

**5TH ITRA WORLD CONGRESS
TOYS AND CULTURE
ITRA_PFF**

Nafplion 9-10-11 July 2008

**Department of Theatre Studies, Vas. Georgiou II and Irakleous St., Nafplion 211 00/
Old Parliament, Staikopoulou St. , Nafplion 211 00**

The International Toy Research Association (ITRA), founded in 1993, is devoted to the scientific study of toys in all their facets. ITRA brings together toy researchers from all corners of the globe (see www.toyresearch.org for further information on ITRA). This is our 5th International Congress to discuss research, collaborate on international projects, and exchange information with other researchers, students, and leaders in the toy industry. More than 100 delegates from 17 countries attended our previous meeting in Alicante, Spain. The Nafplion meeting will exceed that number.

The Peloponnesian Folklore Foundation “V. Papantoniou” was founded by Ioanna Papantoniou in 1974. It is a privately supported foundation based in Nafplion and it aims at research, preservation, study and presentation of the material culture of Greece, especially of the region of the Peloponnese. The Folklore Museum of the Foundation received the European Museum of the Year Award in 1981. The PFF publishes records of Greek folk music, books on Greek folk culture and the scientific journal *Ethnographica*. In 1989 the PFF created “Stathmos”, a multipurpose children’s centre housing part of its toy and children’s culture collections (see www.pli.gr for further information).

The Department for Theatre Studies was founded in 2003 in Nafplion Greece as part of the Faculty of Fine Arts, University of the Peloponnese (see www.uop.gr). It aims to cultivate and promote the performing arts (dance, theatre and film studies) through academic and applied research and to provide its 252 students with the knowledge needed for their scientific, artistic and professional development. To this end, the Department organizes lectures, exhibitions and many events dealing with dance, theatre and film. Moreover it participates in the ERASMUS programme for Education in Europe.

Conference Theme

The overarching theme of the conference is the relationship between toys and culture. All play media and play instruments are included in the concept of “toys” ranging from playgrounds and playscapes to electronic devices. A broad scope of approaches has been encouraged from the technological and social sciences and the humanities.

Programme

Wednesday 9 July

Old Parliament Building

- 08:30-09:00 **Registration**
- 09:00-09:30 **Opening of Congress: Welcome speeches**
- Vassilis Sotiropoulos**, Prefect of Argolis
Panagiotis Anagnostaras, Mayor of Napflion
Stavros Perentidis, Head of the Department of Theatre Studies,
University of the Peloponnese
Ioanna Papantoniou, President and director of the Peloponnesian Folklore
Foundation
Ioannis Bollas, President of the Cultural Organization O.P.A.N.A.A.R
Andrianos Anyfantis, President of the Old People's Home "Pronoia Maria K.
Radou"
Cleo Gougoulis, ITRA president
- 09:30-10:30 **Gilles Brougère**, Université Paris Nord, France
Keynote address 1
Toys, games and play in the circle dance of children's mass culture.
- 10:30-11:00 **Nora Skouteri-Didaskalou** (Aristotle University of Thessaloniki, Greece)
Keynote address 2
On toys and culture: One can never tell what is going to be sung

Ground Floor

- 11:00-11:30 **Coffee Break** sponsored by the Association of Friends of the Peloponnesian
Folklore Foundation
- Poster Session: Edda Bontempo, Lairtes J.M.Temple Vidal**
University of São Paulo, Brazil (paper presented by Maria do Carmo
Monteiro Kobayashi, University Estadual Paulistas)
Development of imagination in a business management classroom.

PARALLEL SESSIONS

Department of Theatre Studies

► Toys, Media and Technology

Room A, First Floor

- 11:30-12:00 **Evangelia Kourti**, University of Athens, Greece
Children's televised toy advertisements in Greece and the globalization of children's culture.
- 12:00-12:30 **Marilu Polymeropoulou**, Postgraduate student, University of Athens, Greece
Toy-music.
- 12:30-13:00 **Artemis Yagou**, AKTO Art and Design College, Athens, Greece
Playing with technology: The case of toy-like radio sets.
- 13:00-13:30 **Jaz Hee-jeong Choi**, Queensland University of Technology, Australia
Toying with me, here, now: Play in everyday life of trans-youths in Seoul.

