



International Toy Research Association
8th World Conference
Paris 11-12-13 July

TOYS AND MATERIAL CULTURE:
Hybridisation, Design and Consumption

Programme [LAST DRAFT]





Maison des Sciences de l'Homme Paris Nord
20 avenue George Sand – Saint-Denis

[Metro Front Populaire - Line 12 – Terminus]

Wednesday 11th of July

9:00 – 10:15 Registration [RdC] and coffee [1st floor]

10:15 – 11:00 Open session – Auditorium [1st floor]

11:00 – 12:00 Keynote 1 – Auditorium [1st floor]

Thibaud Clément: “Narrative placemaking”, material culture and play at the Happiest Place on Earth

12:00 – 13:30 Lunch and Poster Session – Salle Panoramique [4th floor]

13:30 – 15:30 Session 1

<i>Symposium 1 -Theorizing the Hybrid in Toy Research: When is a Toy Not a Toy</i>	<i>FabLabs, GameLabs, ToyLabs...</i>	<i>Diversity of toys and practices</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]
Chair: Suzanne Seriff	Chair: Lieselotte van Leeuwen	Chair: Greta Eleen Pennell
1 - Koumudi Patil: Locating the Hunter: A Tale of Toys, Tigers, and Trophies	1 - Nicolas Piñeros: The scientific and educational positioning of game labs in universities: the example of the Ludomaker	1 - Jennifer Ramirez & Katriina Heljakka: From solitary handicraft to shared toy-making: Amigurumis, adults and 21st century object play
2 - Cleo Gougoulis: Between play and ritual: Toys of fire, light and manhood in Agrinion, Greece	2 - Julien Maudet & Virginie Tacq: Pegboard as a tool in open source gamedesign	2 - Greta Eleen Pennell & James R. Pennell: Going to the Dogs: A Growing Trend in Toyland
3 - Cleo Gougoulis, Garyfallia Papatotiri: Hybrid materials in contemporary Greek Children’s play. The case of Agrinion	3 - Thomas Bonnacarrere: Introduction of a new design paradigm for inventing healthy, resilient, educative and fun technologies to « play with futures »	3 - Volker Mehringer & Wiebke Waburg: Toys and Diversity
4 - Suzanne Seriff: Warning: Not Appropriate for Children	4 – Vincent Berry: Debate about FabLabs and Toy research	4 - Pirita Ihamäki, Katriina Heljakka: Hybrid toys - hybrid play? An investigation of pre-school children and play value of the Internet of Toys (IoToys)

15h30 – 16h00: Coffee Break [1st floor]

16h00 – 17h30: Session 2

<i>Hybrid play</i>	<i>History 1</i>	<i>Preschool children and toys</i>	<i>Workshop : My research in 180 bricks</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]	Room 409 [4 th floor]
Chair: Vicki Thomas	Chair: Cleo Gougoulis	Elvan Şahin Zeteroğlu	
1 - Vicki Thomas: Work and Play – Experiences in Toy Town	1 - Stela Maris Ferrarese Capettini: The toys of the Incas mummies of the Lullaillaco Volcano	1 - Elvan Şahin Zeteroğlu: Dolls Preferences: Mothers and Their Daughters	
2 - Antoine Taly: Is the boundary of fun redefined in a mixt-reality serious game?	2 - - Oriol Vaz-Romero Trueba Esther Alsina Galofre: Making art with toys: a genealogy from utopian avant-garde to disenchanting era	2 - Meral Taner Derman: Perception of Metaphor Preschoolers for “Toy” Concepts	
3 - Lydia Plowman & Andrew Manches: The internet of toys and the hybridisation of play		3 - Handan Asude Başal, Pinal Bagceli Kahraman, Elvan Şahin Zeteroğlu & Meral Taner Derman : Investigating the views of the children and the parents who use the Bursa Ali Pasa toy library	

17:45 – 18:30 Tribute to Brian Sutton-Smith – Auditorium [1st floor]

Free evening (Enjoy Paris)

