



Die Die Must Sing

Death is not a taboo

•

Reimagine dying

•

Pour your soul into song

•

Celebrate life through music

Why celebrate life with song?

WE ASKED 50 PRACTITIONERS OF CHINESE REMEMBRANCE*
Would you continue practicing traditional Chinese remembrance after your parents have passed on?

** E.g. burning offerings, joss sticks etc



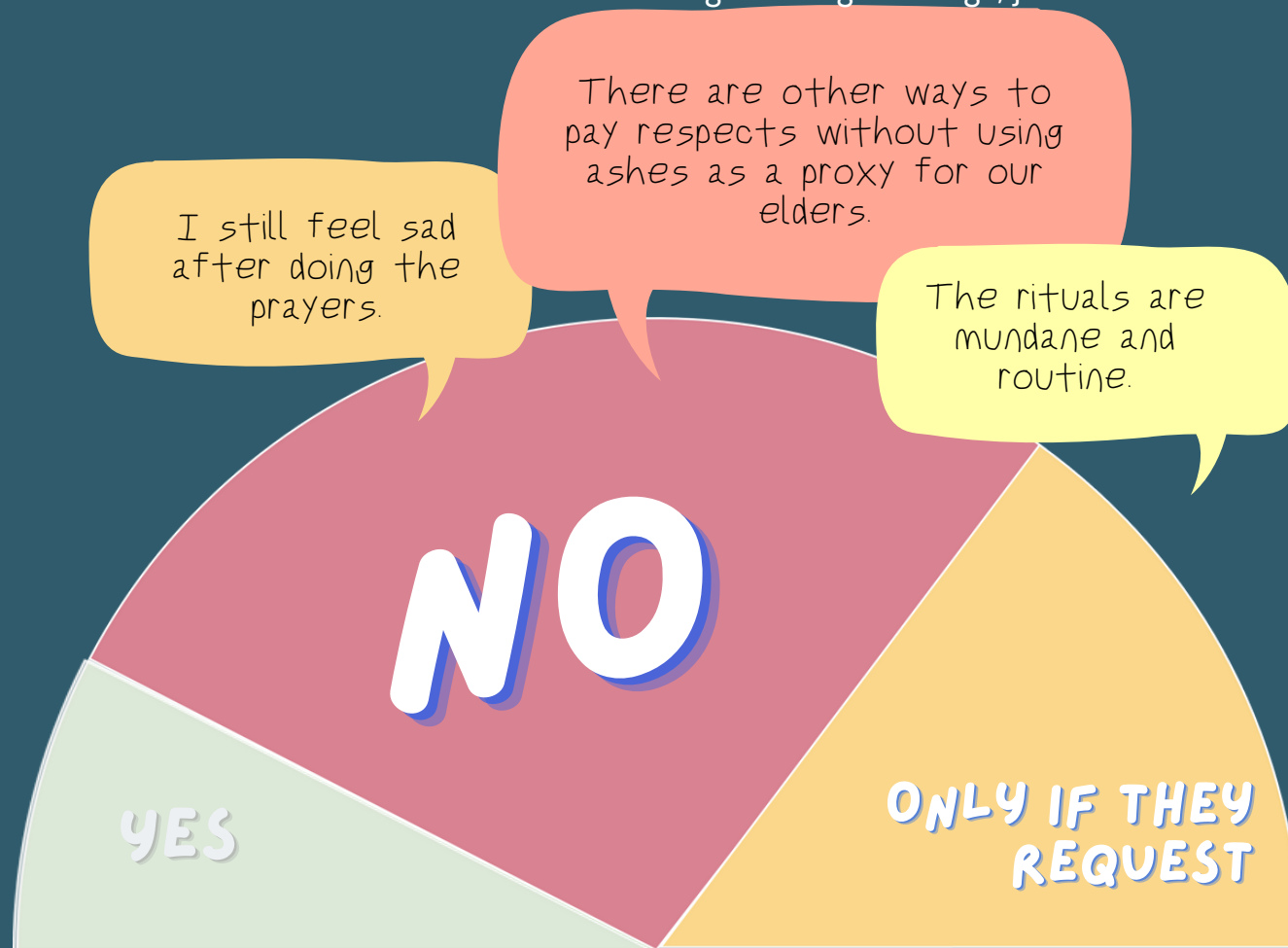
Remembrance rituals focus on material offerings and do little to celebrate the past life and achievements of the deceased - causing feelings of detachment.



