



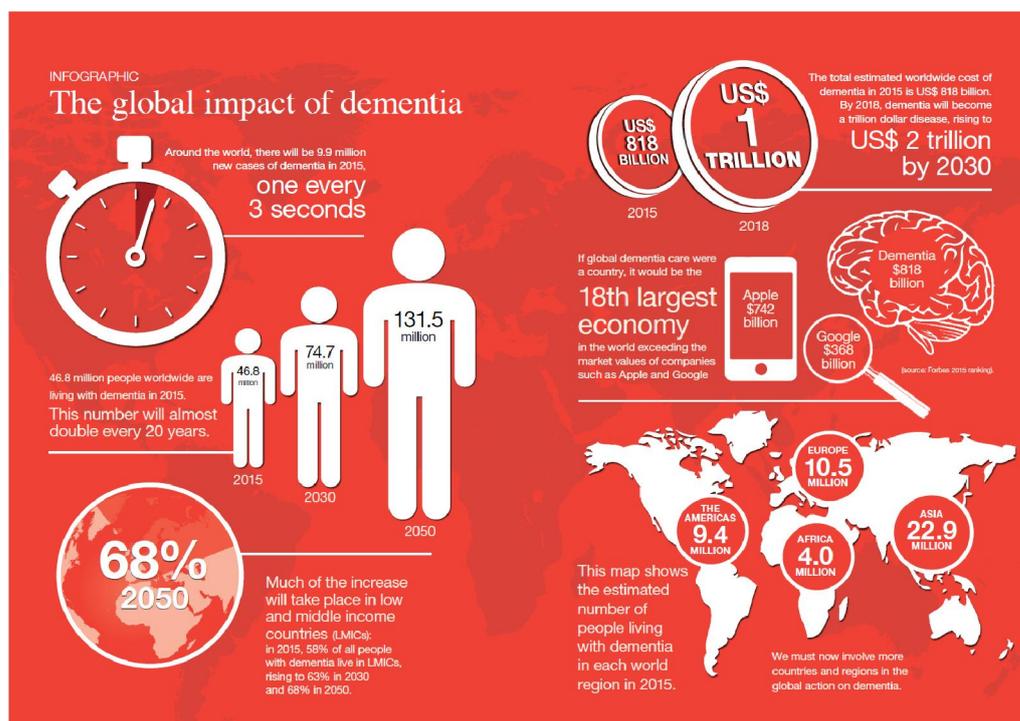
The global impact of dementia

Today, over 46 million people live with dementia worldwide, more than the population of Spain. This number is estimated to increase to 131.5 million by 2050. Dementia also has a huge economic impact. Today, the total estimated worldwide cost of dementia is US \$818 billion, and it will become a trillion dollar disease by 2018. This means that if dementia care were a country, it would be the world's 18th largest economy, more than the market values of companies such as Apple (US\$ 742 billion), Google (US\$ 368 billion) and Exxon (US\$ 357 billion).

The 2015 World Alzheimer Report updates data on the prevalence, incidence, cost and trends of dementia worldwide. It also estimates how these numbers will increase in the future, leaving us with no doubt that dementia, including Alzheimer's disease and other causes, is one of the biggest global public health and social care challenges facing people today and in the future.

Given the epidemic scale of dementia, with no known cure on the horizon, and with a global ageing population, we're calling on governments and every part of society to play an active role in helping to create a world where people can enjoy a better quality of life today, and also help reduce the risk of dementia for future generations.

Providing a better quality of life for people with dementia can be a reality, but only if governments and societies make it an urgent priority. We're committed to making this happen.



World Alzheimer Report 2015 - The Global Impact of Dementia

www.worldalzreport2015.org



GLÜCKSMOMENTE
STIFTEN

Forum for Experiences of Dementia

Encouragement.

How does a person with dementia experience the world? What do they see that we don't? What do they find beautiful and relaxing, what is confusing or frightening? In order to find out we would need to slip into their skin and experience this situation for ourselves. That may encourage us to engage them more.

To empathize with dementia sufferers we need to open up a dimension of perception. The non-profit association GLÜCKSMOMENTE STIFTEN e.V. has created the project "Forum for Experiences of Dementia" for this purpose. The goal is to sensitize people to the issue of dementia, to start a shift in perception aimed at broadening shared values and encouraging us to accept the changes in a person affected by dementia.

Departing from the mind.

The virtual reality performance "Otherland Express - Departing from the Mind" was developed together with experts from the fields of care work, medicine, theatre, media and design. By using innovative smart glasses with special technology for generating virtual realities (VR) the user can experience the virtual reality of a person with dementia in real time in a computer-generated environment.

During a train journey to Otherland with Klara, who has dementia, the user can have a vivid and unusual adventure by switching between "observing" and "living" her role, thereby experiencing the phenomenon of dementia first-hand. They basically "become" a person with dementia, experiencing heightened emotional, positive and negative impressions.

This involves setting aside conventions, feeling afraid because of changed visual perceptions, using objects in unfamiliar ways, failing to recognize people or gaining pleasure from heightened sensory experiences.

The VR-performance "Otherland Express - Departing from the Mind" lasts for about 20 minutes. It is expansive, amazing and surprising, confusing and impressive, it is evocative and leaves questions unanswered. Just like people with dementia. In pictures and sounds _ and sometimes by making the user lose their balance _ it mirrors the world of people with dementia. At least, the way we believe it to be.

The Otherland Express offers insights.

The World Alzheimer Report 2015 predicts a rapid increase to more than 130 million Alzheimer sufferers worldwide by 2050. Experts estimate that the societal and economic costs will exceed 700 million euros. With the ever growing adoption of Virtual Reality Technology the VR-performance "Otherland Express - Departing from the Mind" can be seen and experienced all over the world, deepening our understanding when it comes to coping with dementia.

A short video about the vr-performance „Otherland Express“ can be found at

<http://www.gluecksmomente-stiften.de/video-de> (German version)

<http://www.gluecksmomente-stiften.de/video-en> (English version)

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