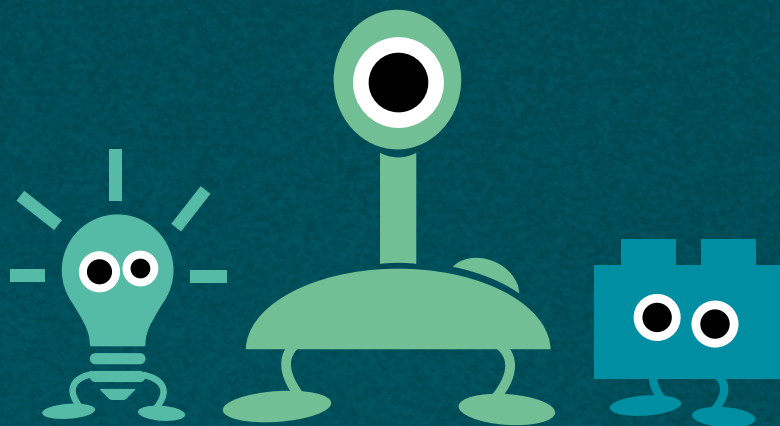


Welcome
to

CounterPlay

'15

A festival
of playfulness



**CounterPlay is an international festival exploring
and challenging the role of games, play and playfulness
across domains. We believe play is a powerful force that
can be leveraged for a multitude of purposes,
in our jobs, in society and in our lives.**

CounterPlay 2015

CounterPlay '15



Day 1 | April 9th

8.30-9.30	Registration & coffee Studio 1				
9.30-10.00	Welcome Studio 1 / Mathias Poulsen & friends				
10.00-10.45	Keynote Studio 1 “Play is what makes us human” / Carsten Jessen, International Play Association - Denmark				
10.45-11.00	Let’s play! - a playful performance Studio 1				
	Playful Learning	Playful Culture		Playful Organisations	Expo 6th
11.00-11.30	Panel Studio 2 “Playful Education - for all ages at all stages” / Rikke Toft Nørgaard Janus Holst Aaen, Klaus Thestrup, Christian Dalsgaard & Morten Holmstrup Gerdson, Aarhus University	Workshop 6th “Get started making great games with GameMaker” / Kenneth Lodahl Nielsen & Kenneth Røjkjær Andersen, Dania Games	Introduction 4th “Why CounterPlay dreams of playful cities” / Mathias Poulsen Talk 4th floor “Making the Smart City Human” / Hilary O’Shaughnessy, Playable City	Talk 5th floor “Why leaders should PLAY! more” / Annemarie Steen	The venue will offer several spaces & opportunities for playing with games, toys, robots, drones, technology and each other.
11.40-12.10				Talk 5th floor “Testing gamification scientifically - the piecemeal approach” / Andreas Lieberoth, Aarhus University	
12.10-13.00	Lunch Studio 1				
13.00-13.30	Time to play!		Talk Studio 2 “Play culture as ungovernable participatory culture” / Herdis Toft, University of Southern Denmark		
13.30-15.00	Workshop Studio 2 “Games, game mechanics & playfulness as teaching strategies” / Stine M. Lassen & Tore N. Kjellow, School@Play	Workshop Meeting room “Playable City Idea Generation Workshop” / Hilary O’Shaughnessy & Verity Macintosh, Playable City		Workshop 5th floor “Designing for playful customer relations” / Morten Fryland, Playground Marketing	
13.30-15.00	Workshop Studio 1 “Drones & robots in school – ethics & practicalities” / Anne-Marit Selstø, Rothaugen Skole & Kristine Sevik, IKT-Senteret i Oslo	Workshop 4th floor “Gamification through Rewards, Meaning, and Play” / Scott Nicholson, Because Play Matters Game Lab		Workshop 6th floor “LEGO Serious Play” / Lars Louring	
15.20-16.00	Let’s come together for playful surprises! Studio 1				
16.00-19.00	An afternoon of play 6th floor - a space to play, talk, contemplate or simply drink a beer together.				
19.00-	Dinner & party Studio 1				

