LILLY Presents

The Memory Radio Station

A roadshow campaign by Lilly Europe × Synthetic Memories

the memory radio station

Every memory is a reason to act

The Memory Radio Station is a travelling radio station and an exhibition dedicated to what matters most: the memories that make us who we are.

This radio station travels from city to city, gathering voices and stories. Here, people are invited to share a memory, dedicate a song, or reflect on what matters most.

These moments are preserved, and some are transformed into AI-generated images, forming a collective archive of Synthetic Memories.

In 2021, around 9.5 million people in Europe were living with Alzheimer's disease.[1]

That number is predicted to rise to 17.5 million by 2050.[1]

1 Maresova P, Rezny L, Bauer P, et al. Nonpharmacological intervention therapies for dementia: potential break-even intervention price and savings for selected risk factors in the European healthcare system. *BMC Public Health*. 2024;24:1293

Alzheimer's disease is the leading cause of dementia, a significant and growing public health challenge[1]

Alzheimer's disease (AD) is more than normal ageing; it is a chronic neurological condition and the most common cause of dementia.[2] This is a progressive neurodegenerative disease which robs people of their memories, their independence, their relationships and ultimately their futures.[1]

Symptoms of early-stage AD include problems with memory, speed of thought, language and perception. Typically, these symptoms are relatively mild and can be difficult to notice.[3]

If you are noticing memory or thinking changes, talk to your doctor. Biological changes in the brain can start years before symptoms appear.[2] There are steps you can take that may help protect your cognitive health, such as act on modifiable risk factors or get a cognitive assessment.[1] That is why the earliest symptoms need to be identified, so that the memories that make you who you are can be protected.

Taking action now is important.

1 European Brain Council, European Federation of Pharmaceutical Industries and Associations. *Rethinking Alzheimer's Disease: Detection and Diagnosis*. European Brain Council; 2023. Available from: https://www.braincouncil.eu/wp-content/uploads/2023/04/RETHINK-AlzheimerDisease-Report_DEF3_HD_rvb_03042023.pdf [Accessed April 20, 2025].
2 Alzheimer's Association. *What is Alzheimer's disease?* Alzheimer's Association; 2024. Available from: https://www.alz.org/alzheimers-dementia/what-is-alzheimers [Accessed April 20, 2025].
3 Tarawneh R, Holtzman DM. The clinical problem of symptomatic Alzheimer disease and mild cognitive impairment. *Cold Spring Harb Perspect Med*. 2012;2(5):a006148.


Radio

The Memory Radio Station **aims to raise awareness about Alzheimer's disease and to foster earlier diagnosis**. In each city the initiative invites local communities to share their stories through a mobile radio station that hosts conversations about memory, Alzheimer's, and brain health.

At the center of the experience is **Synthetic Memories**, a methodology that uses generative AI to help participants create visual representations of personal memories for which no photograph exists. At each stop, every visitor is invited to share and record their own memories, building a living archive across the continent.

The portable radio format serves as the perfect catalyst. **Radio has always had a deep connection to memory** — through voices, stories, and music, it evokes recollections and preserves experiences long after they are first heard. It is designed to reach people wherever they are and to amplify everyday voices from communities across Europe.

Throughout this journey, the campaign carries a simple but powerful message: **every memory is a call to action.** Memories shape who we are, connecting us to the people and moments that define us. But memory is fragile. That fragility is precisely what calls us to act: in protecting our memories, we preserve who we are.


the memory radio station
the memory radio station
Recording Memories
Every memory is a reason to act.
Synthetic Memories is a project on community, arts and technology that recreates memories at risk of being lost by transforming spoken and written stories into AI-generated images to protect them.
Individual memories eate a collective story.
They make us who we are, and they are what we leave behind for those around us.
Your memory is the reason you are you.
take action to protect it.
Grab the resources below and learn more about protecting your brain health.



The campaign's main attraction is the Radio Booth, where a Host and two Synthetic Memories Officers will invite visitors to participate in 45-minute memory reconstruction sessions. In these sessions, visitors can create one or two visual representations of their undocumented memories.

Additionally, the Radio Booth will host podcast episodes featuring interviews with local key opinion leaders and patient advocates.



Before entering,

← To the left, visitors will encounter an intro panel explaining the campaign’s objectives and mission.

→ To the right, they will encounter the first interactive panel, designed to trigger reflection on memory’s fragility.



Once inside, the second interactive piece invites visitors to engage with the Radio Station, even if it's busy. Like any radio station, visitors can call in to share their story.