Advanced medical directives are common, but we can also craft advanced 'emotional directives' to help those surviving to cope with our departure.



For Singaporean Chinese, new methods of ash disposal and storage highlight an outlook of spatial transcendence in managing the dead, with diminishing significance of storing ashes in one space.



SINGING TOGETHER PROMOTES INTERACTION AMONG THE LIVING DURING REMEMBRANCE.

Die Die Must Sing

Remembering your loved one's through their favourite songs

Curate and share your Legacy Karaoke Playlist

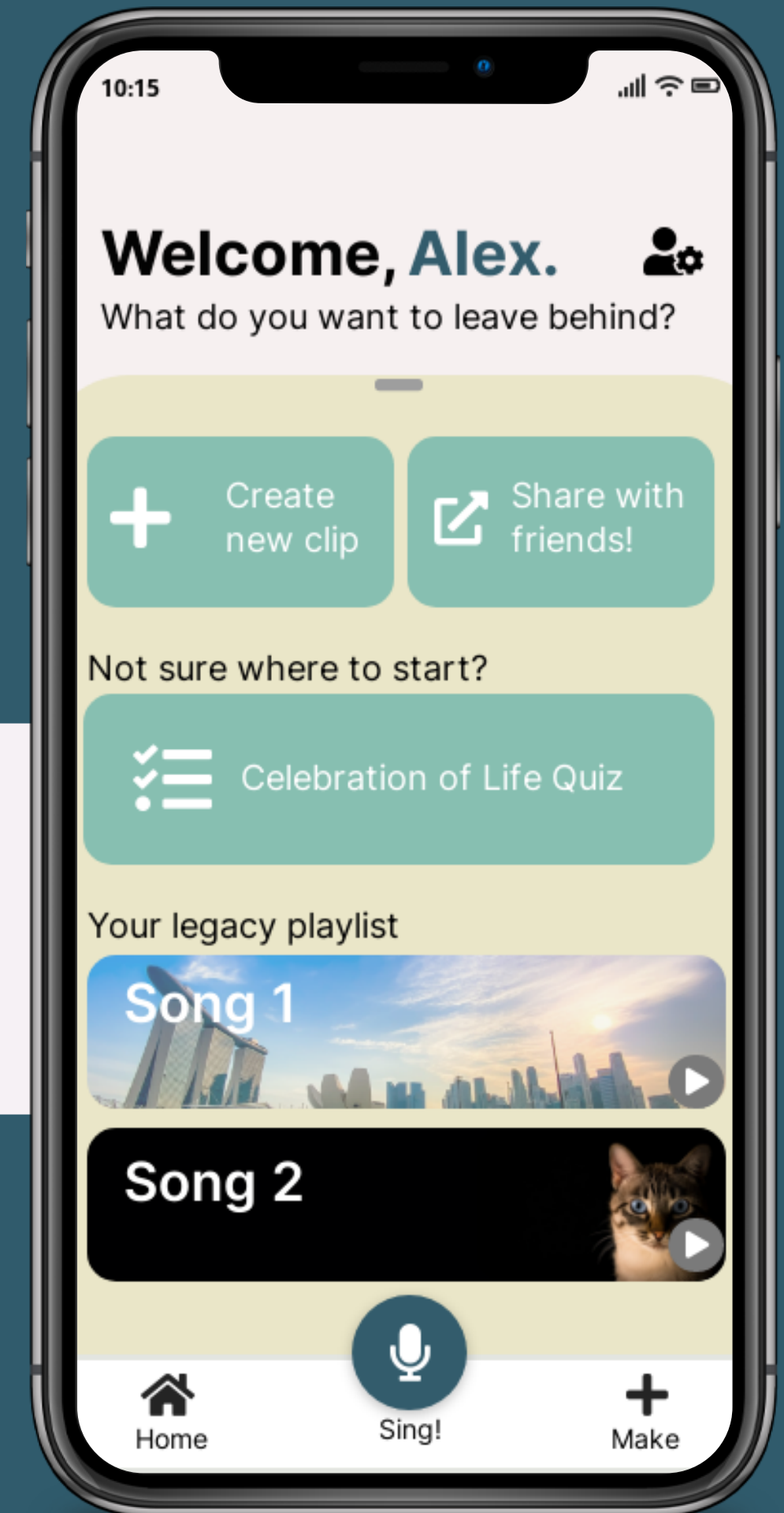
Design Karaoke music videos (MVs) for your favourite songs and compile these MVs into a playlist! Add your personal touch by importing your own clips to use as backdrops and insert your virtual self (Bitmoji!) inside to simulate your presence even after you depart. Invite your loved ones to access and sing this playlist to remember you!

