International Toy Research Association
8th World Conference

TOYS AND MATERIAL CULTURE:

Hybridisation, Design and Consumption

Paris
11-12-13 July

MSH Paris Nord
20, avenue George Sand
La Plaine Saint-Denis
Line : M12
Station : Front populaire
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 Papasotiri: Hybrid materials in contemporary Greek
Children’s play. The case of Agrinion
4 - Suzanne Seriff: Warning: Not Appropriate for Children

> FabLabs, GameLabs, ToyLabs…
Amphitheâtre [1st floor]
Chair : Lieselotte van Leeuwen
1 - Nicolas Piñeros: The scientific and educational positioning of game labs in universi-
ties: the example of the Ludomaker
2 - Julien Maudet & Virginie Tacq: Pegboard as a tool in open source gamedesign
3 - Thomas Bonnecarrere: 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
3 - Volker Mehringer & Wiebke Waburg: Toys and Diversity
4 - Pirita Ihämäki, 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 [1st 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 [1st floor]

Free evening (Enjoy Paris)
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
Amphitheatre [1st floor]
Chair: Pascale Garnier
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 Langendonckt
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 Langendonckt: 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 Project
3. Laura Anastasio Forcisi: Narrative creation with Story Cubes 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**
Amphithéâtre [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 toyification 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
Amphitheâtre [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
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

Amphitheâtre [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  
Amphithéâtre [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 [4th 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.
**MSH-Paris Nord**
20 Avenue George Sand, 93210 Saint-Denis
Metro line 12, Front populaire

**Musée Français de la Carte à Jouer**
16 Rue Auguste Gervais, 92130 Issy-les-Moulineaux
Metro line 12, Mairie d'Issy