In this case, the visitor can pick up the phone and talk to an AI-driven Host who prompts them to reflect on a special memory related to a song. This song is then 'sent' to the Radio Station, along with a message to the visitor about memory's role in shaping identity.





What song takes you back to a special memory?

To the left, visitors will find the radio's control room with information about Alzheimer's disease prevalence, first symptoms, and impact on patients.

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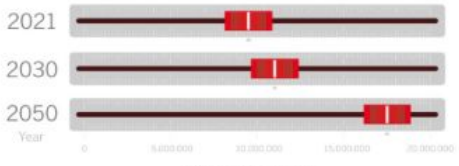
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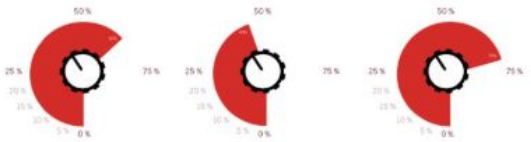
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Alzheimer's disease (AD) data that matters

In 2021, around 9.5 million people in Europe were living with Alzheimer's disease.[1] That number is predicted to rise to 17.5 million by 2050.[1]





60% of specialists* say stigma or lack of awareness is the biggest barrier to early AD diagnosis, as patients delay seeking help.

43% of specialists* reported that patients' difficulty differentiating normal aging from Alzheimer's disease related cognitive decline is a barrier to timely diagnosis.

Over 70% of specialists* consider biomarker tests important or extremely important for identifying patients with AD.†

Source:

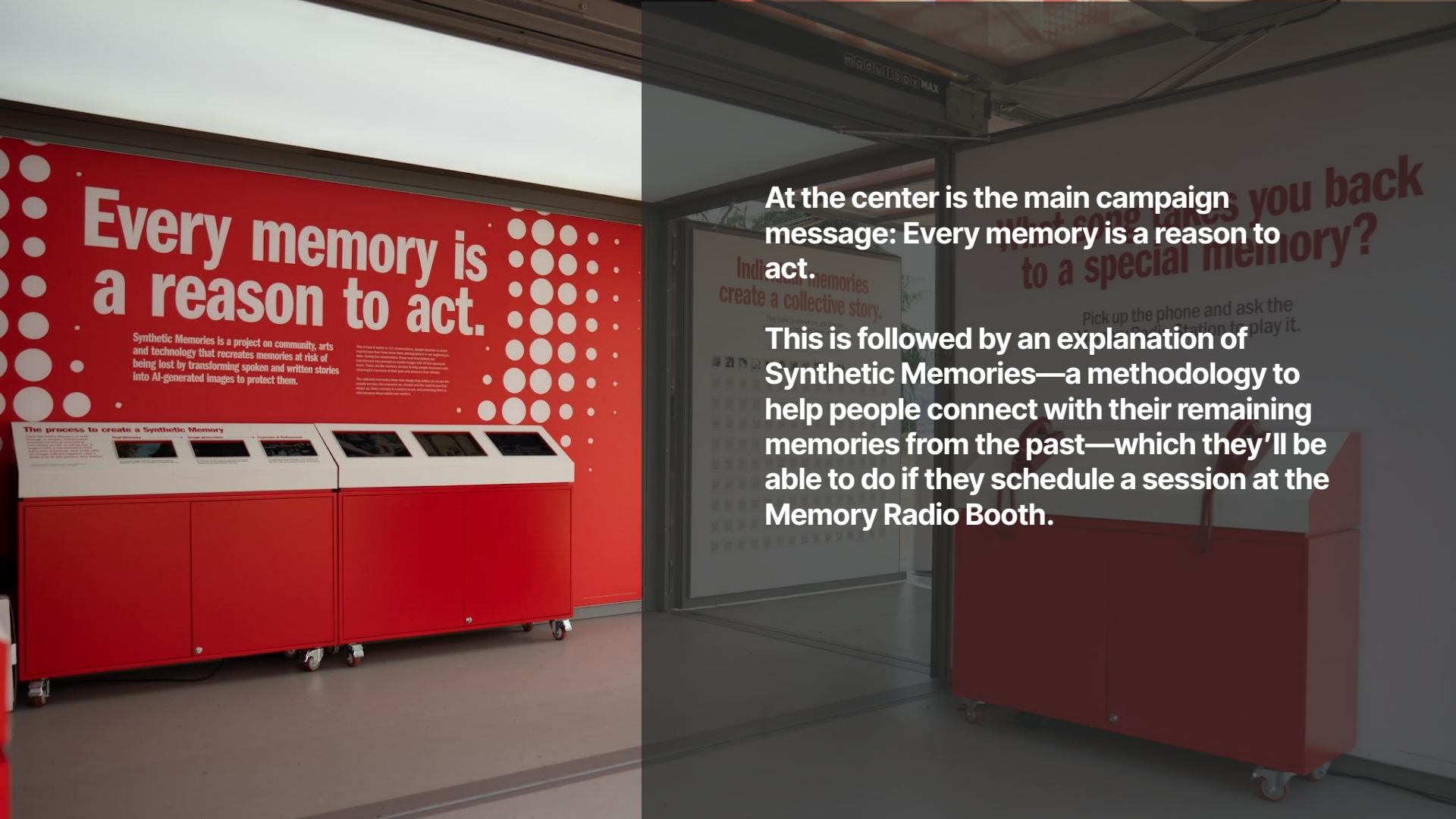
*Based on a multinational, real-world survey on the diagnostic journey of Alzheimer's Disease published in 2025.[3]
† Among patients with a clinical diagnosis of Mild cognitive impairment.

