

**JOUE LE JEU / PLAY ALONG**  
**JUNE, 21<sup>ST</sup> > AUGUST, 12<sup>TH</sup>**  
**PRE-PRESS KIT**





GRAND THEME  
THURSDAY, JUNE 21<sup>ST</sup> > SUNDAY, AUGUST 12<sup>TH</sup>

# JOUE LE JEU / PLAY ALONG AT LA GAÎTÉ LYRIQUE

## GAÎTÉ LYRIQUE

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## PRESS KIT

**GIANT GAMES, NEW ARCADES, RENDEZ-VOUS, TALKS... :**  
**JOUE LE JEU / PLAY ALONG INVITES VISITORS TO EXPLORE THE GAÎTÉ LYRIQUE, AS IT TRANSFORMS, FOR SEVEN WEEKS, INTO A GIANT PLAYABLE EXPERIENCE. DISCOVER NEW WAYS OF PLAYING AND SHARING AND A NEW SENSE OF WONDER.**  
**FROM JUNE 21<sup>ST</sup> TO AUGUST 12<sup>TH</sup>**

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INSYDE BY AIRSIDE AT LAWALKER GALLERY, LIVERPOOL, 2007 © AIRSIDE



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### PRESS RELEASE

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All summer long, *Joue le jeu / Play Along* at the Gaîté lyrique showcases new forms of gaming, as entertaining as they are aesthetic, that are at the heart of the current golden age of creative game design. This is not a static or retrospective exhibition, but one that actively celebrates all types of playful interaction: from innovative, cutting edge video games, to mixed digital/physical, social and even board games. We invite you to explore this rapidly growing cultural phenomenon via an international community of creators producing new narrative forms, play styles, and innovative aesthetics radically different from the familiar industry blockbusters.

*Joue le jeu / Play Along* uses the Gaîté lyrique's hybrid spaces, where architecture goes hand in hand with technology, to create conversations between bodies, space around them and virtual worlds. The show creates a dynamic, accessible connection between physical and digital worlds through a set of collaborative, theatrical and interpersonal interactions.

From the purely joyful to the radically experimental, from simple games to the most elaborate aesthetic experiences: the Giant games of *Joue le jeu / Play Along* will bring the Gaîté lyrique's physical space to life. The show's re-envisioned Arcades shine a light on indie and contemporary artistic games, and the new ways of playing they encourage. And don't miss the talks, films and concerts presented during *Joue le jeu / Play Along* which promise to stimulate discussion, reflection, and present unforgettable stories and spectacles.

The Gaîté lyrique becomes an immense playworld where there is something for everyone.



VIRTUAL CUT OF THE GAÎTÉ LYRIQUE © MANUELLE GAUTRAND ✓

^ THE 3 CURATORS FOR JOUE LE JEU © DR



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## JOUE LE JEU / PLAY ALONG AT LA GAÎTÉ LYRIQUE

### LA GAÎTÉ LYRIQUE AS PLAYGROUND : A GAME TRAIL

In *Joue le jeu*, screen based games meet physical games and often overlap with them. Short, cheeky, experimental games rub shoulders with much longer, lovingly-crafted new games that are challenging "regular" games with refreshingly new types of content and gameplay. Sprawling spatial and physical games wind in, out and around more compact and self-contained games. The Gaîté becomes an immense playground where there is something for everyone.

### THE CURATORS FOR JOUE LE JEU

La Gaîté lyrique invites Lynn Hughes, Heather Kelley, and Cindy Poremba as curators for *Joue le jeu*. The three women met in Montreal, home of the kokoromi game collective co-founded by Ms. Kelley, and the Technoculture Art and Games (TAG) Research Centre, co-founded by Ms. Hughes. Ms. Poremba is a key member of both of these groups.

### A VISUAL IDENTITY CONCEIVED BY FRED & COMPANY

La Gaîté lyrique invites Fred & Company (Great Britain) to develop the visual identity of *Joue le jeu* through the design of all the communication material : from the on-site program to the posters in the Parisian subway. They are also part and parcel of the giant game by Hide& as it winds through the building.



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## JOUE LE JEU / PLAY ALONG AT LA GAÏTÉ LYRIQUE



ACCESSIBLE WITH THE COURSE  
TICKET *JOUE LE JEU*

### GIANT GAMES

NEW TECHNOLOGIES AND INNOVATIVE APPROACHES TO GAMES ARE CALLING US TO GET OUT OF OUR CHAIRS, LEAVE OUR DESKTOPS, AND ENGAGE IN PLAY THAT USES MORE THAN JUST OUR THUMBS.

