

See Your Folks



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www.seeyourfolks.com is a new service built to address a social issue through technology, designed to communicate one simple message to its users: how many more chances will you have to see your parents before they are expected to die?

The site was created in 24 hours by Luke Tipping, Daniel George, Robert Holmkvist and Omar Karim. Based on a combination of user-supplied data for how often a visitor habitually sees their parents and the World Health Organisation's data for life expectancy (which varies significantly depending on a person's geographic location and their sex), See Your Folks estimates the remaining number of opportunities for spending time together.

Through simple functionality and a calming, pharmaceutically-led aesthetic, See Your Folks focuses on a social subject that impacts each and every human life, provoking a discussion about the ways we choose to spend our time. See Your Folks serves as a gentle reminder of mortality, viewing the awareness of death's inevitability from an emotionally empowering and beneficial perspective.

Creator Luke Tipping says: "Sometimes we're so busy growing up we forget that our parents are growing old. See Your Folks is a gentle reminder to make the most of our parents because they won't be here forever. Increasing awareness of death can help us to make the most of our lives. The right kind of reminders can help us to focus on what matters, and perhaps make us better people."

Launched ahead of National Parents' Day on 28th July, the goal of See Your Folks is to encourage an ongoing conversation about mindfulness in familial relationships.

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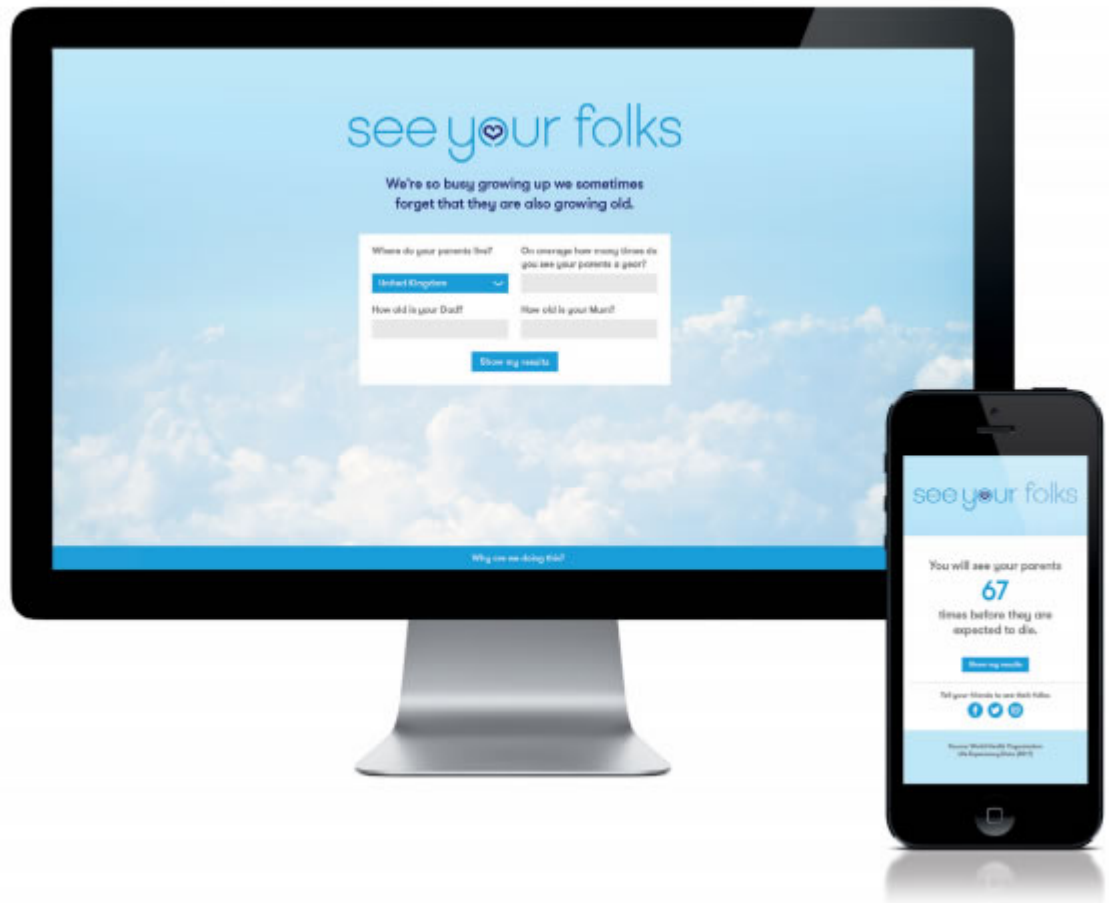
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