



Every human being corresponds to a specific stratification of experiences: a unique and fascinating combination of memories that shapes our identity and defines us as people.

Alzheimer's is a devastating disease that deconstructs the memories of those affected by it. For many people with Alzheimer's, the earliest symptoms are memory lapses. In particular, they may have difficulty recalling recent events and taking in new information. These effects lead to confusion and frustration.

The brand identity visualizes the fragmented reality of those affected by the disease. Although these images are currently incomplete, there is hope that through research and support, these fragmented images may once again become whole. It is a visualization of broken images of loved ones. Images which have become puzzles of which we must now connect the dots. This is not a straightforward task as so often even those usual guiding numbers are nowhere to be found.

"Affetti da" is a representation of the significance of forming and maintaining a network of care and service to those affected by Alzheimer's and of a commitment to research.