► Toys in Educational and Museum Practice

Room B, Ground Floor

- 11:30-12:00 **Stevanne Auerbach**, San Francisco, USA (paper presented by Helena Kling, The Educational Centre for Games, Israel)
The impact of construction play.
- 12:00-12:30 **Dimitra Deroyannis and Mariza Tsachali**, Hellenic Children's Museum, Greece
Playing to learn and learning to play. The educational role of play in Children's Museums.
- 12:30-13:00 **Maria Roussou and Elia Vlachou**
Piraeus Group Cultural Foundation, Greece and Museums Network Department, Greece
The challenge of creating digital game-based learning environments for museums

13:30-15:00

Lunch

Hotels Rex and Nafplia

15:00-16:30

PLENARY SESSION

Old Parliament Building

SYMPOSIUM: *Approaching the Culture of Toys*. Session in memory of Birgitta Almqvist, Founding Member and first Secretary of ITRA.

Gisela Wegener Spöhring, (chair and co-ordinator) University of Cologne, Germany

Gilles Brougère, Université Paris-Nord, France

Eva Petersson, Aalborg University Esbjerg, Denmark

Cleo Gougoulis, Peloponnesian Folklore Foundation, Greece

David Hawtin, British Toy and Hobby Association, UK

Jeffrey Goldstein, University of Utrecht, The Netherlands

16:30-17:00

Coffee Break

Department of Theatre Studies

PARALLEL SESSIONS

Department of Theatre Studies

► **Technology**

Room A, First Floor

17:00-17:30

Lydia Plowman, Joanna McPake and Christine Stephen University of Stirling, UK

A toxic childhood? Family views on young children's play with technology.

17:30-18:00

Wendy Dupuy Jacocks, Doctoral student, University of Memphis, USA
Toys: Technological Opportunities Yield Success.

18:00-18:30

Doris Bergen, Kathleen Hutchinson and Deborah Weber

Miami University, USA and Fisher Price, Inc, USA

Effect of infant-parent play with a technology- enhanced toy: Affordance-related actions and communicative interactions.

18:30-19:00

Geoffrey Long MIT GAMBIT Game Lab, USA

Toys, twenty-somethings and technology: Action figures as philosophy tokens, story tokens and trans-media extensions.

► **Observing Toy Play**

Room B, Ground Floor

- 17:00-17:30 **Kafenía Botsoglou and Domna Kakana**, University of Thessaly, Greece
Play without rules? When toys make children “impose” their own rules.
- 17:30-18:00 **Konstantinos Karadimitriou, Maria Sakellariou and Spyros Pantazis**, University of Ioannina, Greece
Social and cognitive aspects of 5- and 7- year- old children’s play with toys and play material.
- 18:00-18:30 **Minna Ruckenstein and Tamara Rapoport**,
TheUniversity of Helsinki, Finland and Hebrew University, Israel
Techno-intimacies and educational anxieties: Negotiating toys in a Finnish kindergarten.

Evening Events

- 20:00 Guided Tour of the Folk Art Museum, Peloponnesian Folklore Foundation (PFF).
- 21:00 Reception, sponsored by the Friends of the PFF- Traditional winter and Spring carols by Lida Xida and Stamatis Diamantopoulos, sponsored by the Department of Childhood, Toys and Games, Benaki Museum.

Thursday 10 July

PARALLEL SESSIONS

Department of Theatre Studies

Room A, First Floor

► **SYMPOSIUM I** led by **Mathieu Gielen**, Delft University of Technology, The Netherlands
Toy Design Education Programs, Part 1

- 09:00-09:30 **Lieselotte Van Leeuwen**, University of Sunderland, UK
Social science in the idea development stage of design for play.
- 09:30-10:00 **Yiu-Cheung (Greg) Shiu**, Honk Kong Design Institute, China
Toy design education in Hong Kong.

10:00-10:30 **Mathieu Gielen**, Delft University of Technology, The Netherlands
Aimlessness, empathy, play value: Essential concepts in toy design education.

10:30-11:00 **Phil Tan, Clara Fernandez-Vara and Matthew Weise**
Singapore-MIT GAMBIT Game Lab, USA
Introducing videogame studies in traditional academic settings.

Eva Petersson, Aalborg University Esbjerg, Denmark
Medialogy education.

Room B, Ground Floor

► **SYMPOSIUM II** led by **Suzanne Seriff**, The Bob Bullock Texas State History Museum, USA
Batteries Not Included: Handmade Toys in Machine-Made Times. Part 1

09:00-09:30 **Suzanne Seriff**, The Bob Bullock Texas State History Museum, USA
Recycling for fun and profit.