*JOUE LE JEU / PLAY ALONG* FEATURES EXCITING PLAY EXPERIENCES COMMISSIONED ESPECIALLY FOR THE UNIQUE ARCHITECTURAL SPACES AT LA GAÏTÉ LYRIQUE. THESE ORIGINAL GAMES ARE INTIMATELY MARRIED TO THE PHYSICAL CHARACTERISTICS OF THE BUILDING, AND HIGHLIGHT HOW GAMES CAN EXPLOIT A WIDE RANGE OF TECHNOLOGIES TO RECONNECT THE MATERIAL AND VIRTUAL ASPECTS OF OUR WORLD.

THESE GAMES ASK US TO MOVE, TO JUMP, TO EXPLORE—AND THEY OFTEN ASK US TO DO THOSE THINGS TOGETHER. IN SHORT, THEY CRAFT ENERGETIC, CAPTIVATING AND SHARED PLAY. THIS EXUBERANT GENERATION OF GAMES DELIBERATELY EVOKES OUR CHILDHOOD AND GENERATIONS OF FOLK GAMES. THEIR APPEAL IS ENDURING AND UNIVERSAL.

[WWW.ERICZIMMERMAN.COM](http://WWW.ERICZIMMERMAN.COM)

#### *INTERFERENCE BY ERIC ZIMMERMAN AND NATHALIE POZZI (USA)*

Game designer Eric Zimmerman and architect Nathalie Pozzi have designed a singularly elegant large-scale sculptural game especially for the very public Entre-foyer of the Gaité. Pozzi and Zimmerman are a perfect example of an ongoing collaboration between a game designer and an architect. Together they are well known for designing big, dramatic physical games that cross game design and architecture to sculpt beautiful spaces and engender provocative social play.

[WWW.HIDEANDSEEK.NET](http://WWW.HIDEANDSEEK.NET)

#### *THE BUILDING IS... BY HIDE&SEEK (UK)*

The building wants to play Along! Devised by London-based game creators Hide&Seek, *The Building Is...* converts the Gaîté Lyrique into a large scale interactive gaming experience. Extending throughout the Gaîté Lyrique and into the heart of Paris, visitors to the Gaîté can interact in unexpected and completely new ways with the familiar architecture of the building. In turn, the building senses them and grows to trust them – and perhaps reveals the secret to its thoughts and feelings..

[WWW.LEMONJELLY.KY](http://WWW.LEMONJELLY.KY)  
[WWW.AIRSIDE.CO.UK](http://WWW.AIRSIDE.CO.UK)

#### *ELECTRICITY COMES FROM OTHER PLANETS FRED & COMPANY (UK)*

Fred & Company transforms the Mezzanine and mûr mezzanine into an animated “interactive-instrument-machine.” This immersive work provides an arresting visual experience while also engaging the visitor in different types of play - from casual play, to puzzle solving and interactive music-making. Collaborating as a group to perform all the interactions together unlocks the full dramatic audio-visual experience.





DAILY TOUS LES JOURS' BALANÇOIRES © OLIVIER BLOUIN

[WWW.DAILYTOUSLESJOURS.COM](http://WWW.DAILYTOUSLESJOURS.COM)