[1] Mariscova P, Rezny L, Bauer P, et al. Nonpharmacological intervention therapies for dementia: potential break-even intervention price and savings for selected risk factors in the European healthcare system. BMC Public Health. 2024;24:2269.

[2] Vouliouri Mokrohe SZ, Spargo D, Allen CG, et al. Diagnostic journey and management of patients with mild cognitive impairment and Alzheimer's disease dementia: a multinational, real-world survey. J Alzheimers Dis. 2025;104(4):1232-1234.

AD: Alzheimer's disease.

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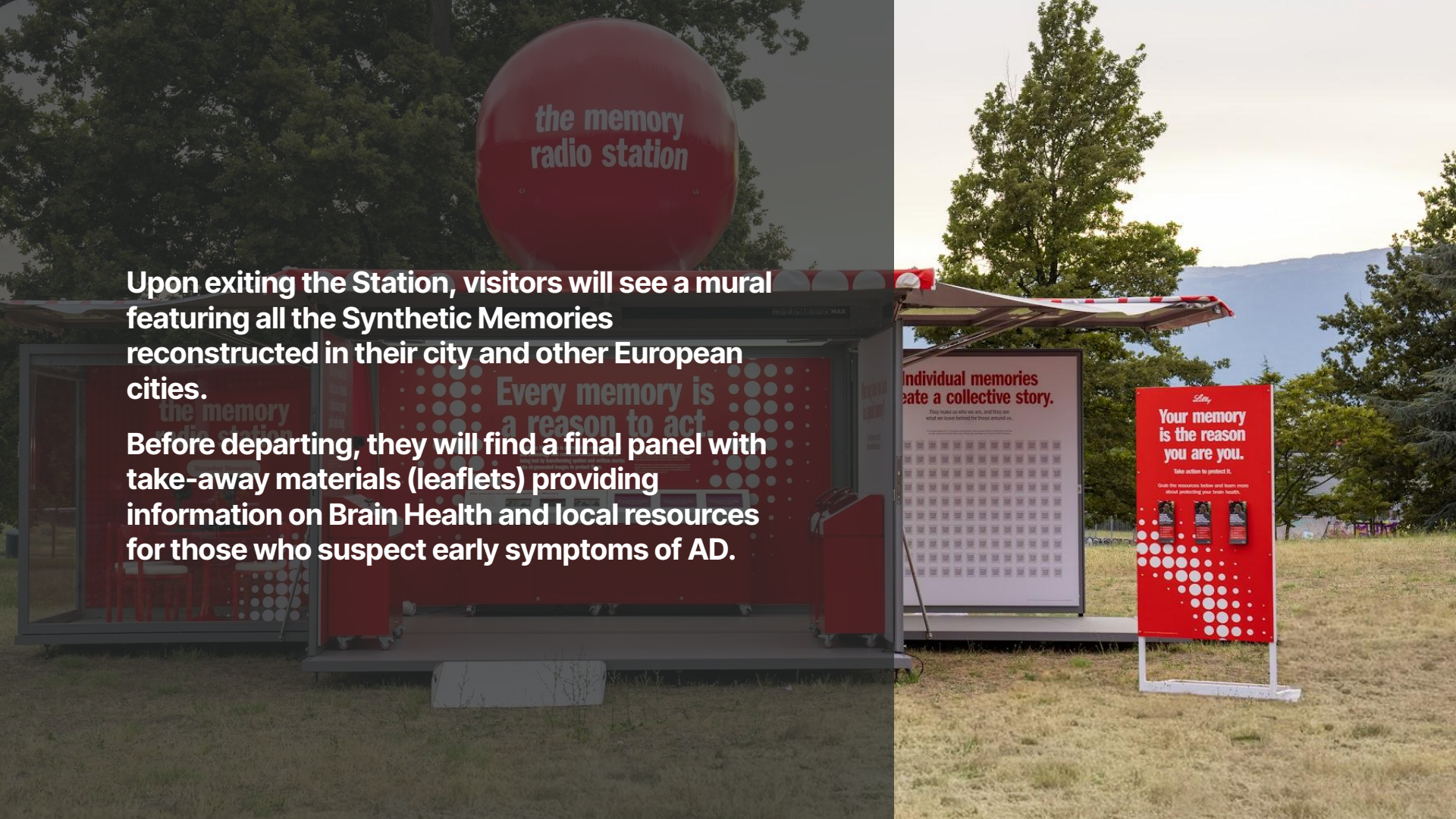