09:30-10:00 **Maria Argyriadis**, Department of Childhood, Toys and Games,
Benaki Museum, Greece
Customary toys and games in Greek traditional society.

10:00-10:30 **Uwemedimo Enoboung Iwokedok**, University of Jos, Nigeria
Folk toys in a machine made age: A return to the stone age?

10:30-11:00 **Sudarshan Khanna**, National Institute of Design, India
Relevance of indigenous toy culture today.

11:00-11:30 **Coffee Break**

Room B, Ground Floor

Poster session: Abhay Kothari, Manthan Educational Programme Society,
India
Low cost toys for informal science learning.

Traditional carols by Lyda Xida and Stamatis Diamantopoulos,
sponsored by the Department of Childhood, Toys and Games,
Benaki Museum.

PARALLEL SESSIONS

Department of Theatre Studies

Room A, First Floor

► **SYMPOSIUM I** led by **Mathieu Gielen** Delft University of Technology, The Netherlands
Toy Design Education Programs, Part 2

- 11:30-12:00 **Vaso Trova, Iris Likourioti and Giorgos Papakonstantinou**,
University of Thessaly, Greece
Inventing constraints: Game design and the making of architectural objects.
- 12:00-12:30 **Barry Kudrowitz**, Mechanical Engineering, MIT, USA
The play pyramid: A play classification tool and brainstorming toy.
- 12:30-13:00 **Rémi Leclerc**, Hong Kong Polytechnic University, China
Hong Kong hackshops: creative instant toy design workshops.
- 13:00-13:30 **Diane Westwood**, University of Sunderland, UK
Transitional space objects and phenomena: Implications for design.

Room B, Ground Floor

► **SYMPOSIUM II** led by **Suzanne Seriff** The Bob Bullock Texas State History Museum, USA
Batteries Not Included: Handmade Toys in Machine-Made Times, Part 2

- 11:30-12:00 **Kathan Kothari**, National Institute of Design, India (paper presented by
Abhay Kothari, Manthan Educational Programme Society, India)
Learning science while playing: The Indian experience.
- 12:00-12:30 **Jean – Pierre Rossie**, University of Ghent, Belgium
*Globalization and tradition in Moroccan Anti-Atlas children's toy
and play culture.*
- **Applied Design I**
- 12:30-13:00 **Malena Fabregat**, Aiju, Toy Research Institute, Spain
*Eldergames: Development of high therapeutic value IST- based
games for monitoring and improving the quality of life of elderly*

people.

13:00-13:30 **Katriina Heljakka**, University of Art and Design, Pori, Finland
The art of making a game. Analyzing and managing the creative process behind board game development.

13:30-15:00 **Lunch** **Hotels Rex and Nafplia**

15:00-15:30 **PLENARY SESSION** **Old Parliament Building**

ITRA-BTHA 2007-2008 award, presented by **Jeffrey Goldstein** on behalf of the International Toy Research Association and **Roland Earl** on behalf of the British Toy and Hobby Association

15:30-16:00 **Jan Phillips**, University of Southern Maine, USA
Accomplishing family through toy consumption.

16:00-16:30 **Hyun-Jung Oh**, Doctoral student, University College London, UK
The phenomenon of dolls' houses: Putting together memories and fantasies.

16:30-17:00 **Coffee Break** **Department of Theatre Studies**
Room B, Ground Floor
Poster Session: Antal Kelle, Hungary
Meditation toys: Between toy and art

PARALLEL SESSIONS

Department of Theatre Studies

► **Toy Marketing** **Room A, First Floor**

17:00-17:30 **Maria das Graças de Souza Teixeira**, Federal University of Bahia, Brazil
The trans-Atlantic dream market.

17:30-18:00 **Evangelia Kourti and Vasso Barboussi**, University of Athens and University of the Peloponnese, Greece
Dancing toys: The quest for mechanical life.

18:00-18:30 **Luisa Magalhães**, Portuguese Catholic University, Portugal
Portuguese toy adverts on television: Features and strategies for enchanting children.

18:30-19:00 **Amanda Gummer**, FUNdamentals, UK
An investigation into the emotional values consumers look for when making entertainment choices.

