



# International Toy Research Association 8<sup>th</sup> World Conference

*TOYS AND MATERIAL CULTURE:  
Hybridisation, Design and Consumption*

11<sup>th</sup>-13<sup>th</sup> July 2018  
Paris, France

**CALL FOR PAPERS**



**experice**

Centre de Recherche Interuniversitaire Expérience Ressources Culturelles Education

UNIVERSITÉ PARIS 13

U<sup>S</sup>-PC  
Université Sorbonne  
Paris Cité

# International Toy Research Association 8<sup>th</sup> World Conference

## ***TOYS AND MATERIAL CULTURE: Hybridisation, Design and Consumption***

Paris, France, 11<sup>th</sup>-13<sup>th</sup> July 2018

The 8<sup>th</sup> World Conference of the International Toy Research Association will be held in conjunction with *Experice* (Experience, cultural resources and education) and *Labex ICCA* (Cultural Industries and Artistic Creation) of the Paris 13 University – Sorbonne Paris Cité University.

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.itratoyresearch.org](http://www.itratoyresearch.org) for further information). This is our 8<sup>th</sup> World Conference to discuss research, collaborate on international projects and exchange information with other researchers, students and leaders in the toy industry. More than 80 international delegates attended our previous meeting in Braga, Portugal in 2014.

The **Experice** ([//experice.univ-paris13.fr/](http://experice.univ-paris13.fr/)) research centre focuses on education outside school, informal learning, play and childhood material culture. It participates in the Labex ICCA.

The ITRA conference will be held at a newly developed Conference Centre, accessible via metro, known as the MSH (Human Sciences House) in Paris-Nord. The Centre is situated at Avenue George Sand in La Plaine Saint Denis (part of the Grand Paris conurbation) and is 2 minutes from the “Front Populaire” station of line 12 of the Paris Metro. The MSH is situated four to six stations from the famous Parisian area of Montmartre.

### **Conference Themes**

The predominant theme for the 8<sup>th</sup> ITRA Conference is *Toys and Material Culture: Hybridisation, Design and Consumption*.

Beyond toys, the conference will explore the place of tangible objects and novel forms of material culture in play. What are the similarities and the differences, the relationships, between toys and other material devices, such as board games, cards, digital games and media-connected objects? Are there, in play, or in the trans-mediated toys themselves, new forms of materiality?

Three words can summarize this topic:

- Hybridisation: the mix between toys and other playthings or supports; the trans-media franchising and circulation of characters, contents, fictions, and cross-connected toys; the mix between video games and toys; the relationships between toys and technology; and the question of virtual toys.

- Design: the conception of toys and the relationship with other trans-mediated objects addressed to, or of interest to children. Since Experice, the university's research centre, operates in conjunction with a FabLab specialising in toys and games, known as Ludomaker ([//fr-fr.facebook.com/ludomaker/](https://fr-fr.facebook.com/ludomaker/)), we are particularly interested in encouraging proposals from other FabLabs around the world that also specialise in toys and games.
- Consumption: the marketing, distribution, and use of toys, and their relationship with different kinds of play objects, including the recycling and transformation of everyday objects into playthings.

In addition to the main theme of the conference, other topics relating to toys and material culture are welcome. This includes, but is not limited to, the following topics:

- Toy collecting and toy libraries
- Toys, education, health and environment
- Toys and gender influences
- Toys and intercultural communication
- Toys in history
- Trans-generational toys
- Toys, signs and meanings

We welcome abstracts of completed research, case studies and development projects, as well as incomplete or proposed research or ideas for future research in order to generate discussion and feedback.

## To submit a paper, symposium or poster

If you would like to present a paper, organize a symposium or present a poster please submit the requested abstract or proposal, in English, before ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**. Submissions should be sent to Gilles Brougère ([brougere@univ-paris13.fr](mailto:brougere@univ-paris13.fr)).