Thursday 12th of July

9:00 – 11:00 Session 3

<i>Symposium 2 -1st Things 1st then what? Toying with design's social agency</i>	<i>Recess</i>	<i>Boardgames</i>	<i>Experiences with toys</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]	Room 409 [4 th floor]
Chair: Rémi Leclerc	Chair: Pascale Garnier	Chair: Michel Van Langendonckt	Chair: Julian Alvarez
1 - Surabhi Khanna: Timeless Toys & Tales A design process in education	1 - Baptiste Besse-Patin: How to Play without Toys? A playwork experimentation in Paris	1 - Giorgos Papakonstantinou: From Monopoly to Chomageopoly Using board games as a tool of social and financial instruction	1 - Julien Maudet: Ludobox, a digital toy library: Collecting public domain and free licence physical games and toys
2 - Leon Wang: Toy design in the classroom: Towards purposeful creativity and social change	2 - Gizem Sahin: Agency of the objects as play things in the construction of social among children: The example of Playbox	2 - Joyce Goggin: Doll-ers and Cents: The Financialization of Childhood and the Gamification of Finance	2 - Julian Alvarez & Katell Bellegarde: Blue Bot Project
3 - Anne & Ferdinand Lelong-Lecomte: Between the toy story lines: Toy design's hidden social purpose	3 - Vânia Pereira, Beatriz Pereira, Isabel Condessa: Playing (what?) in recess time: decisions made by the presence/ absence of toys	3 - Jean-Emmanuel Barbier: Digitalisation of the board, Digitalisation of the experience? Usage and perception of digitised board game by core gamer.	3 - Laura Anastasio Forcisi: Narrative creation with StoryCubes versus collective academic writing
4 - Rémi Leclerc: PolyPlay Eco STEAM: Early age experiments, lifelong consciousness Bringing STEAM's whimsy to market.		4 - Michel Van Langendonckt: From « edutainment » to « ludopedagogy »: boardgames in classrooms	4 - Siegfried Zoels: Toys are play materials – and a lot more. Discovering the potential of toys

11:00 – 11:30 Coffee Break [1st floor]

11:30 – 13:00 ITRA prize for Outstanding Toy Research (sponsored by the BTHA) – Auditorium [1st floor]

Suzanne Seriff: Holocaust War Games: Playing with Genocide [Senior ITRA prize]

Anna Borzenkova, Kristina Niedderern, Tunde Rozsahegyi: Designing play equipment for children with cerebral palsy [Junior ITRA prize]

13:00 – 14:00 Lunch – Salle Panoramique [4th floor]

14:00 – 15:30 Session 4

<i>Symposium 3 - Pleasurable Performances of Girlhood Identities in Toys' Imaginative Cultures</i>	<i>Semiotics</i>	<i>Design and education</i>	<i>Toys, generation and education</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]	Room 409 [4 th floor]
Chair: Miriam Forman-Brunell	Chair: David Myers	Chair: Greta Eleen Pennell	Chair: Amanda Gummer
1 - Sarah A. Curtis: Doll Play: Imaginative Worlds for Girls in Nineteenth-Century France	1 - David Myers: What can't be a toy?	1 - Domna-Mika Kakana & Sevasti Theodosiou: Teachers as designers of educational toys and digital games	1 - Amanda Gummer, Anna Taylor: Connected grandparents: Are smart toys the future for intergenerational play?
2 - Miriam Forman-Brunell: Toys and Girls Having Fun Cleaning & Caring: The Cultural Work of Mothers' Little Helpers	2 - Mattia Thibault & Katriina Heljakka: 21st Century Toy Semiotics: Tracing tendencies of toyification in a ludifying world	2 - Krystallia Markaki: Toy Design in the Papastrateios School of Interwar Athens	2 - Sara Frödén & Anna-Lova Olsson: An imaginative space? An ethnographic study of toys in a Waldorf Preschool
3 - Jennifer Whitney: "Get Your Sparkle On": Meaning and Metaphor in Barbie Advertising		3 - Divya Teja Pasupuleti: Philosophy of Life: An Essential Ingredient in Game Design	3 - Todd Lubart, Ximena Barrera: Creative Development through Play with Toys

15:30 – 16:00 Coffee Break [1st floor]