► **Changing Toy Cultures**

Room B, Ground Floor

17:00-17:30 **Handan Asûde Basal, Pinar Bagceli, and Meral Taner**
Uludag University, Bursa, Turkey
The toys and games which are played in Turkey from great-grandmothers/ grandfathers to grandchildren in four generations.

17:30-18:00 **Handan Asûde Basal**, Uludag University, Bursa Turkey
Children's games with and without toys played in Turkey during the past years.

18:00-18:30 **Elena Smirnova and Irina Filippova**, Center of Play and Toys,
Moscow, Russia
Psychological examination of toys in Moscow.

Evening Events

20:00-22:30 Cruise in the Argolic Bay. Light dinner, sponsored by the Cultural Organization O.P.A.N.A.A.R.

Friday 11 July

PLENARY SESSION

Old Parliament Building

09:00-10:00 **Invited speaker: Wijnand Ijsselstein**, Eindhoven University of Technology, The Netherlands
*Presentation of *The Game Experience Lab*.*

PARALLEL SESSIONS

Department of Theatre Studies

► Gender Issues, Part 1

Room A, First Floor

- 10:00-10:30 **Angeliki Tsapakidou, John Papadelis and Nektaria Palaiologou**,
University of Western Macedonia, Greece
Chrysie Papadeli, Aristotle University of Thessaloniki, Greece
Gender choices towards play and toys: Research in primary school children.
- 10:30-11:00 **Alexandra Frederikou, Fanny Folerou**, Independent Researchers, Greece
Observing elementary school girls play: The skipping rope.

► History, Part 1

Room B, Ground Floor

- 10:00-10:30 **Maria Velioti-Georgopoulos**, University of the Peloponnese, Greece
Playing with puppets: Greek discourses on children's toy puppet theatre 1870-1950.
- 10:30-11:00 **Despina Karakatsani**, University of the Peloponnese, Greece
Educational toys and materials in Greek primary school after the Second World War (1950-1990).

11:00-11:30 **Coffee Break**

Room B, Ground Floor

Poster Session: Helena Kling, The Educational Centre for Games, Israel
New toys for old.

PARALLEL SESSIONS

Department of Theatre Studies

► Gender Issues, Part 2

Room A, First Floor

- 11:30-12:00 **Tizuko Morchida Kishimoto, Andréia Tiemi Ono**
University of São Paulo, Brazil
Children's play and gender in the play room;

12:00-12:30 **Kathy Merlock – Jackson**, Virginia Wesleyan College, USA
Doll wars: Barbie and her competitors in the twenty first century.

12:30-13:00 **Greta Elleen Penell**, University of Indianapolis, USA
Why boys still don't play with Barbie: Gender socialization in toyland.

13:00-13:30 **Miriam Forman-Brunell**, University of Missouri-Kansas City, USA
The princess of multivalence: Adults' anxiety and girls' identity.

► **History, Part 2**

Room B, Ground Floor

11:30-12:00 **Valérie-Inés de La Ville and Michel Manson**, Poitiers University, France and Université Paris 13, France
French toy and games manufacturers and their responsibility towards children, 1891-1945.

12:00-12:30 **Giorgos Papaconstantinou**, University of Thessaly, Greece
Early animation toys: From science to spectacle.

12:30-13:00 **Yehudit Inbar**, Museums Division, Yad Vashem, Jerusalem
Children's play and creativity during the holocaust.

13:00-13:30 **Maria Papathanassiou**, University of Athens, Greece
Children's toys and industrial toys: Children of the poor and aspects of their material culture in Central Europe before the Second World War.

13:30-15:00 **Lunch** **Hotels Rex and Nafplia**

PARALLEL SESSIONS

Department of Theatre Studies

► **Applied Design II**

Room A, First Floor

15:00-15:30 **Gayatri Menon**, National Institute of Design, India
Alternate game play: Design challenges and opportunities

15:30-16:00 **Siegfried Zoels**, Fördern durch Spielmittel, Germany

*Developing innovative toys - creativity, design and social action.
people with special needs as partner and authors.*

16:00-16:30 **Dimitris Gouscos and Maria Saridaki**, University of Athens
*EPINOISI R&D project on specialized formation of general
and special education teachers and production of digital game-
based educational material for mild mental retardation.*

► **Toys, Ethnicity and Nationalism**

Room B, Ground Floor

15:00-15:30 **Panagiota Politi**, Hellenic Folklore Research Centre, Greece
*Children's toys and media in a bilingual community: A historical and
cultural analysis.*

15:30-16:00 **Maria do Carmo Monteiro Kobayashi**, University Estadual Paulistas,
Brazil
Asobi Mashou: Ludic culture of Japanese descendants.