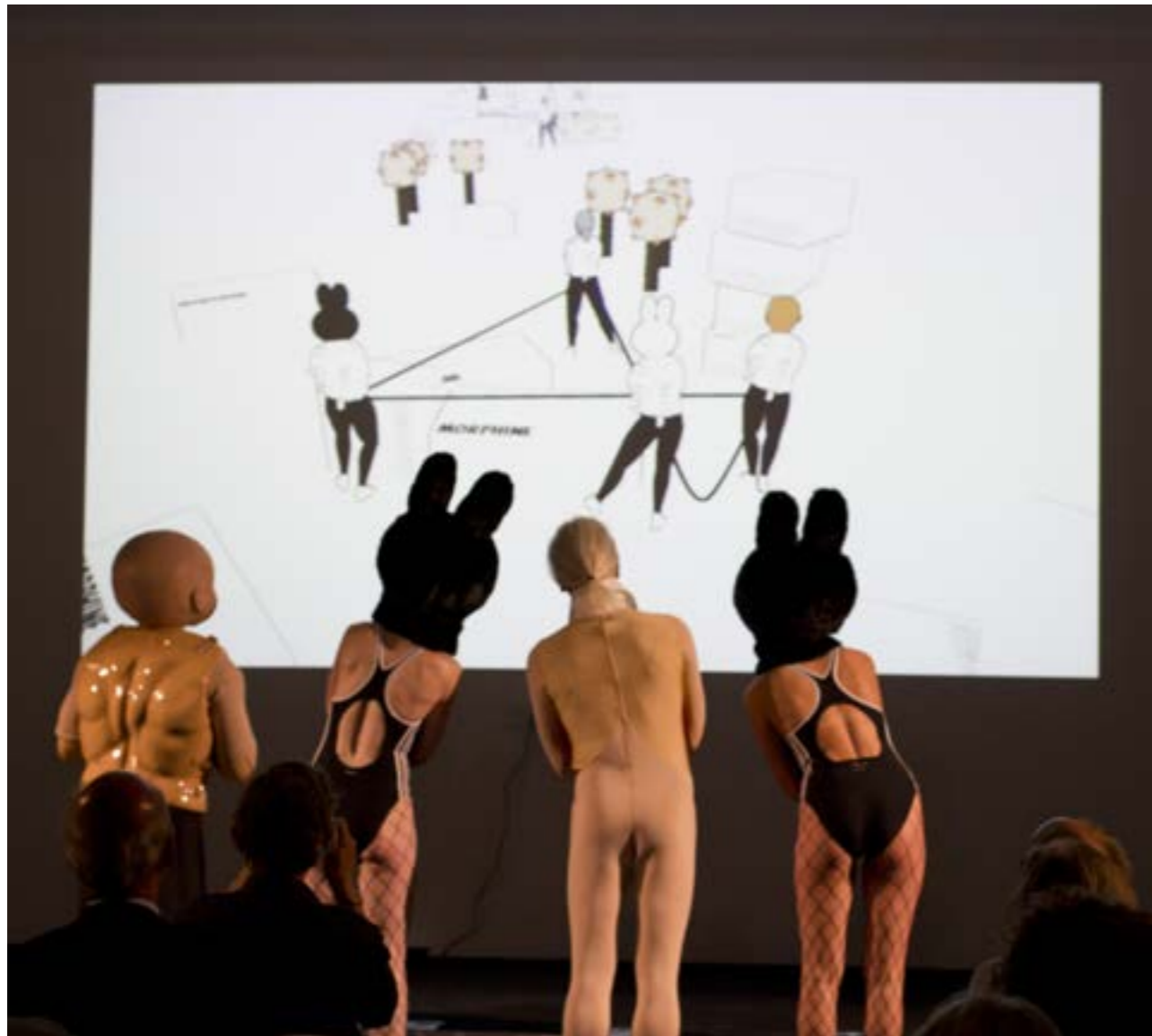
### [OPÉRETTE BY DAILY TOUS LES JOURS \(QC-CA\)](#)

Inspired by the history of the Gâté lyrique, Daily tous les jours, in collaboration with the composer Krista Muir, has created an extremely playful environment which invites the visitor to slip, for a brief moment, into the skin of characters in an *opérette*. The Petite salle is transformed into an experience involving dancing and singing so as to conjure up, both physically and virtually, an interactive *opérette*. A game leads you to discover different characters and as you participate and explore... a play evolves.

[WWW.YOUTUBE.COM/USER/DAMIENINSPACE/VIDEOS](http://WWW.YOUTUBE.COM/USER/DAMIENINSPACE/VIDEOS)  
[SOUNDCLOUD.COM/DDF](https://SOUNDCLOUD.COM/DDF)

### [THE ELEPHANT IN THE ROOM DE DAMIEN DI FEDE \(USA\)](#)

Composer-programmer Damien Di Fede transforms the Gâté lyrique's dedicated, interactive sound capsule into a sentient creature that reacts to visitors and changes its behavior and sound over time as a result of participant's choices. With sounds synthesized in real time and inspired by David Tudor's Neural Synthesis recordings, the creature's behavior feeds back on itself and will never be the same on any two days of its two-month life.



FLX © ROB IJPELAAR ^

✓ PAPO Y YO © MINORITY



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## JOUE LE JEU / PLAY ALONG AT LA GAÏTÉ LYRIQUE

### ARCADES

ACCESSIBLE WITH *JOUE LE JEU'S*  
TICKET

ALONGSIDE THESE GIANT GAMES, *JOUE LE JEU / PLAY ALONG* PRESENTS SEVERAL ARCADE AREAS, EACH WITH A DIFFERENT EMPHASIS AND ATMOSPHERE. THESE SECTIONS GIVE A TASTE OF THE KIND OF SOCIAL AND CREATIVE EXCITEMENT THAT NOW SURROUNDS THE DESIGN OF SELF-CONTAINED, SCREEN-BASED GAMES. THE TERM "NEW ARCADE" HAS BEEN COINED TO DESCRIBE THE RECENT WAVE OF ENERGY AROUND GAMES PRESENTED AT ELECTRONIC MUSIC EVENTS, ART NIGHTS, AND IN DINGY HACKSPACES. ON THESE OCCASIONS, GAMES BY (AND FOR) ARTISTS MINGLE WITH QUIRKY AUTEUR EXPERIMENTS; GAME INDUSTRY HOPEFULS RUB SHOULDERS WITH DJS AND MUSICIANS, ELECTRONIC ARTISTS, AND ARTISTIC VOYEURS.

