





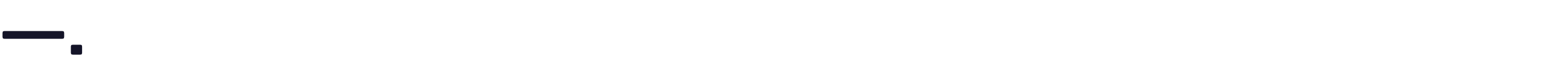


sustainability















# sustaining memory

## merchandise ≠ meaningless



17 tied to specific (memorable) moments



a reminder of their relationship with the character (in many ways comparable to symbolism of a wedding ring!)



leads to feelings of closeness and co-presence

# stuff, objects, and artefacts