16:00-16:30 **Daniella Pelegrinelli**, University of Saint Martín, Argentina
*Toy industry, childhood imageries and policies in Argentina during
the Peronist government (1946-1955).*

16:30-17:00 **Coffee Break**

PLENARY SESSION

Old Parliament Building

17:00-17:30 **Closing Ceremony. Conclusions and Farewell**
Piano: Theolena Piki, Municipal Music School of Nafplion
"K.Nonis".

17:30-18:30 ITRA General Meeting
18:30-19:00 ITRA Board meeting

Evening Events

19:30-20:30 Choice of three guided tours (see section cultural events):
· Fairs, Peddlers and Merry- go-rounds. Old Parliament building

- Toy Exhibition at the “Stathmos” Museum of Childhood, Peloponnesian Folklore Foundation
- Historical Centre of Nafplion

21:00 Farewell Reception at the Folk Art Museum of the Peloponnesian Folklore Foundation (PFF), sponsored by the PFF. Traditional songs and dances performed by the Dance Group of the Association of Friends of the Peloponnesian Folklore Foundation.

Saturday 12 July

09:00-15:00 Optional excursion to the Tiryns Fortress and the Ancient Theatre of Epidaurus.

Cultural Events

The conference participants are invited to visit the following exhibitions operating during the days of the conference. There will be guided tours to these exhibitions and to the Historical Centre of Nafplion on Friday 11 July 19:00-20:00. Please sign up at the conference reception desk to be included in the tour of your choice.

1. Exhibitions:

a) *Fairs, Peddlers and Merry-go-rounds.* Old Parliament building, ground floor. The Childhood, Toys and Games Department of the Benaki Museum, will reconstruct a Greek early 20th century fair, complete with toy stalls and merry-ground.

Curator: Ioanna Chatzopoulou, Benaki Museum

With the contribution of: Maria Argyriadis, Despina Karakomninou, Tzeni Maliariti Chara Ioakeimoglou, Childhood, Toys and Games Department, Benaki Museum, and the assistance of: Popi Kalkounou, Head of Educational Programmes Department, Peloponnesian Folklore Foundation.

b) *Moroccan Children’s toys seen through the eyes of Nafpliotte Children.* Museum of Childhood “Stathmos”, Peloponnesian Folklore Foundation, National Railway Station Park.

An exhibition portraying representations of Moroccan children’s toys created by the Nafpliotte children participating in the Educational programme on play among the Anti-Atlas Mountain children in Southern Morocco.

Curator and programme animator: Jean- Pierre Rossie, University of Ghent, Belgium

Contributors: Popi Kalkounou, Head of Educational Programmes Department, Peloponnesian Folklore Foundation and the children participating in the educational programme.

2. Tour “The Historical Centre of Nafplion”.

A tour of the historical buildings and monuments of Nafplion organized by Natassa Vassileiou archaeologist, National Archaeological Service and Maria Velioti-Georgopoulos, social anthropologist, Department of Theatre Studies, University of the Peloponnese.

We are grateful to the following institutions and individuals who have supported the preparation of this conference:

Co-organizers: Department of Theatre Studies, University of the Peloponnese, DEPAN (Cultural Department of the Municipality of Nafplion), Cultural Organization O.P.A.N.A.A.R.

Collaborating Institutions: Center for Hellenic Studies- Harvard University, Department of Childhood, Toys and Games, Benaki Museum, Municipal Music School of Nafplion “K. Nonis”, The Association of Friends of the Peloponnesian Folklore Foundation. The Old People’s Home “Pronoia Maria K. Radou”.

Sponsors: British Toy and Hobby Association (BTHA), Hellenic Literary and Historical Archive (E.L.I.A), Iaso General Hospital, OPTIKA Manto Kapetanopoulou.

Volunteers: George Theodorou (Design of conference logo, poster and programme cover).
George Georgopoulos (Adaptation of map of Nafplion).
D. Hasapis and the Cleaning Company “Lampsi” (cleaning of the Department of Theatre Studies).
Natassa Vassileiou (tour guide “Historical Centre of Nafplion”).