



International Toy Research Association
8th World Conference

TOYS AND MATERIAL CULTURE:

Paris
11-12-13
July

Hybridisation,
Design
and Consumption

MSH Paris Nord
20, avenue George Sand
La Plaine Saint-Denis
Line : M12
Station : Front populaire

experice

IC industries
C/ culturelles &
A/ création
artistique

UNIVERSITE PARIS 13

USPC
Université Sorbonne
Paris Cité

Wednesday 11th of July

09h00-10h15 : Registration [RdC] and coffee [1st floor]

10h15-11h00 : Open session – Auditorium [1st floor]

11h00-12h00 : Keynote 1 – Auditorium [1st floor]

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

12h00-13h30 : Lunch and Poster Session – Salle Panoramique [4st floor]

13h30-15h30 : Session 1

> **Symposium 1 -Theorizing the Hybrid in Toy Research : When is a Toy Not a Toy Research : When is a Toy Not a Toy**

Auditorium [1st floor]

Chair : **Suzanne Seriff**

- 1 - Koumudi Patil: Locating the Hunter: A Tale of Toys, Tigers, and Trophies
- 2 - Cleo Gougoulis: Between play and ritual: Toys of fire, light and manhood in Agrinion, Greece
- 3 - Cleo Gougoulis, Garyfallia Papatotiri: Hybrid materials in contemporary Greek Children’s play. The case of Agrinion
- 4 - Suzanne Seriff: Warning: Not Appropriate for Children

> **FabLabs, GameLabs, ToyLabs...**

Amphithéâtre [1st floor]

Chair : **Lieselotte van Leeuwen**

- 1 - Nicolas Piñeros: The scientific and educational positioning of game labs in universities: the example of the Ludomaker
- 2 - Julien Maudet & Virginie Tacq: Pegboard as a tool in open source gamedesign
- 3 - Thomas Bonnacerrere: Introduction of a new design paradigm for inventing healthy, resilient, educative and fun technologies to « play with futures »
- 4 - Vincent Berry: Debate about FabLabs and Toy research

> **Diversity of toys and practices**

Room 408 [4th floor]

Chair : **Greta Eleen Pennell**

- 1 - Jennifer Ramirez & Katriina Heljakka: From solitary handicraft to shared toy-making: Amigurumis, adults and 21st century object play
- 2 - Greta Eleen Pennell & James R. Pennell: Going to the Dogs: A Growing Trend in Toyland
- 3 - Volker Mehringer & Wiebke Waburg: Toys and Diversity
- 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

> Hybrid play

Auditorium [1st floor]

Chair : Vicki Thomas

- 1** - Vicki Thomas: Work and Play – Experiences in Toy Town
- 2** - Antoine Taly: Is the boundary of fun redefined in a mixt-reality serious game?
- 3** - Lydia Plowman & Andrew Manches: The internet of toys and the hybridisation of play

> History

Amphithéâtre [1th floor]

Chair : Cleo Gougoulis

- 1** - Alvard Jivanyan: Dolls in folk tales and children's fiction
- 2** - Oriol Vaz-Romero Trueba & Esther Alsina Galofre: Making art with toys: a genealogy from utopian avant-garde to disenchanted era
- 3** - Joseph Wachelder: Hybridisation as a Marker of Transition. The Jeu de Fortifications

> Preschool children and toys

Room 408 [4th floor]

Elvan Sahin ZeteroSlu

- 1** - Elvan Sahin Zeteroslu: Dolls Preferences: Mothers and Their Daughters
- 2** - Meral Taner Derman: Perception of Metaphor Preschoolers for “Toy” Concepts
- 3** - Handan Asude Basal, Pinal Bagceli Kahraman, Elvan Sahin Zeterosu & Meral Taner Derman : Investigating the views of the children ant the parents who use the Bursa Ali Pasa toy library

> Workshop : My research in 180 bricks

Room 409 [4th floor]

