

THE FUTURE OF PLAY*

Experience Design: Research Symposium Program

Thursday 25 November 2010

16.00–17.00 *The Play Paradox: The Experience Design Play Studios 2008-2010*, Jenny Althoff

Over the past three years, the Experience Design Group has been exploring the potential of play to open new perspectives and methods within experience design. This session presents some of the results of these playful investigations.

Jenny Althoff, M.F.A. in Visual Arts, M.A. in Education has been engaged as Guest Lecturer at the Experience Design Group since 2005. She has previously taught at Columbia University, N.Y and at the Dramatiska Institutet in Stockholm. Her work experiences spans over artistic practice, design, research and consultancy for organizations, education and businesses.

17.15–18.30 *Experience Design & Serious Play*, Rolf Hughes and Ronald Jones

What new knowledge is valued in the I-Cubed (Information, Innovation, Intangible) Economy? Experience Design extends beyond the borders of art and design, to address innovation, social media, collaboration, organizational change, systems design, interdisciplinarity, research and development, soft power, leadership, and goodwill. The principle of play, with its emphasis on imaginative interaction, risk-taking, and role-playing, is integral to the development of EDG design and research methodologies, and this presentation explains why. Used as a method for designing experiences, immersive simulations of experience such as gaming, and even alternate realities, Experience Design can instrumentalize the cycle between experience prototyping, design and play-testing. We examine case studies where Play and Experience Design were used as a fusion-method across disciplines to create pragmatic, post-critical, scalable and achievable solutions to “here and now” problems. We also speculate about the future potential of such a methodology.

Dr Rolf Hughes is a faculty member in the Experience Design Group, and Professor in Design Theory and Practice-Based Research at Konstfack University College of Arts, Craft and Design. He is also Senior Professor in Research Design at the Sint-Lucas School of Architecture (Brussels & Ghent, Belgium), a faculty member for the Stockholm School of Entrepreneurship (www.sses.se), and a member of the expert committee for artistic research at Vetenskapsrådet, Sweden’s National Research Council.

Dr Ronald Jones, an artist and critic, is the Professor of Interdisciplinary Studies at Konstfack, University College of Arts, Crafts and Design in Stockholm, Sweden. At Konstfack he leads The Experience Design Group, and he is a guest professor in Experience Design at the National Institute of Design, Ahmedabad, India. He is the author of numerous museum catalogs and writes regularly for Artforum and frieze.

18.30–19.00 Discussion

* **P** FOR **POETIC**
L FOR **LIVELY**
A FOR **ABSTRACT**
Y FOR **WHY NOT?!**

Friday 26 November

9.00–10.15 *The Future of Play*, Peter Majanen

Can we know anything about the future and how can we use play to speculate about tomorrow? What are the methods and perspectives of future studies? We are living in an increasing complex world and how can we manipulate the key parameters in a future equation? Some empirical examples and ideas of a new future will be presented and discussed.

Peter Majanen is CEO and futurist at Quattroporte where he drives projects with major organizations such as Ericsson, ASSA ABLOY, Visit Sweden and the Swedish Armed Forces, to name a few, for the international market. Peter Majanen teaches future forecasting at major universities in Sweden and in India (National Institute of Design). He used to work as Chief of Analysis at Swedish Gallup, R&D Director at Rikta Communications (largest PR-company in Sweden, R&D Director at Demoskop (research institute), Director at Kreab & Gavin Andersson. In 2005 Peter founded Quattroporte, one of the leading Future Agencies in Sweden. Quattroporte's main areas are trend prognosis, innovation and strategic communication.

10.30–12.00 *Play, Participation and Cognition*, Oskar Jonsson, Anna Lampel, Helena Tobiasson

The Swedish Institute of Assistive Technology (SIAT) and KTH has for several years worked with play in many different projects on many different levels and with different target groups. Oskar Jonsson, Anna Lampel, and Helena Tobiasson will present previous and recent work in which the aspect of play has been a central component.

Oskar Jonsson, M.Sc. works as project manager at the Department for Technology and Methodology Development at the Swedish Institute of Assistive Technology. Mr. Jonsson has also taught product and service design at Uppsala University, worked in industry, and is one of the founders of the Innovation Pioneers community. His main interest is the intersection of human cognition, consciousness, design and technology.

Helena Tobiasson is a Researcher at the Centre for User Oriented IT Design at KTH in the HCI-group. She is a physiotherapist with a background in physical ergonomics. She has participated in several IST projects such as eRENA, KidStory, interLiving, SHAPE, INSCAPE, FAUST and CONVIVIO – these are all examples of projects where the methodology used has been Participatory Design. Her competence and interests lies in aspects of physical interaction, “how does the end-user express the physical experience when interacting with complex systems”, methods for user involvement and non-verbal communication.

Anna Lampel works at the Swedish Institute of Assistive Technology with user tests of Assistive Technology, products, methods and services for persons with disability. She has been responsible for the user tests performed in Sweden for the EU project MonAmi. She has worked for several years with product and service development in different areas in collaboration with end users, customers, industrial designers, design engineers and production engineers. She has a M.Sc. in Ergonomic Design from Luleå Technical University and a degree of Bachelor of Science in Physiotherapy from Karolinska Institutet in Stockholm.

12.00–13.00 Lunch

13.00–13.45 *Embracing the Mistake: Clown Thinking & The Art of the Audience*, Åsa Johannisson

What can be learned from the performative repertoire in relation to developing a capacity for innovation, the unexpected, the paradoxical benefits of failure, and the design of an experiential space in which mistakes are not merely encountered but embodied by the audience?

Åsa Johannisson is Artistic Director of Circus i Glasriket (www.cirkusiglasriket.se) and a director within the fields of performing arts and moving image working mainly with interdisciplinary projects. During 2008-2010 she was project leader, researcher and director of the research project Beyond & Within (www.beyondandwithin.se) at the University College of Film, Radio, Television and Theatre. Currently she is a guest researcher at EDG/Konstfack.

14.00–15.15 *Playing Play: Design Thinking in Action*, Rolf Hughes, Ronald Jones and Åsa Johannisson

Design thinking is a powerful tool for devising strategic interdisciplinary or entrepreneurial initiatives, permitting connections between concepts, methods and shifts of perspective that would otherwise be overlooked in a mono-disciplinary ‘problem-solving’ approach. This practical session presents the fundamentals of design thinking then asks how the established technique might be strengthened through “extended play” – incorporating elements from, for example, architecture, the performing arts, and storytelling such as site, structure, setting, time, props, characterization and role-playing.

15.30–17.00 *Play, action, research!* Gerard de Zeeuw

The value of research is evident in many things around us. For decades, this has stimulated a keen desire to emulate achieving this value in new areas – including the arts and architecture. The special challenge this poses is that we not only want to know, but to know for a purpose – as in design and action. Play shows us how to respond.

Professor Gerard de Zeeuw, presently of the University of Lincoln and of Sint Lucas, School of Architecture in Brussels and Ghent, has published widely – mainly concerning matters of research design and knowledge creation. He was first appointed professor of research methods in 1973 of the University of Amsterdam, later followed by appointments in social work, human action, mathematical modelling of complex social systems and agro-systems. He is co-founder of the International Federation of Systems Research, the Dutch Systems Group and of eight research institutions (two of which survive). He was honoured by being elected twice as fellow of the Netherlands Institute of Advanced Studies, by visiting professorships, honorary memberships and by a large personal research grant from the Dutch Minister of Education, part of which was used to strengthen the link between art and science.