask people around the globe to participate with their associations. So a collective compendium grows. So, I would like to ask you to share your associations to the words:

DOER* | MAKING ROOM | POSSIBILITY SPACE | PARTICIPATE | HORIZON

* in the sense of: „ He never rests or daydreams, he is a real doer.''

Ask yourself: what does this word remind me of? What do I associate with it? Is there an image that goes with it? What memory comes up when I think about the word?
By the way: you can do this in your favorable language you like and I can understand: English, German, French or Spanish :-)
And I would be very happy if you **could do this within the following 10 to 14 days, as time flies by for my thesis:-)**

HOW TO REGISTER?

Go to https://memassociate.ch/register/ and fill out the form with the emailadress of your choice:

NOTE:
only your username will be shown. The rest can only be seen by the webmaster (me) and it's only here for any questions towards an association, or if you would have troubles with your account.

Published December 23, 2021
By Zugelaufen

HOW TO GET THE „APP-ICON''

You have the option to login by computer or mobile. Via computer is good if you want to upload a picture from your picture database. Via mobile you can make a photo and upload it directly – so you are more felxible.
To have easier access on your account via your phone the website asks you if you want to create a shortcut (Link) on your homescreen **(Android)**.

Basically it's not an app, only a shortcut (a Link with an icon)on your homescreen to have easier acces.
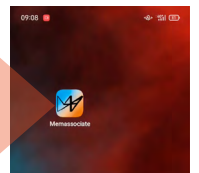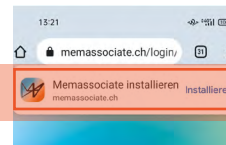
if youre using an **iPhone** you can choose the icon via menu in the browser:
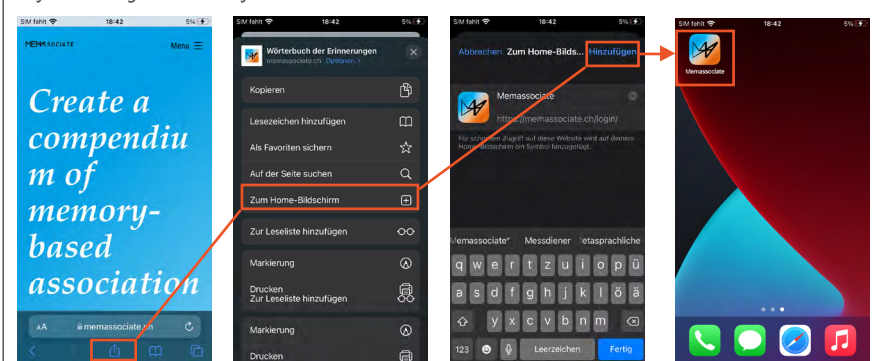
WHAT ARE MEMORY-BASED ASSOCIATIONS?

There are different levels how you can associate a Memory towards a word. Let's take the Expression „slide":
You may associate it with a slide (what maybe most of all do). But maybe you also remember the sliding penguin in Mariokart 64? This might be
a smaller collective associating it with „slide". Or you have a very individual association like getting a knee injury whilst cleaning the baththumb.
For sure the more personal the association is, the more diverse the compendium gets, what would be great!

common associations ———————————————— individual associations
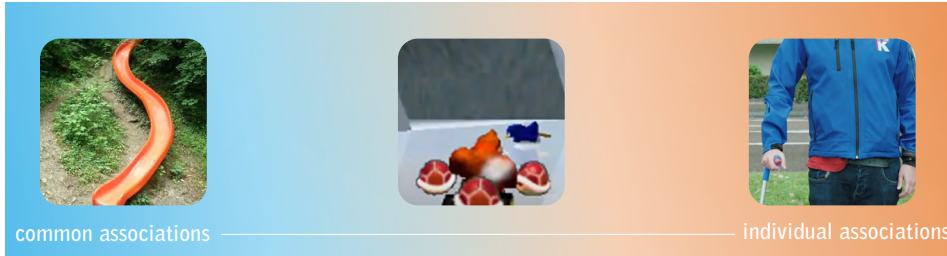
WHAT KIND OF PICTURES?

1. If you have the perfect fitting picture already in your mind: perfect! Take a photo or upload an existing one.
2. If you dont have: create one by e.g. drawing (a scribble is totally fine) or creating by putting things or people on scene.
3. The other option iss to choose a substitute-picture you have in mind, what would illustrate your memory. It would be very nice if theres not just a stock-image :-) Be spontaniuos, dont overthink: its just an association you have in this certain time and context :-)

HOLLYDAYS   MONSTER   NIGHTSHIFT   SLIDE

HOW TO MAKE AN ASSOCIATION?