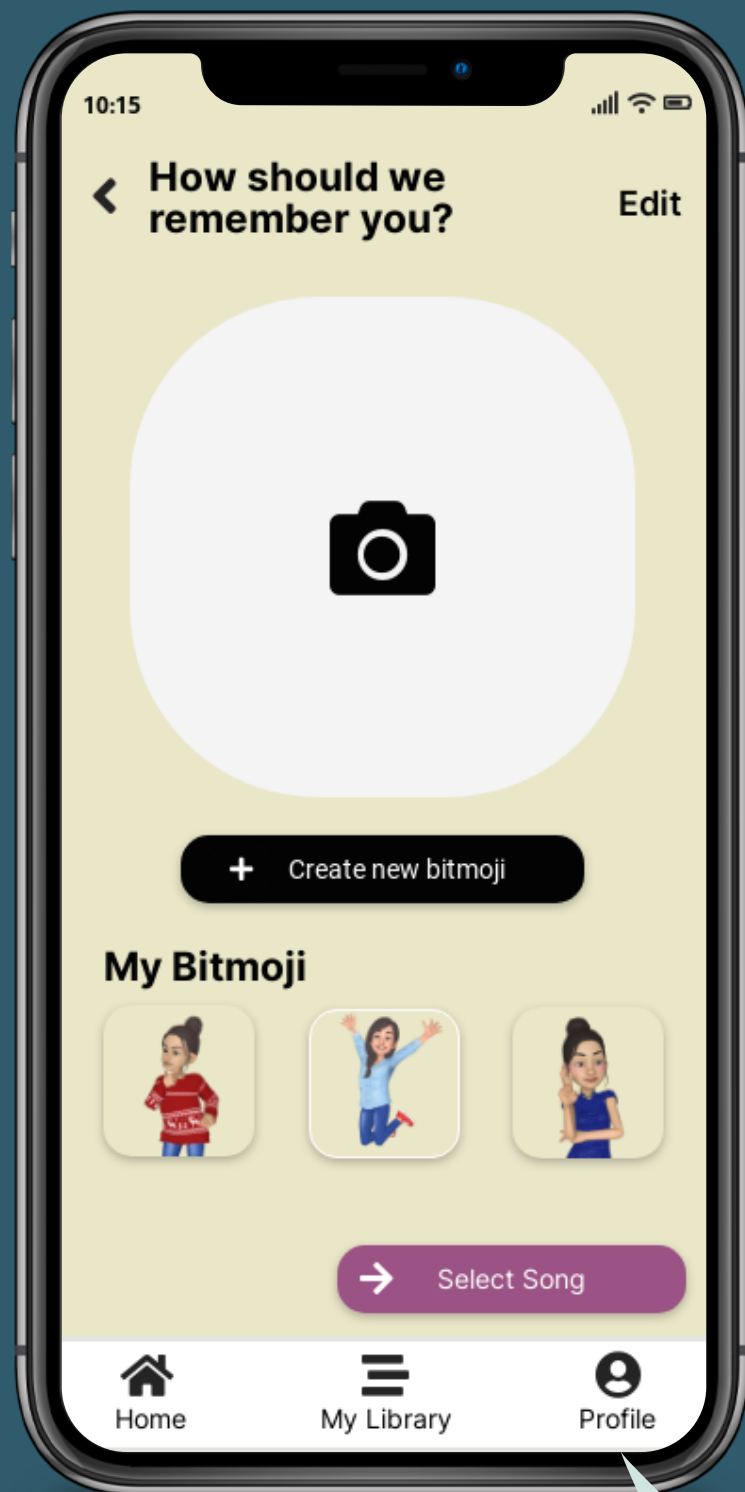
Record Legacy Messages for your loved ones

