

# YOUNG LIONS

Team Budapest

# INSIGHT

Elderly people have a lot of **joyful experience** but their memories are starting to fade. So, they are **lonely**.

# SOLUTION

Now with the **help of digitalisation**, they can live upon the community's happiest memories once again.

**WE PROUDLY INTRODUCE**

**remembrance  
project.**

The very first community driven storytelling memory monuments  
of Mákmartalóc provided by Telekom.

# MECHANISM



We meet each participant and listen to their stories and memories about Mákmartalóc and each other.



We place every recorded story at Mákmartalóc on interactive screen's, both online and offline. The screen's will be positioned site-specifically in connection with the concrete story.



Villagers and tourists can walk on Mákmartalóc's streets and discover it in a very unique, touching way. Hungarians can learn about villagers from Mákmartalóc online, as well.



remembrance project.

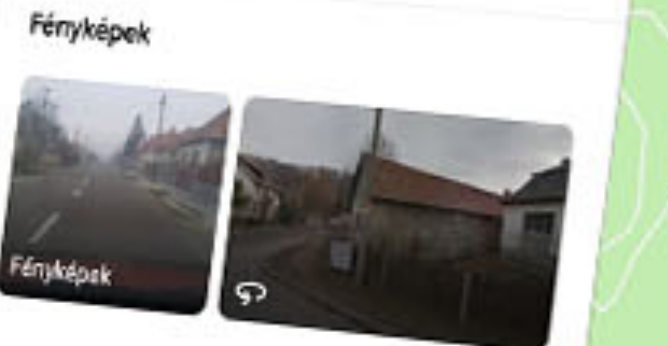


Mákmartalóc

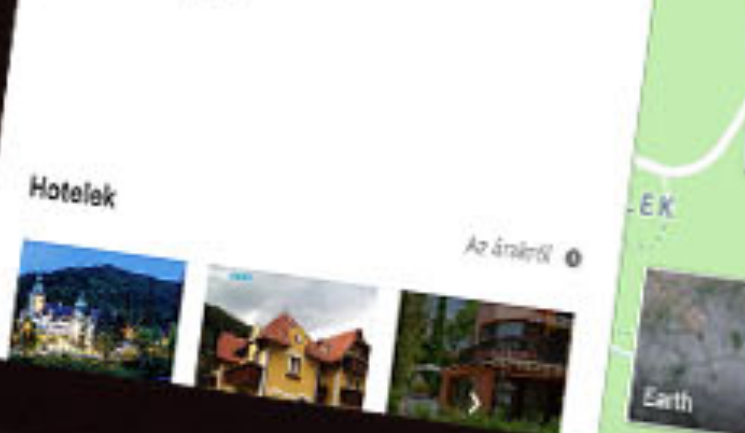


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MENTÉS A KÖZELBEN KÜLDÉS A SAJÁT TELEFONRA MEGOSZTÁS



Érdekes tények



remembrance project.



Mákmartalóc

Google

# WHY IS IT GOOD?

The villagers will experience a **deeper connection with each other** through telling and listening to their shared memories.

Mákmartalóc will gain not one, but a **bunch of personal monuments** which will attract people.

For elderly people, **digitalisation will be something** which is connected with emotions, life, communication, sharing and their home village instead of not knowing what it means.

Taking it all round, our target audience will be **more open-minded about getting digital.**



**JUST REMEMBRACE!**