HIGHLY TAILORED TO THE PUBLIC VENUES IN WHICH THEY ARE SHOWN, THESE GAMES ARE DELIBERATELY SHORT AND EXPERIMENTAL. THEY ENCOURAGE FLUID MOVEMENT BETWEEN PLAY, SPECTACLE, AND THE SOCIAL EXPERIENCE UNITING THE TWO WITH.

[WWW.BABYCASTLES.COM](http://WWW.BABYCASTLES.COM)  
[WWW.TINYURL.COM/76Y6AEK](http://WWW.TINYURL.COM/76Y6AEK)

#### MEOWTON, BY BABYCASTLES (USA)

*Meowton*, an installation by New York's Babycastles, features their usual array of lo-fi and hacked experimental videogame madness, with a twist. *Meowton* is both a town and a distributed controller, conceived and built by Babycastles, exploring large scale arcade design for cooperative physical game play.

[WWW.HOGERBRUGGE.COM](http://WWW.HOGERBRUGGE.COM)  
[WWW.SUBMARINECHANNEL.COM/TRANSMEDIA/FLX/](http://WWW.SUBMARINECHANNEL.COM/TRANSMEDIA/FLX/)

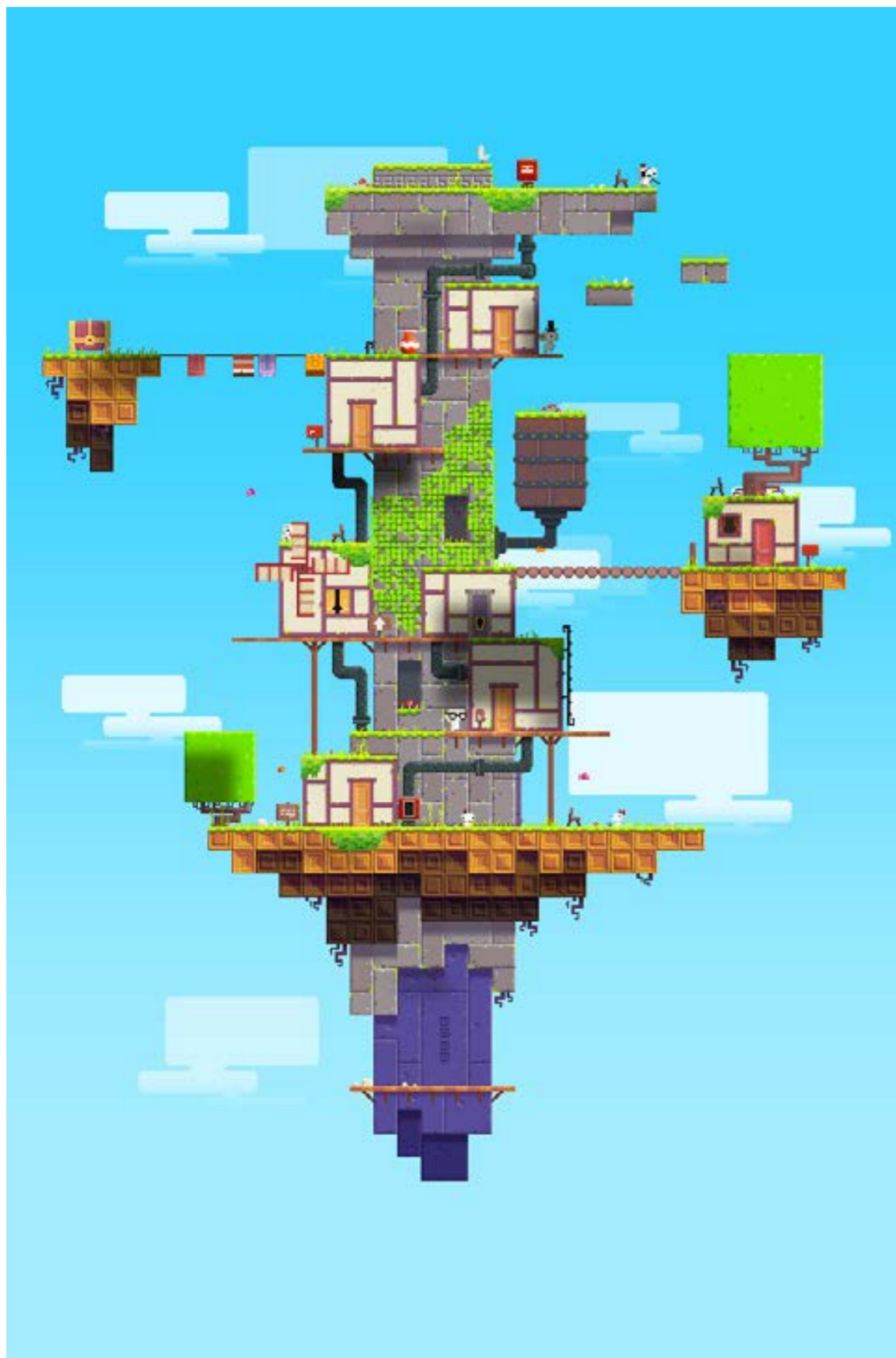
#### FLX, BY HAN HOGERBRUGGE (NL) AND SANDER VAN DER VEGTE (NL)