What do you want to be remembered by? Record down your fondest memory, or some heartfelt words for the people who will be singing your playlist. These final words at the closing of each MV will be your parting gift to them.

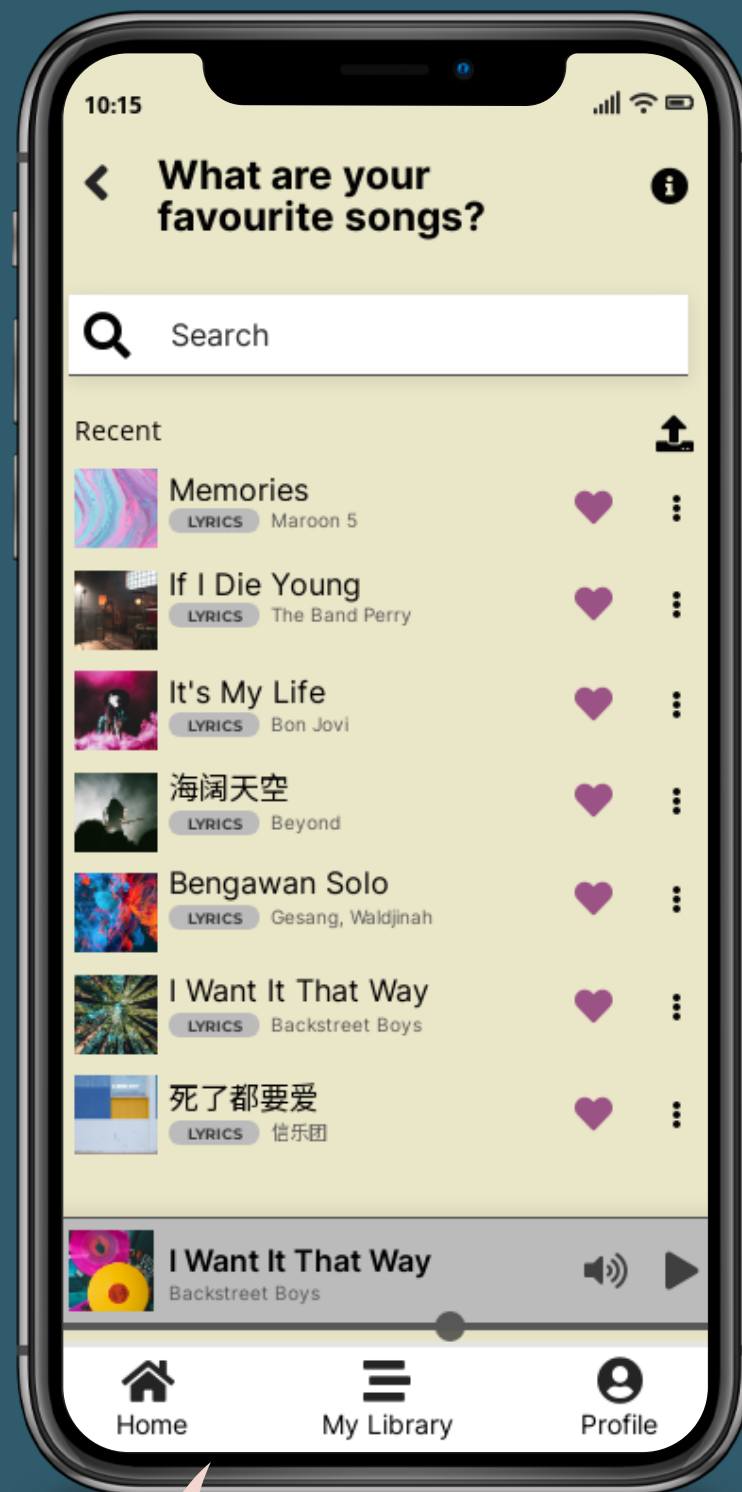
Make afterlife arrangements

Not sure where to start? Complete a Celebration of Life quiz using a digitalised HappyUrns package to reflect on your life and curate your preferred funeral.

