

'14

# CounterPlay

-An international festival  
of play & games



## Welcome to CounterPlay '14

**This festival is all about exploring the many ways, in which we can benefit from playing games & being playful, in our work and our lives. We do this from several angles, because I am convinced, that we can learn a lot by our differences, and that this will take us places we haven't been before.**

**I hope you will learn a lot, meet wonderful people, play well and have fun.**

**Your friend in play,**

**Mathias Poulsen**

# Programme April 3

|             |   |  |   |
|-------------|---|--|---|
| 9.00-9.30   | <b>Coffee &amp; registration</b>  |  |   |
| 9.30-9.40   | Welcome to the library, Lotte Duwe Nielsen  |  |   |
| 9.40-10.00  | Welcome to CounterPlay '14, Mathias Poulsen<br>"My playful dreams"  |  |   |
| 10.00-10.40 | Keynote: Thomas Vigild<br>"The Painful Paradoxes of Play"   |  |   |
| 10.40-11.00 | <b>Break</b>  |  |   |
|             | <b>Playful Culture</b>  | <b>Playful Learning</b>  | <b>Playful Business</b>   |
| 11.00-11.30 | Zuraida Buter<br>"Things with games, play and global happiness"   | Santeri Koivisto<br>"How video games can make the classroom more democratic"   | Morten Fryland<br>"Playground Marketing - Branding through playful interaction"                   |
| 11.40-12.10 | Steen Nielsen<br>"The library as a public playground"   | Stine Melgaard Lassen & Tore Neergaard Kjellow<br>"How can games help children with special needs cope with school?" | Mikkel Lodahl<br>"Goals. Action. Feedback. - Play and Management or The Perversity of Play"       |
| 12.10-13.10 | <b>Lunch</b>  |  |   |
| 13.10-13.40 | Stine Liv Johansen<br>"Playing with media: Mediatized play in everyday life"  | Kirsten Campbell-Howes<br>"Playing all over the world: creating an international community of games makers"          | Fiddian Warman<br>"Playfully mashing up the physical and digital worlds for culture and learning" |
| 13.50-14.20 | PechaKucha-talks: Marlene Nielsen:<br>"Settlers and Disabilities - Board Games as a Tool for Friendship, Learning, and Social Repositioning"<br>Dorte Rasmussen: "Making games as part of pedagogical practice" | Open Space – Topic:<br>"How do we promote a culture of playfulness?"   |   |
| 14.20-14.40 | <b>Coffee break</b>   |  |   |
| 14.40-15.20 | Open Space – Topic:<br>"How do we support changes by playing?"  |  |   |
| 15.30-16.10 | Keynote: Harald Warmelink<br>"Online Gaming & Playful Organization"   |  |   |
| 16.10       | <b>A change of scenery – moving from the library to Godsbanen</b>   |  |   |
| 16.30-19.00 | Special "Spilbar" event with local multiplayer games  |  |   |
| 19.00-      | Festival dinner at the Thorvalds restaurant at Godsbanen  |  |   |

Workshops & the playground expo are open throughout the day

# Programme April 4



|                    |  |  |   |
|--------------------|--|--|---|
| <b>8.30-9.00</b>   | <b>Coffee</b>  |  |   |
| <b>9.00-9.45</b>   | Keynote: Phil Stuart<br>"Beyond entertainment - Design principles for creating Games with Purpose" |  |   |
|                    | <b>Playful Culture</b>   | <b>Playful Learning</b>  | <b>Playful Business</b>   |
| <b>10.10-10.40</b> | Simon Nielsen<br>"Inspired by the playground"  | Jean-Baptiste Huynh<br>"The biggest math class ever- experience from the Norway Algebra Challenge"   | Mary Carty<br>"The intersection of culture, play & business"  |
| <b>10.50-11.20</b> | Kim Johansen Østby<br>"Homosexuality and agency in video games"                                    | Alex Moseley<br>"Skeletons in the right closet: using simple contextual games to create authentic learning environments"                               | Max Møller<br>"Useful games: Beyond gamification and sugar water"   |
| <b>11.30-12.00</b> | Jesper Kristiansen<br>"Stop talking about games; start talking about what matters!"                | Henrike Lode<br>"Edutainment is dead. Long live educational games!"  | Simon Egenfeldt-Nielsen<br>"Playful branding - how companies can strengthen education, increase the fun factor and position themselves for new talent." |
| <b>12.00-13.00</b> | <b>Lunch</b>   |  |   |
| <b>13.00-13.45</b> | Open Space - Topic:<br>"Games for learning"  | PechaKucha-talks:<br>Esben Kjær Ravn: "Skiltr - A social media for physical presence."<br>Mette Kierkegaard Jensen: "Gamifying the library experience" |   |
| <b>13.45-14.10</b> | <b>Coffee break</b>  |  |   |
| <b>14.10-14.40</b> | Stine Ejsing-Duun<br>"Location-based games as hybrid intuitive spaces"                             | Tobias Staaby<br>"Making education more meaningful - one zombie at a time"   | Sune Gudiksen<br>"Business model design games"  |
| <b>15.00-15.45</b> | Miguel Sicart<br>"The End of Games"  |  |   |
| <b>15.45-16.00</b> | <b>The End Game</b><br>Closing remarks & goodbye!  |  |   |

Workshops & the playground expo are open throughout the day



# Visit the Playground

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CounterPlay is about much more than (exciting) talks by brilliant people, and we encourage you to bring your most playful attitude.

We are curating an expo, which is more like a playground. It will take place in a few places around the library, most notably in the entrance hall. There will be games, analog and digital, toys, playware and

playful technologies. There will be people at the expo at all times, and you will have many opportunities to talk to developers and people using the technologies in practice.

Read more about the playground:  
[www.counterplay.org/playground](http://www.counterplay.org/playground)



## Workshops

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While you can visit the playground at all times during the festival, we have also scheduled a selection of hands-on workshops:

### April 3

- **10.30-12: Improv Workshop** // Join Robin Sverd in this crash course in creating theatre games.
- **13.00-14.30: Make interactive stories & games with Twine** // Mikkel Lodahl teaches game design, and in this workshop, he teaches you how to create interactive stories with Twine.
- **13.40-15.15: Designing games (for learning) in Minecraft** // The Gameworkshop helps you getting started with designing levels & games in Minecraft.

### April 4

- **10-12: Design a boardgame** // Experienced game designer Pelle Sølvkjær Christensen, GameCraft, will guide you through the process of designing a boardgame.
- **12-15: Coding Pirates** // Coding Pirates is an initiative to allow kids to explore creative and playful approaches to the technology that surrounds us. In this workshop, you can try for yourself these playful ways of engaging technology.

Read more about the workshops [www.counterplay.org/workshops](http://www.counterplay.org/workshops)



## Practical information...

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- For internet access, connect to "Smart Aarhus" and sign up via SMS.
- Make sure to use #CounterPlay14 on social media during the festival.
- Food, coffee, water, fruit etc. is served right outside the main lecture hall.
- Please remember that this is a public library, so keep an eye on your belongings.
- For more information, please visit [www.counterplay.org](http://www.counterplay.org), ask on Twitter, or get hold of the people with blue keyhangers.