

Introducing Music and Memory to Spotify

Introductions



Tarini Kadambi

Service Coordinator



Eivind Lodemel

Grant recipient and
Project Manager



Justin Baird

Consulting
Technologist

Apex Music Harmony Program at UWCSEA East

THE STRAITS TIMES

SINGAPORE

Giving them a sense of purpose

Life goes on as usual - with work, outings and friends - at Singapore's first home for people with dementia



United World College of South East Asia student Satvik Agarwal, 17, shares a song on his phone playlist with resident Abdul Kahal Gani, 78. This music collaboration is part of the Music with Reminiscence programme between students from United World College of South East Asia and residents of Apex Harmony Lodge. Every week, about 15 residents with severe dementia spend an hour of one-on-one time with the students listening to various music compilations. ST PHOTOS: NEO XIAOBIN

UWCSEA Innovation Grant



*UWCSEA receiving the synergistic partner award presented by President Halimah Yacob

- Part of the 50th anniversary celebrations
- Whole college (Dover/East) initiative
- Awarded by the Heads of Campus (Nick Alchin and Lizzie Bray)
- Focussed on innovation in Service and Education
- Initial grant for students and professionals to work together on design, testing and implementation of technology solution for dementia care

Partnership with Music and Memory



Justin Russo · 1st
Program Director at Music & Memory
New York, New York, United States · [Contact](#)



[HOME](#) [MEMBER LOGIN](#) [CONTACT US](#)

[ABOUT US](#) [GET TRAINED](#) [GET INVOLVED](#) [MUSIC-BRAIN RESOURCES](#) [NEWS & EVENTS](#) [DONATE](#)

Help Bring Music to Those in Need

Millions of aging Americans living in long-term care facilities face cognitive and physical difficulties and have left behind their familiar surroundings, familiar faces, and even their favorite music. Despite the best efforts of loved ones, their lives often lack meaning, spontaneity, choice, and reliable social interaction.

But there's reason to hope for a better life as we age. At Music & Memory, we help people in nursing homes and other care organizations who suffer from a wide range of cognitive and physical challenges to find renewed meaning and connection in their lives through the gift of personalized music.

[DONATE NOW](#)

[READ MORE](#)



Media Release

Thursday 5 December 2019

Decoding Dementia 2019 winners

Dementia Australia is pleased to announce the winners of Decoding Dementia 2019, an initiative to inspire the use of technology to break down barriers and support people living with dementia.

The winners are: Matiu Bush for Audio Kinetic Jukebox; Nan Yu for My Dementia Companion; Nicc Johnson for Muru Music; and Anne-Louise and Mark Underwood for the MemBo Noticeboard.

Dementia Australia Executive Director Operations Leanne Emerson said the opportunity to be part of finding the next technology solution was exciting.

"Dementia Australia has been a trailblazer in using technology to improve dementia care and we are proud to have led this project which should deliver even more solutions for people living with dementia so they can remain socially-included, accepted, independent, able to access high-quality health care and connected with the people and places they want," Ms Emerson said.

The four winning entries were chosen by an expert panel and will receive a share of up to \$200,000 in in-kind support, with Dementia Australia to co-design the support package with the winners based on their needs.

The winning ideas at various stages of start-up and concept are:

- MemBo Noticeboard, an app which displays appointments, notes and photos on tablets and mobile phones, replacing the need for a physical noticeboard, calendar or diary. The information can be updated through the app or the family management hub, and can be accessed by multiple people at any time from any device or computer, empowering people with dementia to live independently for as long as possible and to participate in more day-to-day activities with family and carers.
- Muru Music, which uses artificial intelligence to create scalable, automated and personalised music experiences. It is designed to be controlled by family and carers to easily program and play the right music at the right time, providing music therapy tailored to the specific needs of individuals living with dementia.
- Audio Kinetic Jukebox, which combines music and movement in a cinema chair. The person reclines in the chair wearing headphones. The movement and music magnify the experience for listeners, overcoming cognitive and sensory challenges.
- My Dementia Companion, virtual care companion that leverages machine learning to understand the needs of people with dementia and their families, and provide relevant and timely support throughout their journey.

"I wish to thank and acknowledge all the industry and business volunteers, along with all the Dementia Advocates – people living with dementia and carers - who made Decoding Dementia a success," Ms Emerson said.

"I extend our gratitude to Deloitte Australia for sharing their expertise and, in particular, to the Australian Government Department of Health for funding this initiative."

Dementia Australia is the national peak body and charity for people, of all ages, living with all forms of dementia, their families and carers. It provides advocacy, support services, education and information. An estimated 447,000 people have dementia in Australia. This number is projected to reach almost 1.1 million by 2058. Dementia Australia is the new voice of Alzheimer's Australia. Dementia Australia's services are supported by the Australian Government.

National Dementia Helpline 1800 100 500

Interpreter service available

(The National Dementia Helpline is an Australian Government Initiative)

Dementia is a National Health Priority Area

www.dementia.org.au

-Ends-

Media contacts: Peta Leveritt-Baker, Media Manager, 0435 532 214, peta.leveritt-baker@dementia.org.au



- **Muru Music, which uses artificial intelligence to create scalable, automated and personalised music experiences. It is designed to be controlled by family and carers to easily program and play the right music at the right time, providing music therapy tailored to the specific needs of individuals living with dementia.**



The missing component

Our proposed solutions for a collaboration with Spotify

- ▷ Collaboration with Spotify social impact team
- ▷ Spotify's Family Plan - family member donation
- ▷ Annual membership donation at a discount
- ▷ Any other ideas?

Our timeline