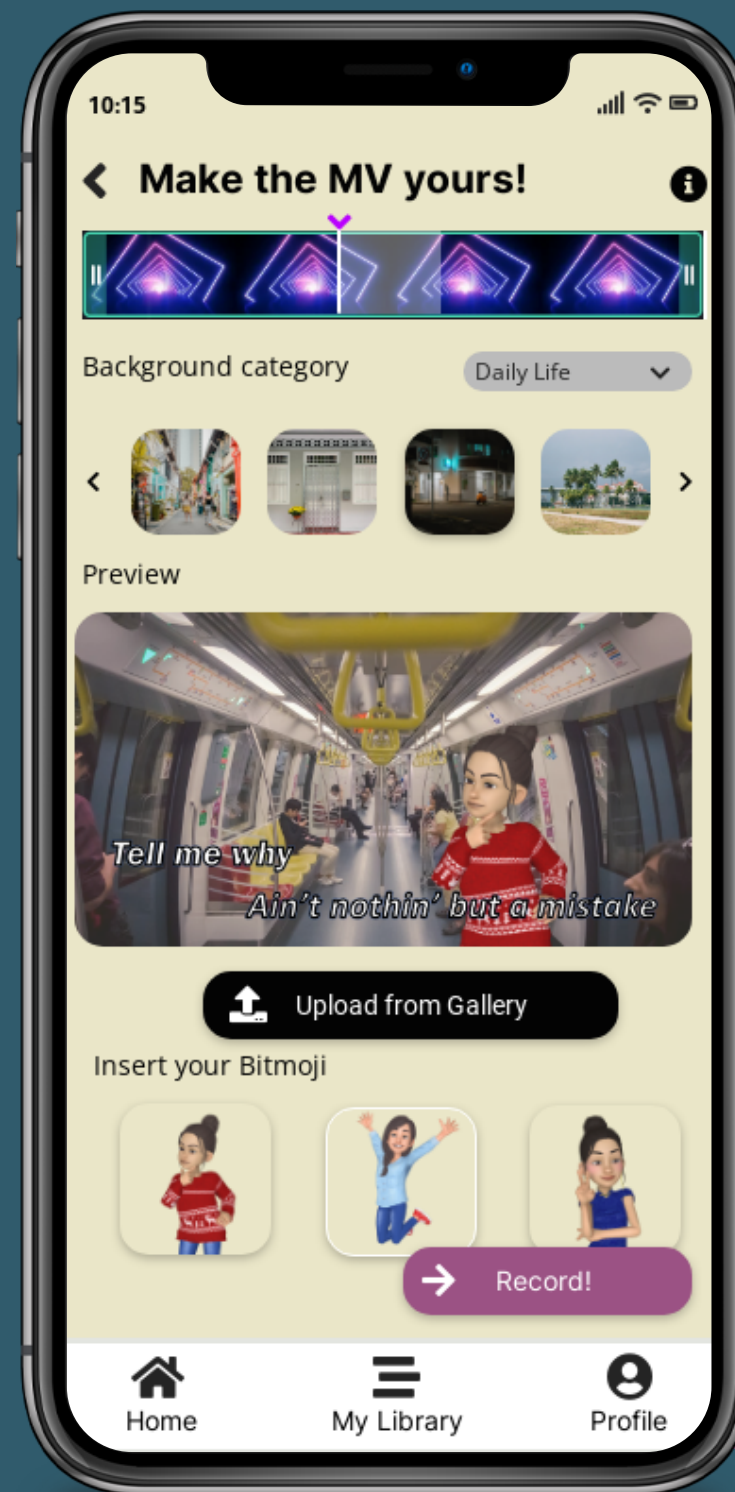




Upload a photo of yourself then style your Bitmoji's dressing and gestures to serve as a representation of yourself after death.



What would be a good theme song for your life? Select one from the list or import one from Spotify!



Choose the part of the MV which you would like to personalise using the video timeline.