In *FLX*, each player controls a character that is physically connected to three other characters by means of an elastic band. Players are forced to collaborate without any possible means of oral or written communication in order to navigate through a series of linked spaces. *FLX* was created by multi-media wizard Han Hoogerbrugge of *HOTEL* and *Modern Living* fame, in collaboration with game designer Sander van der Vegte, creator of *Rocket Riot*.

[NINJASHADOWWARRIOR.COM](http://NINJASHADOWWARRIOR.COM)  
[NINJASHADOWWARRIOR.TUMBLR.COM](http://NINJASHADOWWARRIOR.TUMBLR.COM)

#### NINJA SHADOW WARRIOR BY KAHO ABE

*Ninja Shadow Warrior* is a stand alone photo-booth arcade game using the Kinect camera. The palace is under attack and the player must use ninja magic to hide, by "becoming" objects –in other words, using their bodies to fill out the shape of an object as accurately as possible. The game promotes face-to-face cooperative interaction through strategy, as multiple ninjas can fill out more details in object silhouettes. This is a game that engages all age groups. Kids and adults play equally passionately!



FEZ © PHIL FISH

**OTHER NEW WORKS TAKE GAMES INTO VERY SUBTLE AND SOPHISTICATED TERRITORY NOT OFTEN ASSOCIATED WITH THE CURRENT GENERATION OF BLOCKBUSTER GAMES.**

*Joue le jeu* is also excited to showcase several hotly anticipated new games, such as *Fez*, *Papo y Yo* and *The Witness*, which share the fact that they are all deep, complex, polished games designed by well known independent game designers. They represent a new generation of ambitious full-length games that are innovative thematically, aesthetically, and in terms of gameplay. All three games also link strongly to the exhibition's focus on games and spaces or architecture.

[WWW.POLYTRONCORPORATION.COM/WHAT-IS-FEZ](http://WWW.POLYTRONCORPORATION.COM/WHAT-IS-FEZ)

**FEZ BY PHIL FISH (QC-CA)**

*Fez* is a 2D platformer set in a 3D world. You are Gomez, a 2D creature on a voyage of discovery into the mysterious 3rd dimension. Conceived by outspoken indie game designer Phil Fish, *Fez* is a game for Xbox LIVE Arcade set to release in April 2012. It won multiple game awards including Audience Choice Award at Fantastic Arcade 2011, Grand Jury Prize at IndieCade 2011 and the Seamus McNally Grand Prize at the Independent Games Festival - one of the industry's most prestigious awards.

[WWW.WEAREMINORITY.COM](http://WWW.WEAREMINORITY.COM)

**PAPO Y YO BY VANDER CABALLERO (QC-CA)**

*Papo Y Yo* is the story of a young boy, Quico, and his best friend, Monster and is based on an autobiographical experience of growing up with an alcoholic parent. It takes place in the favelas of Brazil. The creative director of Minority and lead on this game, Vander Caballero, is a leading member of the Canadian video game community. As Design Director at EA Montreal from the studio's inception in 2004 through his departure to co-found Minority in 2010, Vander created 2 IPs for EA, *Army of Two*, and *Boogie*. He also worked on many of EA's major franchises including *FIFA*, *Need for Speed*, *The Sims* and *Spore*. At Minority, Vander is exploring new directions in game concept and design in a way that's only truly possible at an independent studio.