9.00-9.45	Keynote Studio 1 “The Power of Play - Insights from a Lego Practitioner”/ Elaine Rumboll, The Creative Leadership Consultancy			
9.45-10.00	Playful Performance Studio 1			
	Playful Learning	Playful Culture	Playful Organisations	Expo 6th
10.30-11.00	Talk Studio 2 “Playful Education - entrepreneurship spirit, innovative skills and conditions for creative learning in education” / Rikke Berggreen Paaskesen, Coding Pirates	Talk 4th floor “More alike than different: play and the dangers of gendered marketing” / Let Toys Be Toys	Talk 5th floor “Design for a playful world - helping organisations do things with games and play” / Alper Çugun, Hubbub	The venue will offer several spaces & opportunities for playing with games, toys, robots, drones, technology and each other.
11.00-11.30	Talk Studio 2 “THIS IS NOT AN EXCERGAME!!!” / Louise Matjeka, Hybrid Play and Game	Talk 4th floor “Playing with queerness” / Jonatan Yde, Dania Games	Debate 5th floor “Why play at work?” (Roundtable featuring Annemarie Steen, Alper Çugun and other experts from the field)	
11.40-12.10	Talk Studio 2 “Kids as co-designers: on creating HopSpots, a physical learning concept” / Aviaja Borup, CxD – Child Experience Design	Talk 4th floor “Inside Hamlet - creating immersive roleplaying experiences” / Bjarke Pedersen, Odysseé		
12.10-13.00	Lunch Studio 1			
13.00-13.30	Rapid-fire presentations / pitches Studio 2		Talk Meeting room “Principles of A Playfueled Education” / Mikkel Lodahl, Dania Games	
13.30- 15.00	Workshop Studio 2 “Combining learning spaces: classrooms and video games” / Santeri Koivisto, TeacherGaming	Workshop 6th floor “Run Marco! - learning to code by playing & creating” / Kostas Karolemeas, Allcancode	Workshop 4th floor “The Art of Leading through Play - leadership lessons from childhood games” / Elaine Rumboll, The Creative Leadership Consultancy & Moira O'Reilly - Design Entrepreneur	
13.30- 15.00	Workshop Studio 1 “Well Taught – education, learning and the well played game” / Tobias Staaby, Nordahl Grieg	Workshop Meeting room The playful museum / Hosted by CounterPlay & Den Gamle By/“The Old Town”	Workshop 5th floor “Using games to playfully support change in organisations” / Sune Gudiksen, AAU, & Relation Technologies	
15.15-16.00	Keynote Studio 1 “Game Jams and Informal Learning Spaces: Playful Making for Everyone” / Scott Nicholson, Because Play Matters Game Lab			
16.00-16.15	Goodbye Studio 1			
16.15-	We'll host an open, informal & playful hangout after the end of the second day			

April 11th | Academic Workshop

10.00-16.00	Workshop 4th floor Following the two days of hopefully inspiring and creative encounters with old and new colleagues and contacts at the CounterPlay festival, we invite you to dwell and put some effort into transforming all of your wild thoughts and ideas into further work and writing. We carry with us the spirit of cross-pollination and create a space for joint reflection and exploration, as we dive in the topics that matter the most to you.	10:00-11:00: Welcome, opening discussion & identification of topics 11:00-12:30: Group discussions 12:30-13:00: Brief presentations from group discussions 13:00-14:00: Lunch 14:00-14:30: Shut up and write! 14:30-15:30: Pitch ideas & debate 15:30-16:00: Recapitulation - where do we go from here?
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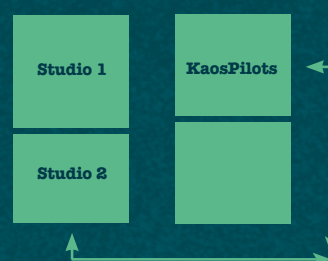
Welcome to CounterPlay

Wow, you're here, it's now and we're so excited to welcome you and play with you ...

The festival is all about creating a space for playfully exploring new ideas, for meeting new people, for developing new ways of working, thinking and being. We encourage you to be open for movement and change, and for challenging yourself a little bit. Play with a stranger, go to a talk or workshop you didn't plan to, embrace the element of surprise.

We also hope you want to move around physically. The venue is split in two main areas, namely the two big movie studios and the KaosPilot building, where we use the 4th and 5th floor for talks and workshops and the 6th floor for our "Play Space".

Welcome and we hope you'll have an inspiring, exciting and playful experience at CounterPlay '15!



(see the map you were given at check-in for more details)

Practical information

We've tried to collect the most important pieces of information here, but you might have questions and need help during the festival. Just grab hold of the organisers. We'll be visible all over the venue.

- For internet access in the studios, connect to "Smart Aarhus" and sign up via SMS.
- Make sure to use #CounterPlay15 on social media during the festival for sharing and discussions.
- The big movie studio ("Studie 1") is the central hub of the festival, which we're using for keynotes, lunch, dinner, coffee etc.
- Toilets are outside the studios, and on every floor in the KaosPilot building.
- People come and go all over the venue, so make sure to keep an eye on your belongings.
- For more information and updates regarding the schedule, visit www.counterplay.org/program.

A big thanks to our sponsors & partners

Read more at www.counterplay.org/partners



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