Select stock videos from a different categories or upload clips from your own gallery to add your personal touch!

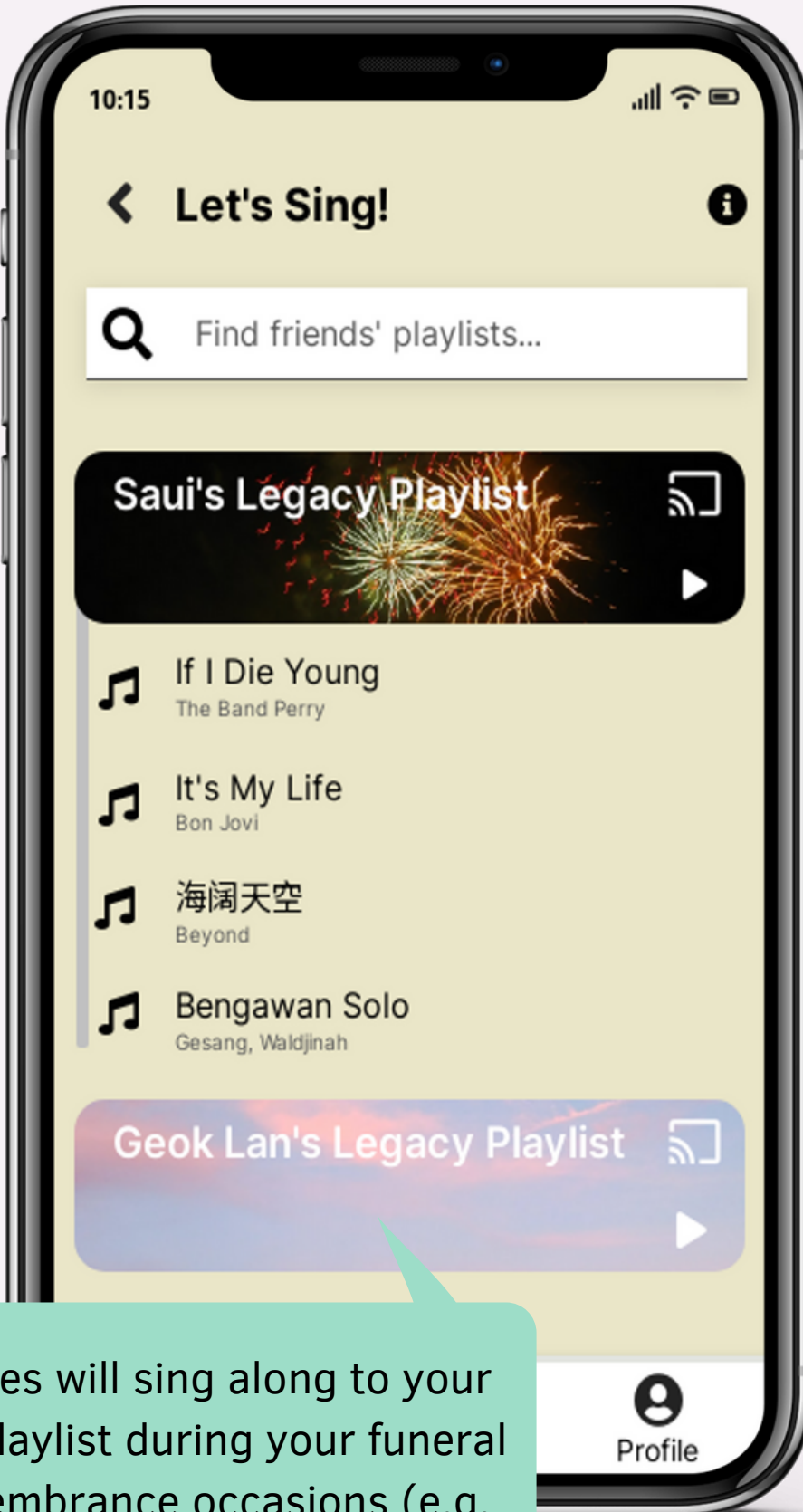
Insert your animated Bitmoji which will sing 'with' your loved ones when they start the MV. Get creative with gestures! Dance!