At the center is the main campaign message: Every memory is a reason to act.

This is followed by an explanation of Synthetic Memories—a methodology to help people connect with their remaining memories from the past—which they'll be able to do if they schedule a session at the Memory Radio Booth.

Upon exiting the Station, visitors will see a mural featuring all the Synthetic Memories reconstructed in their city and other European cities.

Before departing, they will find a final panel with take-away materials (leaflets) providing information on Brain Health and local resources for those who suspect early symptoms of AD.




Every memory is
a reason to act.
Discover how to take action to preserve it
with the memory radio station.
Lilly
DOMESTIC
DATA
STREAMERS

What visitors will experience at the Memory Radio Station

At first glance, visitors will be able to engage with two simple interactive installations that explore the fragility of memory and its role in shaping identity.

After this, they will be able to access curated content on Alzheimer's disease, brain health, and Synthetic Memories; and book a 45-minute session to transform their undocumented personal memories into AI-generated visual representations.

Informational leaflets on brain health and local support resources will also be available to take away.

Who runs the Memory Radio Station

The station is operated daily by a team of three: one host and two officers, all fluent in the local language and trained in the campaign narrative and Synthetic Memories' methodology. The host also conducts in-depth interviews with local key opinion leaders in the radio booth, generating content for PR and digital amplification.

How local communities are engaged

Affiliate teams are encouraged to collaborate with local medical societies and patient advocacy groups, inviting them to co-sponsor the initiative or take part in the opening day and interviews throughout the week.

Where?

In outdoor public spaces (libraries, parks, hospitals, congresses) in different cities around Europe.

Final schedule

- 🇨🇭 **Geneva** 26 - 30 June
- 🇦🇹 **Vienna** 02 - 06 September
- 🇩🇪 **Berlin** 17 - 22 September
- 🇩🇪 **Cologne** 25 - 29 September
- 🇧🇪 **Brussels** 16 - 20 November
- 🇮🇹 **Florence** 25 - 29 November
- 🇮🇹 **Milan** 9 - 13 December



Synthetic Memories is an arts and technology project that uses AI to recreate and protect memories at risk of being lost.

The process involves 1:1 conversations where participants detail experiences that were never photographed or are beginning to fade. These oral and written stories are then transformed into AI-generated images.