[WWW.THE-WITNESS.NET](http://WWW.THE-WITNESS.NET)

**THE WITNESS BY JONATHAN BLOW AND HIS TEAM (USA)**

*The Witness* is an exploration-puzzle game, to be released on multiple platforms sometime in 2012. The game is being developed by a small, independent team, headed by noted game veteran Jonathan Blow. Jonathan is a designer-programmer whose goal is to make games that are mind-expanding in ways special to this medium. He is best known for the highly acclaimed game *Braid*. He is also a partner in the Indie Fund, an initiative to help creative new developers grow stronger while remaining independent and speaks frequently at conferences and universities on the advancement of game design as an art form (Pre-release - PC 2012).





THE MODERN ARCHITECTURE GAME © DR



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## RENDEZ-VOUS, WORKSHOPS AND TALKS

*Joue le jeu / Play Along* gives the floor to high profile game designers, artists and scholars, for a lively discussion about the surprising way in which games are connecting in surprising ways with the architecture around us.

*Joue le jeu / Play Along* will also feature musical, film and other events linked to, and inspired by current and emerging game culture.

For instance :

### **A PROJECTION**

#### ***Indie Game: the Movie***

With the twenty-first century comes a new breed of struggling independent artist: the indie game designer. Refusing to toil for major developers, these innovators independently conceive, design, and program their distinctly personal games in the hope that they, too, may find success.

First-time filmmaking duo Lianne Pajot and James Swirsky capture the emotional journey of these meticulously obsessive artists who devote their lives to their interactive art. Four developers, three games, and one ultimate goal— to express oneself through a video game.

*Official selection, Sundance Film Festival 2012 (Winner, Best Editing); Official selection, South by Southwest 2012*

### **TALKS**

#### **A symposium : *Ludiquespace***

On the last week-end of *Joue le jeu / Play Along*, a symposium on the themes Games and Architecture / Games and Space(s) will feature high-profile game-designers, artists and academics talking about the ways in which games, and game design are connecting in provocative ways with architectural theory and the built environment around us. The curators have invited noted theorists and designers Steffen Walz (DE) and Daniel Wahl (DE) to chair and co-chair the exhibition.

THIS SYMPOSIUM IS ALSO CO-HOSTED BY THE GAMES & EXPERIMENTAL ENTERTAINMENT LABORATORY (GEELAB) AND THE RMIT UNIVERSITY (AUSTRALIA)

SATURDAY, 11TH AND SUNDAY,  
 12TH OF AUGUST

## WORKSHOPS

Workshops and talks will be organized for all ages.

With the artist collective Under Construction (FR), teenagers will imagine and build a full scale game in the context of the Adolidsays workshop.

With the multidisciplinary artist Freeka (FR), participants from 7 to 87 years old will learn how to use their skin, ink, plants... with the goal of controlling both video and music on their computer.

Full programme is coming soon.

## IN THE RESOURCES CENTER AND THE VIDEO GAME SPACE

### BOARD GAMES AT THE RESOURCES CENTER

#### CURATED BY WILLIAM ROBINSON (QC-CA)

The Gaîté's Resource Center will host a curated selection of board games that deal in interesting ways with space and architecture. These intriguing games--some of them unique and/or out of print--will be available for the public to play. The inclusion of board games in this show serves to underline the fact that the digital and the non-digital, the ultra-current and the more traditional, are now re-connecting in contemporary games culture.

An example of one of board games included in the exhibition is:

#### **THE MODERN ARCHITECTURE GAME**

Answer the question correctly and you're one step closer to winning the Modern Architecture Game. Give a wrong answer, and the infamous round glasses of Le Corbusier are passed on to the next player. *The Modern Architecture Game* provides the basis for an evening full of insights into the world's most famous architects, as well as buildings and trends in Western architecture -all through the roll of a dice. To feel more like an architect yourself, creators NEXT Architects (NL) paid special attention to the design: the board is made out of a construction drawings and the game pins are miniatures of six famous buildings. Wearing Le Corbusier's glasses isn't only for the spectacle but also keeps the player whose turn it is from reading the answers on the game card.

### VIDEO GAME SPACE

Right next to the Resource Center, the video game space will host selections chosen from among some of the most interesting contemporary games. There will be a focus on smaller independent developers and special guest curation from Brandon Boyer (CA) during the final week of the exhibition.

## IN PARIS

### PARIS CRÉATION

For the second year in a row, the "Galerie des Galeries" invites the Gaîté lyrique to invest one of the display spaces of the Galeries Lafayette's main stores, boulevard Haussmann, in the context of the "Paris and creation" event. This window installation, conceived by Fred & Company will reflect the art installation conceived for *Joue le jeu* at the Gaîté lyrique.