Use the in-app video editor to design your MV, choosing clips of places you resonate with (or take your own!) and place your Bitmoji(s) inside.

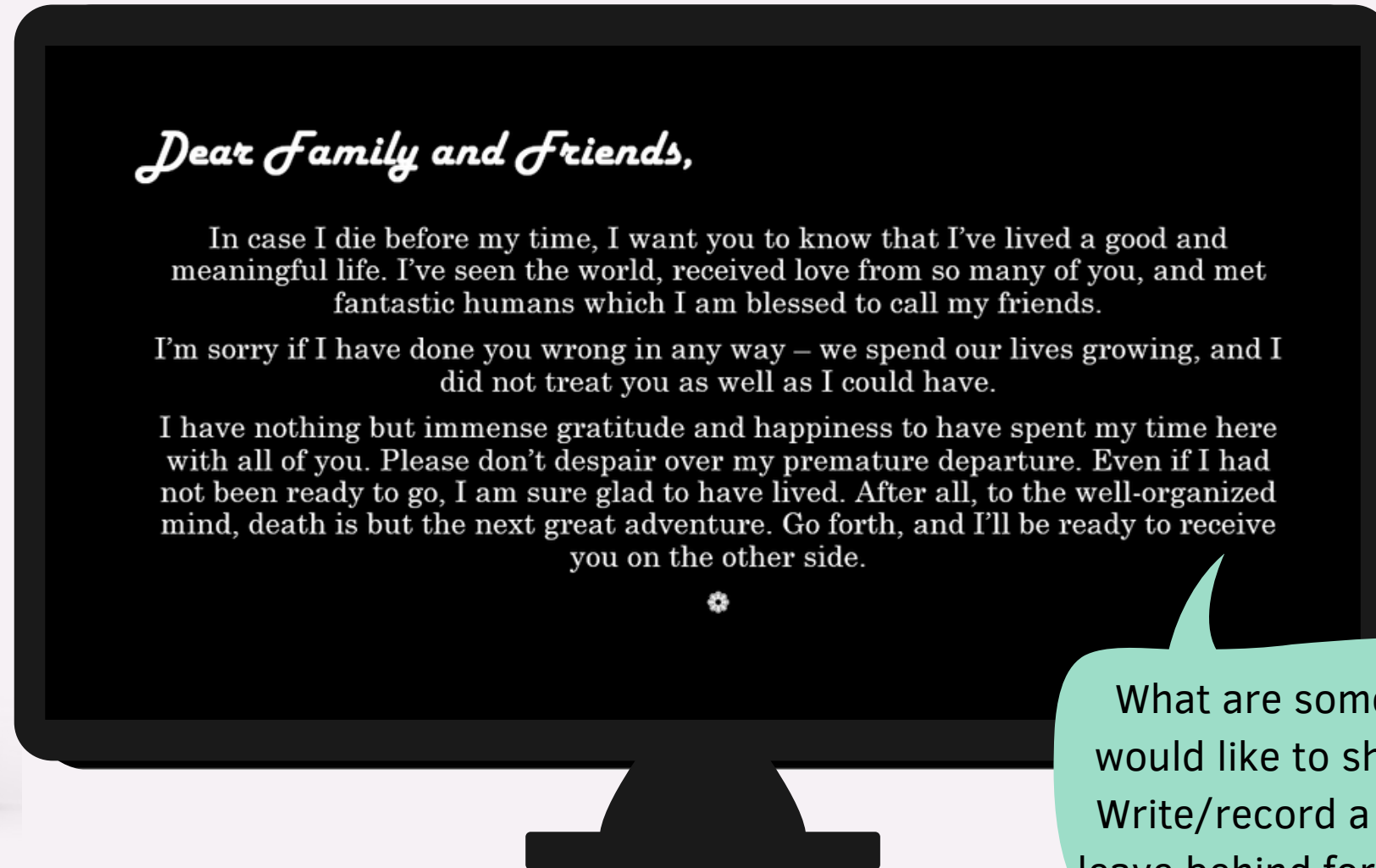
What will you leave behind?