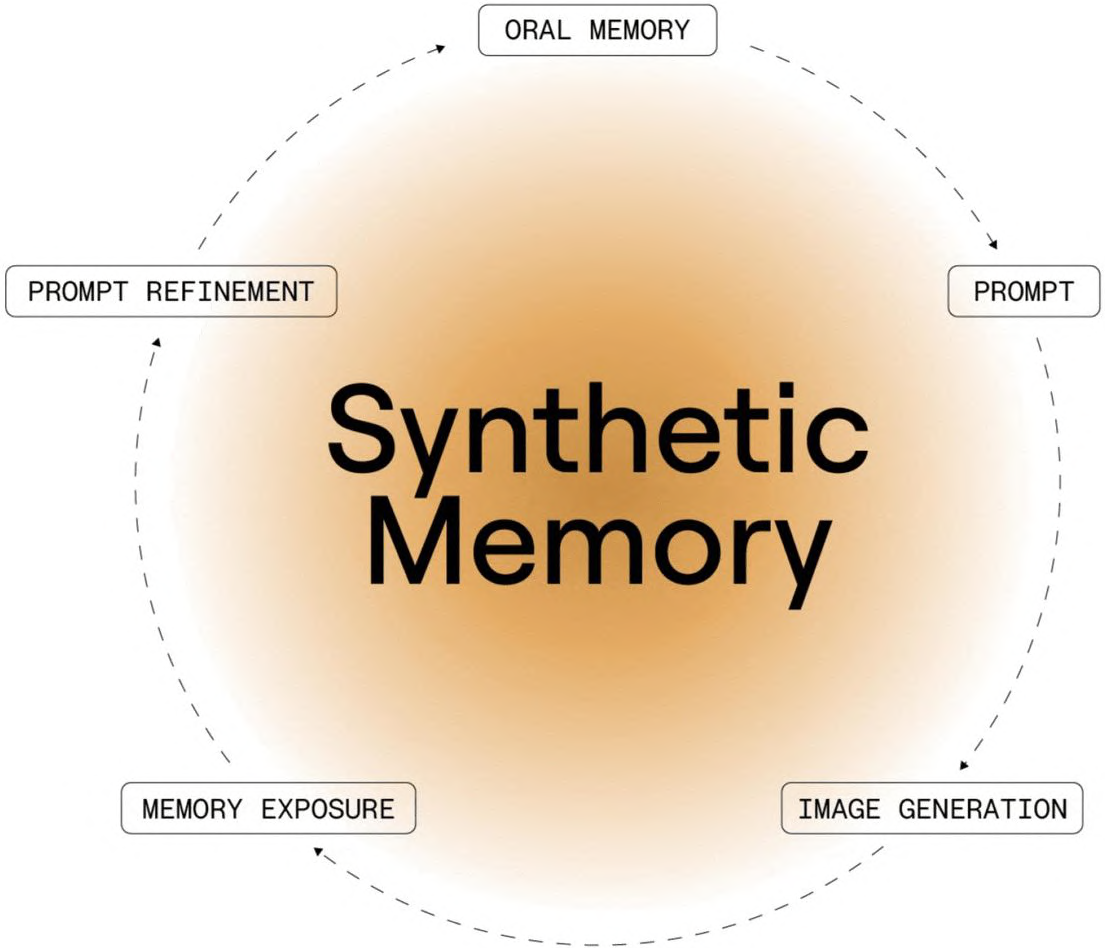
This technique supports reminiscence therapy, helping individuals with memory difficulties reconnect with meaningful moments and preserve their personal identity.

Launched in 2023 by Domestic Data Streamers (Barcelona), the initiative has reached over ten countries, assisting communities in reconnecting with their individual and collective identities.






Prompter
Interviewer
Interviewee


ORAL MEMORY
PROMPT
IMAGE GENERATION
MEMORY EXPOSURE
PROMPT REFINEMENT
Synthetic Memory

What is a Synthetic Memory?

- A Synthetic Memory is an image created with AI from someone's personal memory.
- It did not exist before and is generated through a guided process based on that person's own recollection.
- It is validated by the participant as a meaningful representation of their memory.
- It is intentionally blurry, evocative and glitchy, rather than a perfect reconstruction of the past.





What is NOT a Synthetic Memory?

- A Synthetic Memory is not an existing photograph taken by a camera.
- An AI-generated image representing someone's story without their consent and validation.
- An image that has been edited, animated or modified after the participant has validated it.
- Archival material animated or transformed with AI.
- A photorealistic-style image created with AI.







I remember the clandestine trips with the truck to see the sea.

Juan, 1975, Spain



I remember fishing with my father at night.

Amna, 1967, Dubai



I remember feeding the sparrows with my grandfather.

Kaoru, 1965, Tokyo



I remember the pamphlets that looked like fireworks

Jordi, 1979, Barcelona



This campaign has been designed and produced in collaboration with **Domestic Data Streamers**, a design and research studio comprising journalists, researchers, coders, data scientists, and designers focused on exploring how information can be explained in web experiences, theatre, robotics, art installations and digital tools.

Their research and work translate into films, installations, digital experiences, performances, or exhibitions in various contexts, such as schools, prisons, cinemas, museums, the streets of many cities, and even the United Nations Headquarters.

Based in Barcelona, they have worked in over 45 countries from all continents and for cultural institutions such as the Tate Modern, the Hong Kong Design Institute, and the California Academy of Sciences, as well as organisations such as the United Nations, World Food Program or UNICEF and brands such as Spotify, Google or Cisco.

Thank you!