17h45-18h30 : Tribute to Brian Sutton-Smith – Auditorium [1th floor]

Free evening (Enjoy Paris)

Thursday 12th of July

9h00-11h00 : Session 3

> Symposium 2 -1st Things 1st then what? Toying with design's social agency

Auditorium [1st floor]

Chair : Rémi Leclerc

- 1 - Surabhi Khanna: Timeless Toys & Tales A design process in education
- 2 - Leon Wang: Toy design in the classroom: Towards purposeful creativity and social change
- 3 - Anne & Ferdinand Lelong-Lecomte: Between the toy story lines: Toy design's hidden social purpose
- 4 - Rémi Leclerc: PolyPlay Eco STEAM: Early age experiments, lifelong consciousness Bringing STEAM's whimsy to market.

> Recess

Amphithéâtre [1st floor]

Chair : Pascale Garnier

- 1 - Baptiste Besse-Patin: How to Play without Toys? A playwork experimentation in Paris
- 2 - Gizem Sahin: Agency of the objects as play things in the construction of social among children: The example of Playbox
- 3 - Vânia Pereira, Beatriz Pereira, Isabel Condessa: Playing (what?) in recess time: decisions made by the presence/ absence of toys

> Boardgames

Room 408 [4th floor]

Chair : Michel Van Langendonck

- 1 - Joyce Goggin: Doll-ers and Cents: The Financialization of Childhood and the Gamification of Finance
- 2 - Jean-Emmanuel Barbier: Digitalisation of the board, Digitalisation of the experience? Usage and perception of digitised board game by core gamer.
- 3 - Michel Van Langendonck : From « edutainment » to « ludopedagogy »: boardgames in classrooms

> Experiences with toys

Room 409 [4th floor]

Chair : Julian Alvarez

- 1 - Julien Maudet: Ludobox, a digital toy library: Collecting public domain and free licence physical games and toys
- 2 - Julian Alvarez & Katell Bellegarde: Blue Bot Projec
- 3 - Laura Anastasio Forcisi: Narrative creation with StoryCubes versus collective academic writing

11h00-11h30 : Coffee Break [1st floor]

11h30-13h00 : 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: Designing play equipment for children with cerebral palsy [Junior ITRA prize]

13h00-14h00 : Lunch – Salle Panoramique [4th floor]

14h00-15h30 : Session 4

> Symposium 3 - Pleasurable Performances of Girlhood Identities in Toys' Imaginative Cultures

Auditorium [1st floor]

Chair : Miriam Forman-Brunell

1 - Sarah A. Curtis: Doll Play: Performing Girlhood in Nineteenth-Century France

2 - Miriam Forman-Brunell: Toys and Girls Having Fun Cleaning & Caring: The Cultural Work of Mothers' Little Helpers

3 - Jennifer Whitney: "Get Your Sparkle On": Meaning and Metaphor in Barbie Advertising

> Semiotics

Amphitheâtre [1st floor]

Chair : David Myers

1 - David Myers: What can't be a toy?

2 - Mattia Thibault & Katriina Heljakka: 21st Century Toy Semiotics: Tracing tendencies of toyfication in a ludifying world

> Design and education

Room 408 [4th floor]

Chair : Greta Eleen Pennell

1 - Domna-Mika Kakana & Sevasti Theodosiou: Teachers as designers of educational toys and digital games

2 - Krystallia Markaki: Toy Design in the Papastrateios School of Interwar Athens

> Toys, generation and education

Room 409 [4th floor]

Chair : Amanda Gummer

1 - Amanda Gummer, Anna Taylor: Connected grandparents: Are smart toys the future for intergenerational play

2 - Sara Frödén & Anna-Lova Olsson: An imaginative space? An ethnographic study of toys in a Waldorf Preschool

3 - Todd Lubart, Ximena Barrera: Creative Development through Play with Toys

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

16h00-17h00 : Session 5

> Bedrooms and material culture

Auditorium [1st floor]

Chair : Vincent Berry

- 1** - Christoph Kühberger: Toys with historical references as Part of a Material culture: An ethnographic Study on Children's bedrooms
- 2** - Vincent Berry: "What a mess!" An inventory of children's material culture
- 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.