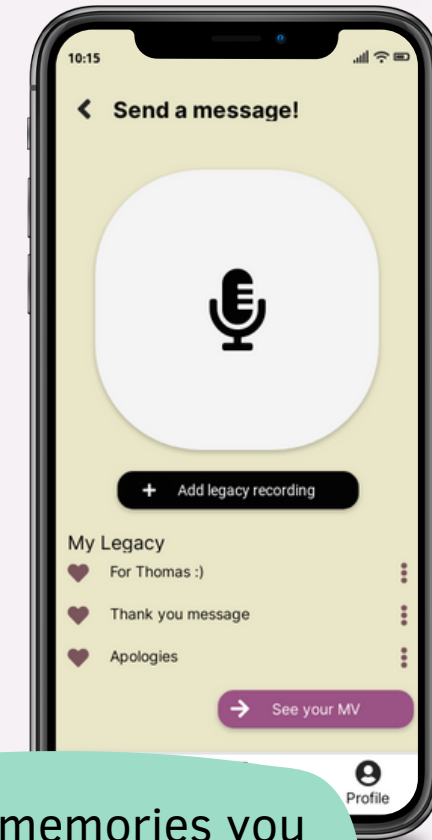
<https://tinyurl.com/ktvsample>



Loved ones will sing along to your Legacy Playlist during your funeral and remembrance occasions (e.g. birthdays, Qingming)



What are some memories you would like to share with others? Write/record a final message to leave behind for your loved ones.



What's next?

Community

Spark conversation and destigmatise the topic of death as taboo.

Individual

Encourage afterlife planning to relieve undue stress for family after one dies.

Environment

Promote immaterial remembrance that is less space consuming than traditional remembrance

1

Enhance realism by using deep learning to create realistic avatars of deceased which mimic their expressions, simulating the deceased's presence better.

2

To increase traction, organise collaborations with Karaoke stakeholders (e.g. Teo Heng, community interest groups)

3

Cremains can be made into handheld microphones used for Karaoke to enhance feelings of connection and interactivity with the deceased.



CLICK HERE



TO EXPLORE APP

tinyurl.com/diediemustsing