

BRIEFING

Description of the topic

Nowadays, different generations seem to live in parallel worlds. Each has grown up with its own references (toys, TV shows, expressions, or trends) that often feel unfamiliar to others. What was once everyday life for some may seem strange or even amusing to others.

This cultural and emotional distance creates a gap in how people communicate and understand each other, both within families and in social settings. Therefore, finding new ways to connect across generations has become more necessary than ever.

Data, facts and observations

In many family and social environments, there is a growing difficulty in communication between younger and older people.

New technologies and social media have created new forms of expression and entertainment that older generations often do not share or fully understand.

At the same time, younger generations show curiosity about objects, customs, or expressions from the past, opening up an opportunity to connect through nostalgia and mutual discovery.

Intergenerational experiences (such as games, workshops, or shared activities) often foster moments of learning, empathy, and fun among people of different ages.

Questions

- How could design help different generations share and compare their everyday experiences?
- Could play, humor, or storytelling serve as tools to reconnect people?
- What if objects or expressions from the past and present could be experienced together to see how their meanings have changed?
- How might we ensure that both generations feel included, without judgement or barriers?

Final conclusions

To provide a solution to the previously mentioned issue, we want you to come up with a board game, since this method is familiar and beloved by both generations, acting as a bridge between them.

It should be intuitive, without complex rules, and easy to understand so that everyone can enjoy it to the fullest.