> Ways of design

Amphithéâtre [1st floor]

Chair : Mark Allen

- 1** - Gabriel Songel: Toy innovation by toy tradition
- 2** - Surabhi Khanna: Tête-à-Tête with Toys & Tales. The different design didactics
- 3** - Mark Allen: Toys and Active Disassembly

> Toys and narratives

Room 409 [4th floor]

Chair : Noémie Roques

- 1** - Noémie Roques: Fictional plays broadcasted on YouTube: meet the Playmobil family
- 2** - Emilya Ohar & Dorota Michułka: Toys in children's book and children's books as toys
- 3** - Gohar Melikyan: Dynamics of ritual dolls in Armenian folklore tradition

19h00 : Visit and dinner at the French playing card museum

Friday 13th of July

9h00-11h00 : Session 6

> Symposium 4 – Design Education: Creating Objects and Situations for Play

Auditorium [1st floor]

Chair : Lieselotte van Leeuwen

- 1 - Lieselotte van Leeuwen, Johnny Friberg: Designing for Children as Makers of (Play) Culture
- 2 - Rémi Leclerc, Brian McCarty: War & Toys. Design to foster solace for children affected by conflict
- 3 - Diane Westwood, Mathieu Gielen: Playful methods for playful design
- 4 - Lieselotte van Leeuwen, Fredric Gunve: Play is a choice! Design for Play in Art Education

> Symposium 5 – Toys in Greek and Roman antiquity

Amphithéâtre [1st floor]

Chair : Véronique Dasen

- 1 - Véronique Dasen: Hoops and coming of age in Greek and Roman antiquity
- 2 - Hanna Ammar: Wheel carts for ancient Greek children
- 3 - Émilie Thibaut-Fréville: Toys for the gods: clay and jewellery toys in Lavinium and Etruria
- 4 - Marco Vespa: When animals were toys. An insight into ancient Graeco-Roman attitude to animals and toys

> Toys and education

Room 408 [4th floor]

Chair : Marco Ginoulhiac

- 1 - Marco Ginoulhiac: Architectural toys. The construction of an education
- 2 - Artemis Yagou: Play for the Future Citizen: Shaping Ideal Adults through Construction Toys (19th – 20th c.)
- 3 - Belma Tugrul, Menekse Boz, Mehmet Toran & Serap Sevimli-Celik: Play and learning with Lego-Lego inspire

11h00-11h30 : Coffee Break [1st floor]

11h30-13h00 : Session 7

> Design and play

Auditorium [1st floor]

Chair : Rémi Leclerc

- 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
- 2** - Chin Chin Wong: Riddles of the Spirits: Promoting sustainability through play design in Finnish education
- 3** - Rémi Leclerc: Debate about play and design

> Re-thinking the toy

Amphitheâtre [1st floor]

Chair : Luísa Magalhães

- 1** - Katriina Heljakka: Re-thinking Adult Toy Play: The imaginative, ludic, object-interactions of mature players in the 21st century
- 2** - Steffen Wittig: The toy as constitutive Intermediate thing. About The figuration of the social order between reality and virtuality
- 3** - Luísa Magalhães: Transmedia storytelling and semiotic approach to Ladybug's clothing and lifestyle

> Screens

Room 408 [4th floor]

Chair : Nicolas Besombes

- 1** - Nicolas Besombes: Esports and Material Culture. Controllers Incorporation in Fighting Video Games
- 2** - Quentin Gervasoni: Pokémon as hybrid virtual toys: friends, foes and tools?

13h00-14h00 : Lunch Salle Panoramique [4st floor]

14h00-15h00 : Keynote 2 – Auditorium [1st floor]

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

15h00-16h30 Closing ceremony and ITRA General Meeting – Auditorium [1st floor]

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