16:00 – 17:30 Session 5

<i>Bedrooms and material culture</i>	<i>Ways of design</i>	<i>History 2</i>	<i>Toys and narratives</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]	Room 409 [4 th floor]
Chair: Vincent Berry	Chair: Mark Allen	Chair: Joseph Wachelder	Chair: Noémie Roques
1 - Christoph Kühberger: Toys with historical references as Part of a Material culture: An ethnographic Study on Children's bedrooms	1 - Gabriel Songel: Toy innovation by toy tradition	1 - Alvard Jivanyan: Dolls in folk tales and children's fiction	1 - Noémie Roques: Fictional plays broadcasted on YouTube: meet the Playmobil family
2 - Vincent Berry: "What a mess!" An inventory of children's material culture	2 - Surabhi Khanna: Tête-à-Tête with Toys & Tales. The different design didactics	2 - Joseph Wachelder: Hybridisation as a Marker of Transition. The <i>Jeu de Fortifications</i>	2 - Emilyya Ohar & Dorota Michułka: Toys in children's book and children's books as toys
3 Onay Budak & Özlem Alkan Ersoy: Analysis of the toys owned at home by 4-5 year-old children and the toys they prefer to play with.	3 - Mark Allen: Toys and Active Disassembly		3 - Gohar Melikyan: Dynamics of ritual dolls in Armenian folklore tradition

19:00 Visit and dinner at the French playing card museum

<http://www.museecarteajouer.com/en/>

Friday 13th of July

9:00 – 11:00 Session 6

<i>Symposium 4 – Design Education: Creating Objects and Situations for Play</i>	<i>Symposium 5 – Toys in Greek and Roman antiquity</i>	<i>Toys and education</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]
Chair: Lieselotte van Leeuwen	Chair: Véronique Dasen	Chair: Marco Ginoulhiac
1 - Lieselotte van Leeuwen, Johnny Friberg: Designing for Children as Makers of (Play)Culture	1 - Véronique Dasen: Hoops and coming of age in Greek and Roman antiquity	1 - Marco Ginoulhiac: Architectural toys. The construction of an education
2 - Rémi Leclerc, Brian McCarty: War & Toys. Design to foster solace for children affected by conflict	2 - Hanna Ammar: Wheel carts for ancient Greek children	2 - Artemis Yagou: Play for the Future Citizen: Shaping Ideal Adults through Construction Toys (19th – 20th c.)
3 - Diane Westwood, Mathieu Gielen: Playful methods for playful design	3 - Émilie Thibaut-Fréville: Toys for the gods: clay and jewellery toys in Lavinium and Etruria	3 - Belma Tugrul, Menekse Boz, Mehmet Toran & Serap Sevimli-Celik: Play and learning with Lego-Lego inspire
4 - Lieselotte van Leeuwen, Fredric Gunve: Play is a choice! Design for Play in Art Education	4 - Marco Vespa: When animals were toys. An insight into ancient Graeco-Roman attitude to animals and toys	

11:00 – 11:30 Coffee Break [1st floor]

11:30 – 13:00 Session 7

<i>Design and play</i>	<i>Re-thinking the toy</i>	<i>Screens</i>
Auditorium [1 st floor]	Amphithéâtre [1 st floor]	Room 408 [4 th floor]
Chair: Rémi Leclerc	Chair: Luísa Magalhães	Chair: Nicolas Besombes
1 - Tore Gulden: Games as enablers for self-producing social systems of interaction: A study of game dynamics in football as game and toy design parameters	1 - Katriina Heljakka: Re-thinking Adult Toy Play: The imaginative, ludic, object-interactions of mature players in the 21st century	1 - Sangeeth Konala, Divya Teja Pasupuleti: Impact of touch screen devices on children, their play, perception, response and development.
2 - Chin Chin Wong: Riddles of the Spirits: Promoting sustainability through play design in Finnish education	2 - Steffen Wittig: The toy as constitutive Intermediate thing. About The figuration of the social order between reality and virtuality	2 - Nicolas Besombes: Esports and Material Culture. Controllers Incorporation in Fighting Video Games
Debate about play and design	3 - Luísa Magalhães: Transmedia storytelling and semiotic approach to Ladybug's clothing and lifestyle	3 - Quentin Gervasoni: Pokémon as hybrid virtual toys: friends, foes and tools?

13:00 – 14:00 Lunch – Salle Panoramique [4th floor]

14:00 -15:00: Keynote 2 – Auditorium [1st floor]

Mark Steinberg: Delivering Toys: The Convenience Store as Media Mix Hub

15:00 – 16:30 Closing ceremony and ITRA General Meeting – Auditorium [1st floor]

[17:00 – 18 :30 Board meeting – Room 408]

Note: Rooms 408 and 409 have only 24 seats; there is no limitation in the other rooms.