



# From age on a page to age on the stage

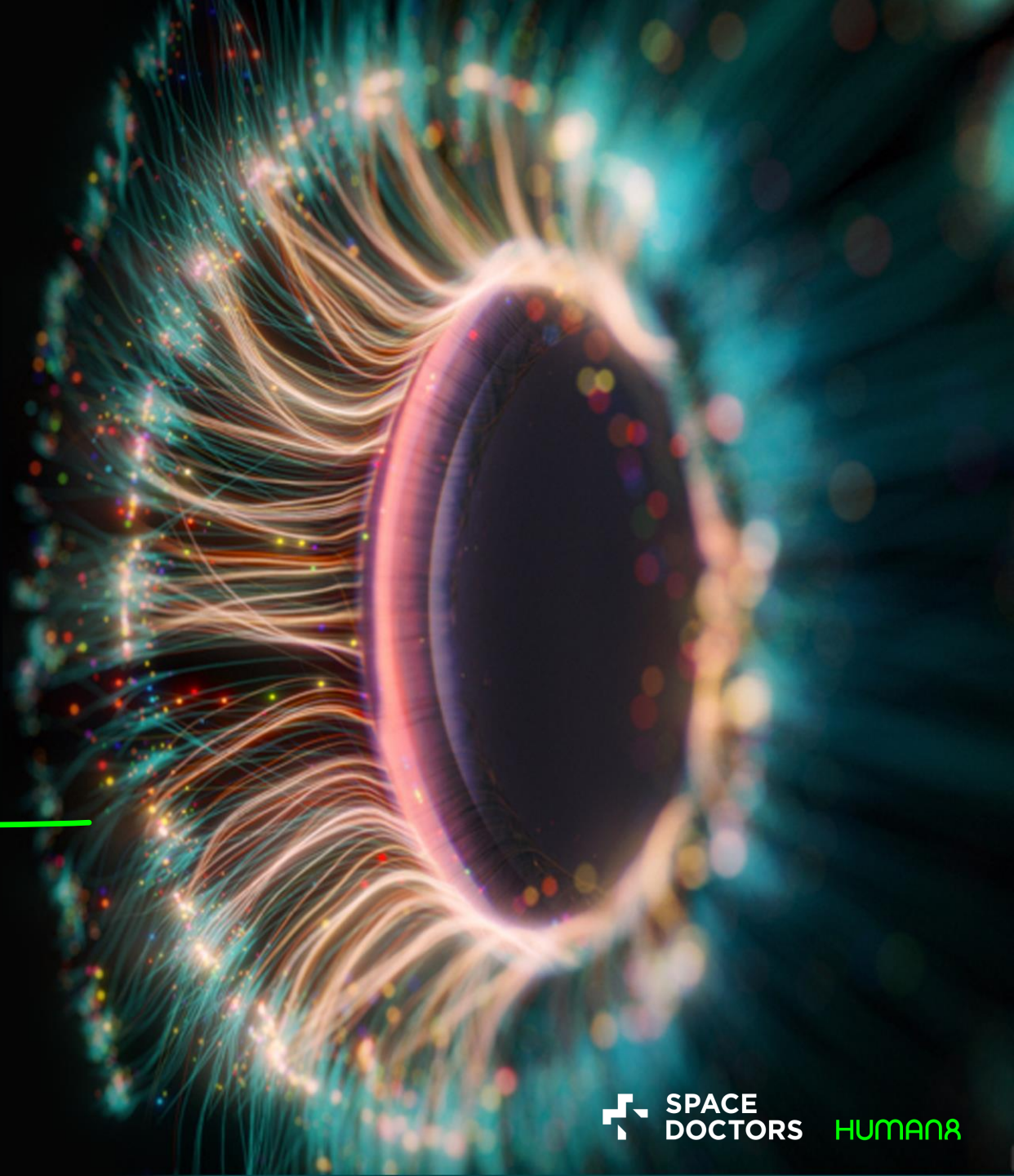
Why we need to radically  
rethink how we see Silvers





# Welcome to 2035

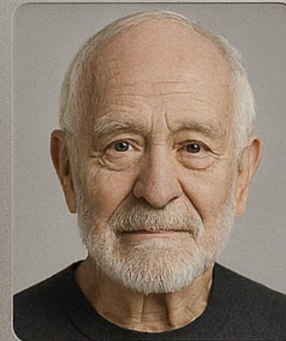
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Welcome,  
Synthesizer



You are here to hold the thread.



Timothy Lee

*You are here to hold the thread*

Google

Does  
this feel...

weird?