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## BIOGRAPHIES

### CURATORS FOR JOUE LE JEU

#### **LYNN HUGHES**

Lynn Hughes is a digital media researcher, artist and designer who holds the Chair of Interaction Design and Games Innovation at Concordia University in Montreal. She was instrumental in the founding and financing of the Hexagram Institute for Media Art and Technology, which is the largest new media hub in Canada. More recently she co- founded the Technoculture, Art and Games (TAG) Research Centre, which fosters game research and design both at the university and in the broader independent games community. Her own production currently focuses on the design of full body, sensor based games.

#### **HEATHER KELLEY**

Heather Kelley is a media artist, curator, and game designer. She was named by Fast Company magazine as one of 2011's thirty most influential women in technology. Ms. Kelley is co-founder of the experimental game collective Kokoromi. She heads her experience design studio Perfect Plum, whose original product is the OhMiBod Remote app, an intuitive and beautiful iPhone interface to control a connected vibrator. She holds a Master in Communication from the University of Texas at Austin

#### **CINDY POREMBA**

Cindy Poremba is a digital media researcher, creator and curator, exploring the intersection of documentary, videogames and interactive art. She holds a PhD in Humanities from Concordia University, and currently holds a Postdoctoral research-creation fellowship at Georgia Tech. She organizes non-traditional exhibitions, workshops and "new arcade" events as an independent artist/curator and is a key member of the kokoromi game collective.

[WWW.TAG.HEXAGRAM.CA](http://WWW.TAG.HEXAGRAM.CA)

[WWW.PERFECTPLUM.COM](http://WWW.PERFECTPLUM.COM)  
[WWW.KOROMI.ORG](http://WWW.KOROMI.ORG)

[WWW.SHINYSPINNING.COM](http://WWW.SHINYSPINNING.COM)

FREE ACCESS

FREE ACCESS

[WWW.KAHOABE.NET](http://WWW.KAHOABE.NET)

#### **KAHO ABE / GAME TRAIL**

Kaho Abe is a New York based designer interested in improving social and personal experiences through the use of technology, fashion and games. During a recent fellowship at Eyebeam in New York she focused on using games and technology to bring people out of isolation and encourage face-to-face interaction.

[WWW.BABYCASTLES.COM](http://WWW.BABYCASTLES.COM)  
[WWW.TINYURL.COM/76Y6AEK](http://WWW.TINYURL.COM/76Y6AEK)

#### **BABYCASTLES / GAME TRAIL**

New York's Babycastles (US) has reinvented the arcade as public gallery for independent game artworks and an overall social space for game culture. By encouraging and facilitating spaces to play independent games in museums, galleries, bars, music venues, parks, and other public places, Babycastles aims to build attention, accessibility, relevance, publicity, conversation, and economic support for independent video games activity.

[WWW.LIVINGWITHOURTIME.COM](http://WWW.LIVINGWITHOURTIME.COM)

#### **DAILY TOUS LES JOURS / GAME TRAIL**

Daily tous les jours create delightful, playful public experiences that empower people and bring magic to everyday places, behaviors and objects by inviting the public to become active contributors to a process or environment. Their innovative projects may be on the scale of a city or fit inside a pocket, and have included urban interventions and planning, exhibitions, products, spatial design, events, films or software. They have presented projects at Victoria & Albert Museum, Northern Lights, Berlin Transmediale Festival, Surrey Art Gallery, Nuit Blanche de Montréal, MUTEK, Eyebeam Technology Center and London's Southbank Centre.

[WWW.YOUTUBE.COM/USER/DAMIENINSPACE/VIDEOS](http://WWW.YOUTUBE.COM/USER/DAMIENINSPACE/VIDEOS)

[SOUNDCLOUD.COM/DDF](http://SOUNDCLOUD.COM/DDF)

#### **DAMIEN DI FEDE / GAME TRAIL**

Damien Di Fedè is a creative programmer, composer, and founding member of experimental game collective Kokoromi. As a game programmer, he contributed to Red Fly Studio's titles *Mushroom Men*, *Food Network: Cook or be Cooked!* and *Thor: God of Thunder*. Current projects include audio engineering on *Tiger Style's Waking Mars*, which is an IGF 2012 finalist in both Excellence in Audio and Best Mobile Game, and as programmer / designer on iPad music creation game *Noddables*.

[WWW.LEMONJELLY.KY](http://WWW.LEMONJELLY.KY)  
[WWW.AIRSIDE.CO.UK](http://WWW.AIRSIDE.CO.UK)

#### **FRED & COMPANY / GAME TRAIL**

Fred Deakin was founder and director of innovative London design agency Airside which garnered many awards including a Cannes Golden Lion. Their story is told in the book *Airside By Airside* (Gestalten 2009.) He is also a founding member of electronica band Lemon Jelly, nominated for Mercury and Brit Awards and famous for their unique aesthetic and elaborate live shows. DJ and club runner since the eighties, he released *The Triptych* "the best mix album ever" (The Guardian) in 2007 followed by *Nu Balearica* which was Mixmag's album of the month in 2008. He is currently releasing new music under the name Frank Eddie through his Impotent Fury record label. He has also taught (Central Saint Martins, London) and presented at many events and conferences internationally.