If you are logged in go to „Crerate". You will find this mostly everywhere:
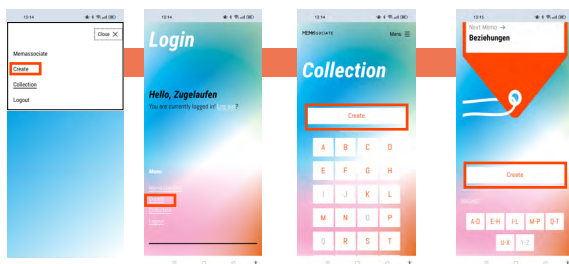
Create

Expression / Word / Term *

The word you would like to combine with a personal association

Type one of the words you were asked to :-)

Visual association *

Upload

The picture you have in mind corresponding to the word

Max upload: 7 MB, unfortunately only pictures untill now

Memory description *

Write the description of your memory

Is your text a memory description or has it also a reflection on it, a thoufght about this memory? Also very welcome! But it can also be just one sentence.

Add to collection

Done :-) Sometimes it takes like 1 to 3 secs

THE COLLECTION

After creating an assocxiation you will be lead to it. You can browse in the collection all associations of all participants.
If you want to see only your own, or only these ones of another participant,click on the Username.
You can also edit your own ones: A button „Edit" appears on your associations.
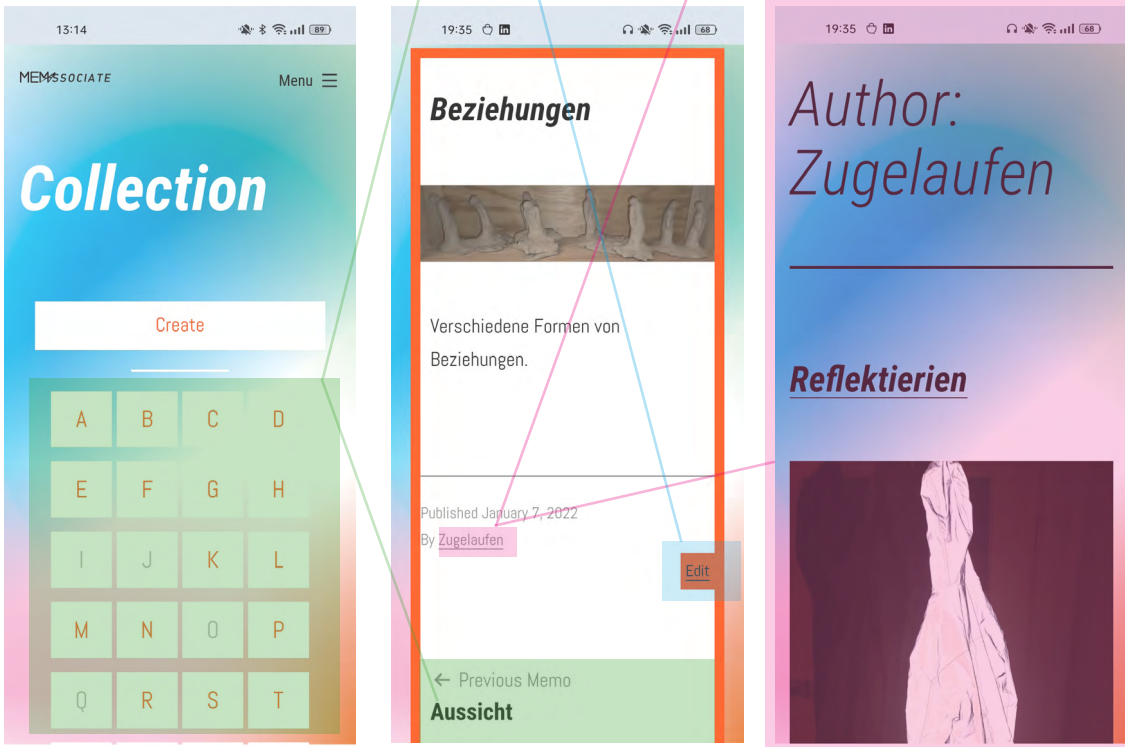
THANK YOU FOR PARTICIPATING!

If you're done with all words I would be very happy, if you could get me a notifiaction. Because time runs in the semester and its also difficult to keep the overview of all participants :-) The first experiment will be a basic one: collect all associations and compare. This will be shown as an installation in public space. The second one treats the topic to illustrate the same text with different associtaion pictures and will be presented as different little magazines. The third and fourth experiment is based on the insights of the previous ones and will be developped process-oriented.

If you like the idea to keep such a visual diary/wordbook also for yourself, you are very welcome to use it further also for yourself, to keep memories or have an inspiration book,... etc. I won't shut down the site and there's enpuogh severspace :-)

QUESTIONS? FEEDBACK?

...is very welcome :-) you can contact me on facebook, email: fabian.zaehner@hyperwerk.ch or phone: +41 79 815 92 84

Thank you again! Fabian

More info in the kickoff presentation: https://vimeo.com/manage/videos/683755954 Password: Mema03