In an ageing society,  
we need to reframe productivity

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# Myth 1

Age is a single number

# 77%

Feel younger than their chronological  
age

# Myth 2

A homogenous audience



# Myth 3

End of life

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# 60%

Still physically active and enjoy keeping moving

# 57%

Can afford to live life the way they want to

# 62%

Think ads present unrealistic representations of  
their age group

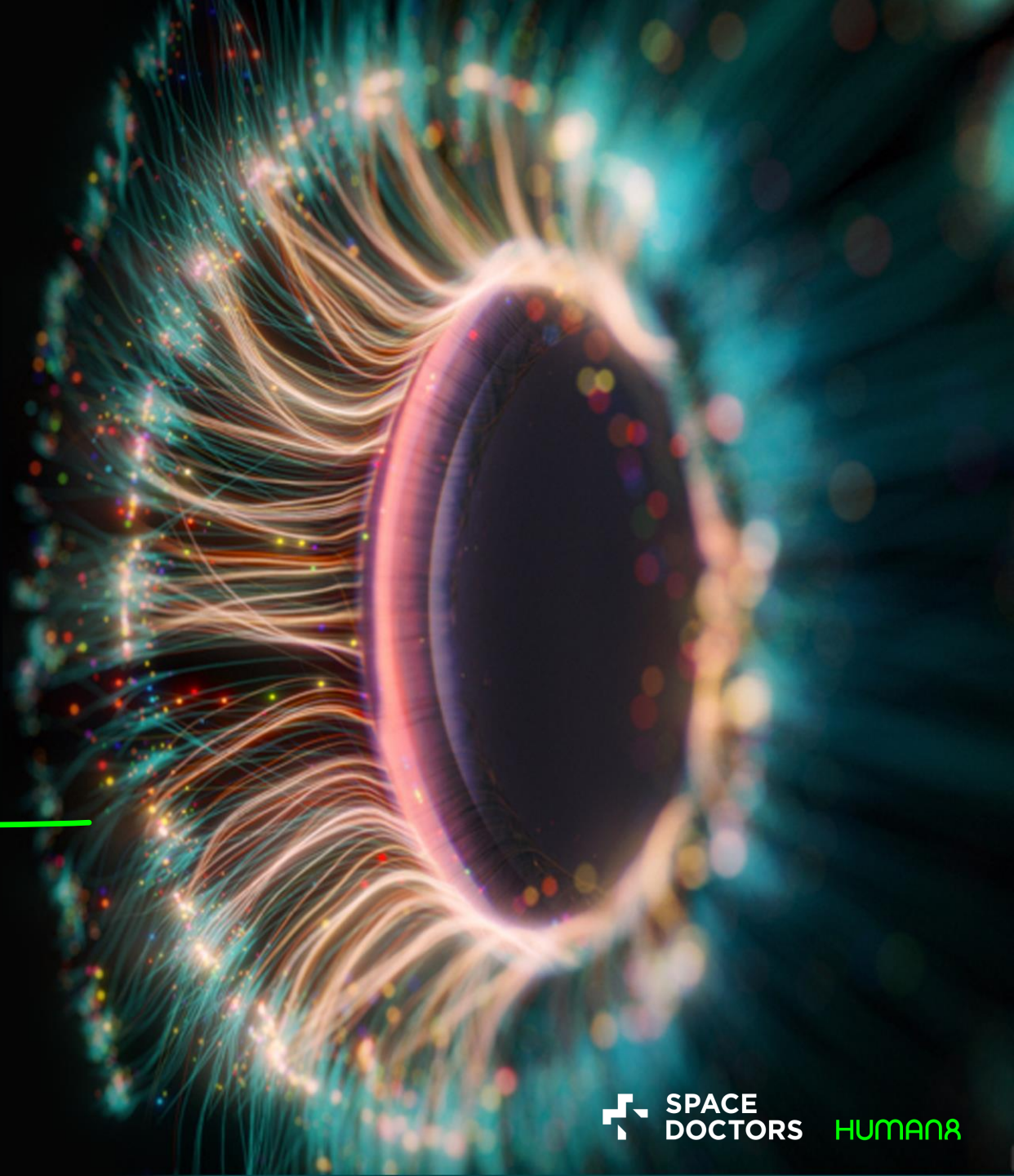
# 5-10%

Average marketing spend for this audience



# Back to 2035

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# Introducing the Care Credit System (CCS)







3 questions to ask yourself...



1

# The Algorithmic Gaze





2

# Human + Culture



3

# Embodied Experience






Challenge  

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assumptions  

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Lean into  


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productive  

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discomfort  

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Use this to innovate  

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and  

---

co-create  

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# Thank you!

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Find us at Booth #705 to continue the conversation.



**SPACE  
DOCTORS**

**HUMAN8**