

## The Art of Brands

## Create your own brand art

**This activity encourages people with dementia to recall their favourite products**

### **What you will need:**

Coloured pencils, paint, or crayons and a printer

### **How to:**

Print out the pages of bottles and tins. You can print as many as you like, or just do one at once. We suggest starting with one for the carer, one for the person with dementia.

Lay out some pencils and crayons. Design your own packaging for the products.

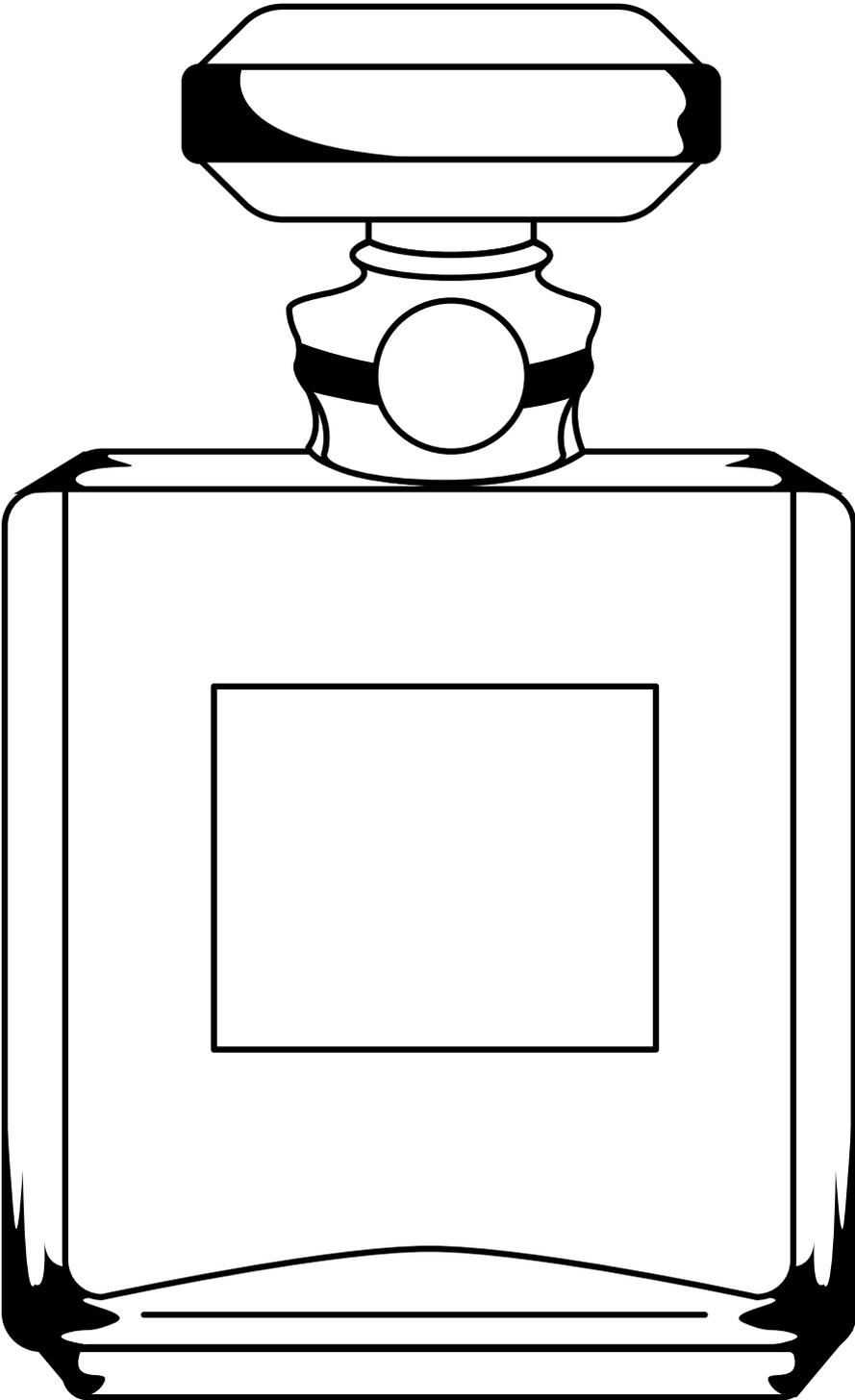
While you are drawing, discuss your favourite products. Consider asking the person with dementia to describe their old favourites, for example:

- What does your favourite perfume smell like? What does it look like? Is the packaging brightly coloured? Can you tell me about a time when you wore your favourite perfume to an event? What sort of perfume did your mother or grandmother wear?
- What is your favourite drink now? What drinks did you love as a child? What did your childhood favourite drinks taste like and smell like? What was the packaging like?
- What is your favourite thing that comes in a tin? Can you think of a tin which would always be in your mother's kitchen? What did it look like? What did it contain?

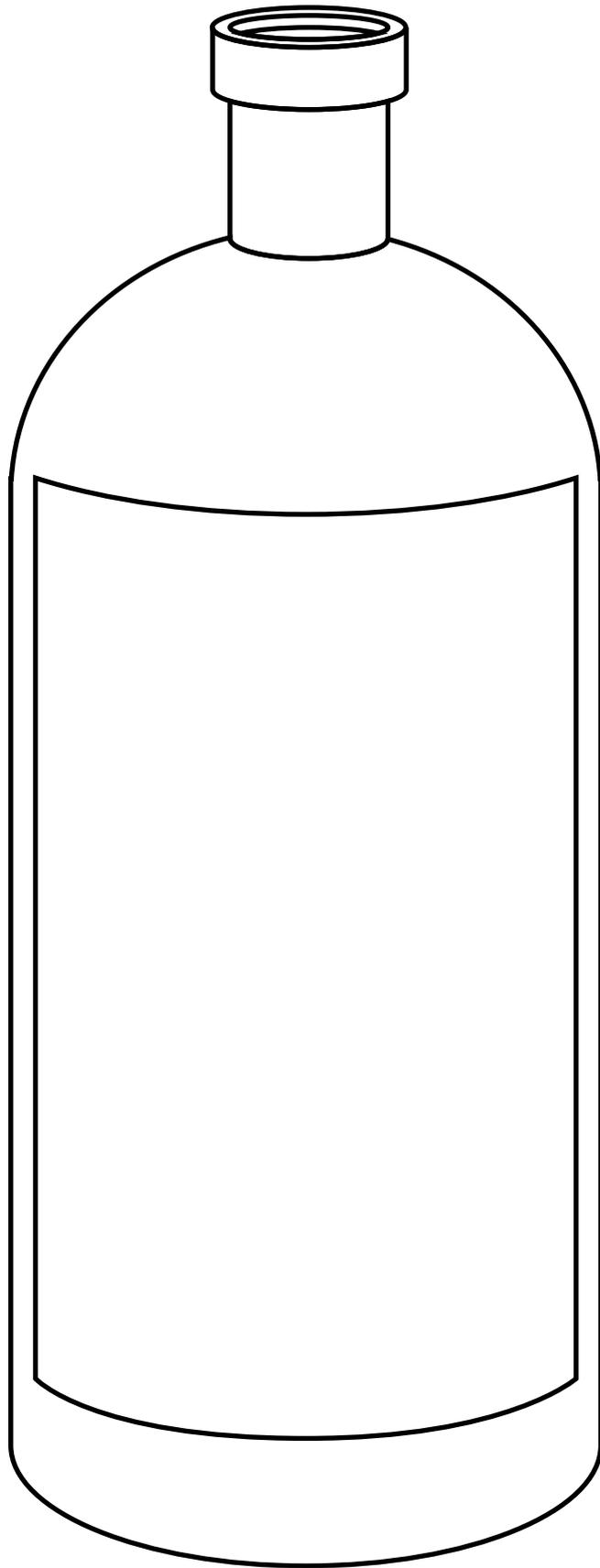
### **Variation:**

Bring your own favourite drink or perfume with you and place it on the desk. Discuss what is nice about its design: perhaps the shape, the colours, or the lettering. Design a label which draws inspiration from your favourite products.

Design your own perfume bottle



What's in the bottle? Design your own packaging



Does the tin contain soup, beans, or something else? Design your own tin