Fred Deakin & Company is a new venture, focused on creating art installations. For this project he will be joined by his fellow Airside director Nat Hunter as well as many of the colleagues he has collaborated with over the last two decades.

[WWW.HIDEANDSEEK.NET](http://WWW.HIDEANDSEEK.NET)

#### **HIDE & SEEK / GAME TRAIL**

Hide&Seek are a game design studio dedicated to inventing new kinds of play and centred around the belief that play, as a theme, a way of being, and design tool, is integral to understanding how culture will develop in the 21st century. They founded the UK's first festival of pervasive games in London in 2007, which is now the Hide&Seek Weekender. They also run the Sandpit events around the UK and create social games and playful experiences for clients in the commercial, public and cultural sectors. Founder Alex Fleetwood has produced projects including Rose d'or winner *The Eternity Man*, a film opera for Channel 4 / ABC Australia. He recently won the British Council Young Performing Arts Entrepreneur of the Year award.

#### **WILLIAM ROBINSON / BOARD GAMES**

William Robinson is a passionate digital gamer and also plays and collects board games. He is a PhD student with the Technoculture Art and Games Research Center (Concordia University) in Montreal.

[WWW.NAKWORKS.COM/](http://WWW.NAKWORKS.COM/)

#### **KEITA TAKAHASHI / TALKS**

Keita Takahashi is a Japanese game designer, famous for his two successful games: *Katamari Damacy* (produced by NAMCO) and *Noby Noby Boy*. Their very original universes established his reputation as a particularly creative game designer, who contributed actively to the dynamism of today's game's industry.

[WWW.WELTUNIT.COM](http://WWW.WELTUNIT.COM)

#### **NATHALIE POZZI / GAME TRAIL**

Nathalie Pozzi is an architect whose projects cross the boundaries of art installation, architecture, and landscape. Trained in Venice, Stockholm and Helsinki, Pozzi explores the classical design of space and light and the elegant use of materials, while also incorporating social and ethnographic elements into her work. Her projects expand the possibilities of architecture from building beautiful structures into a global and cultural act. Recent work with game designer Eric Zimmerman involves the creation of large-scale physical games, including *Starry Heavens*, exhibited at the Museum of Modern Art in New York City in 2011.

[WWW.SPW.PLAYBE.COM](http://WWW.SPW.PLAYBE.COM)  
[WWW.GEELAB.RMIT.EDU.AU](http://WWW.GEELAB.RMIT.EDU.AU)

#### **DANIEL WAHL / TALKS**

Daniel is a Berlin-based architect and designer, and a freelance researcher at the GEElab. Daniel founded his design studio weltunit which covers a wide scale of practical and strategic work, including the best office desk in the world, and a workshop on how to deconstruct architecture with colors. His knowledge and geekiness produce new insights on the real-life applications of game mechanics and game-designs.

#### **STEFFEN WALZ / TALKS**

Steffen is a game and cross-media designer, cultural anthropologist, and digital media / architecture teacher and researcher. He is a co-founder of the Game Design program at the Zurich University for the Arts, as well as winner of the International Bauhaus Award 2002 for his pioneering serious pervasive game M.A.D. Countdown. Steffen's firm playbe consults on convergent and cross media entertainment concepts, and business endeavors. Under the pseudonym Steffen Strom, he has been experimenting with alternative music distribution games. He is currently a Vice-Chancellor's Senior Research Fellow and director of the future Games & Experimental Entertainment Laboratory (GEElab) within the School of Media and Communication at RMIT University (Melbourne).

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#### **ERIC ZIMMERMANN / GAME TRAIL**

Eric Zimmerman is a veteran game designer and scholar. He has worked in the industry for nearly 20 years, including running his own company Gamelab for a decade. His work ranges from award-winning commercial games, such as Diner Dash, an online hit that helped invent casual games, to educational work such as Gamestar Mechanic, an online site that lets kids create games, to more experimental projects such as Leela, a game about mediation and play created with Deepak Chopra for the Xbox Kinect. Eric is a founding faculty at the NYU Game Center where he currently teaches. His diverse activities have made him one of the New York Observer's "Power Punks," one of Interview Magazine's "30 To Watch," one of International Design Magazine's "ID 40" influential designers and one of The Hollywood Reporter's "Digital 50" along with Stephen Spielberg and Will Wright.



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