**Papers** will be limited to 20 minutes, with an additional 10 minutes for questions and comments. In addition to some basic background information, the abstract must include methodology, research data and results, discussion or conclusion. Authors are also asked to provide which category (from the above list) best fits the description of their paper. The title of the abstract, names, affiliations and email addresses of each contributor should be provided. An abstract should be one A4 page in portrait layout (around 2000 characters). Deadline ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**.

**Symposia** will be limited to 2 hours, with three or four presentations on a common theme. Each proposal should contain the title of the symposium, an overview of the symposium (around 2000 characters), and abstracts of each presentation should be presented in the same format as the papers. Deadline ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**.

**Posters** should be suitable for presentation. Poster sessions usually do not occupy conference time and take place during the coffee breaks. Their duration should be limited to 20 minutes. If you would like to present a poster, please submit a one-page abstract in the same format as the papers. Deadline ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**.

The scientific committee will review your abstract or proposal for its suitability to the conference. You will receive a reply by **15<sup>th</sup> March 2018**.

If you require a response before this date, please apply in writing to Gilles Brougère ([brougere@univ-paris13.fr](mailto:brougere@univ-paris13.fr)) when you submit your paper, symposium or poster.

## **Publications**

Conference proceedings will be published in the open archive HAL ([//hal.archives-ouvertes.fr/](http://hal.archives-ouvertes.fr/)). Participants who wish to have their full paper published are required to submit it to Gilles Brougère ([brougere@univ-paris13.fr](mailto:brougere@univ-paris13.fr)) by **15<sup>th</sup> September 2018**.

## 2018 ITRA - BTHA PRIZE FOR OUTSTANDING TOY RESEARCH

The ITRA-BTHA Prize has been established with generous support from the British Toy and Hobby Association ([www.btha.co.uk](http://www.btha.co.uk)). The first ITRA-BTHA Prize was awarded in July 2008 during the 5<sup>th</sup> ITRA conference in Nafplion, Greece. ITRA expects to give two awards at each ITRA World Conference. One award of £500 will be given for the best student research on toys and one award of £1,000 to a senior scholar or practitioner on the uses, design and effects of toys.

The Prize recipients will also receive a travel stipend of £500 each toward the ITRA Conference and will present their research at that conference.

### Purpose

The purpose of the ITRA-BTHA Prize is to recognise outstanding research in the field of toy research. To qualify for the Prize, the work must have been conducted or published since the previous ITRA Conference and be submitted by the researcher or nominated by a member of ITRA.

### Eligibility

Papers, either published or unpublished, in any area of toy research, are eligible. Submissions should be in the English language (original or translation). Research on the uses, design, and effects of toys in child development, education, science, and medicine will be considered for the awards. Theoretical and historical papers will also be considered as long as these are linked to potential research.

Submissions of postgraduate dissertations or books are also welcome. These should be accompanied by a summary of 2500-3000 words. Hard copies of books should be provided to each prize committee member upon request.

### Submissions

ITRA-BTHA Prize papers should be submitted to Gilles Brougère ([brougere@univ-paris13.fr](mailto:brougere@univ-paris13.fr)) before ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**.

The Awards Committee consists of Mark Allen (UK), Gilles Brougère (France), Cleo Gougoulis (Greece), and Greta Pennell (USA).

### Evaluation

The Awards Committee of ITRA will evaluate applications on the basis of originality, the significance of the work, creativity, methodology, clarity of presentation, and importance.

**The 2018 ITRA-BTHA prizes will be awarded during the 8<sup>th</sup> ITRA World Conference in Paris, France, 11<sup>th</sup>-13<sup>th</sup> July 2018.**

## Registration and Fees

Registration for the conference is available online only. The conference fee must be paid by credit card. Your registration will not be valid until you have successfully completed the entire process and received a confirmation of registration and payment. If you are unable to register online via credit card, please contact Gilles Brougère ([brougere@univ-paris13.fr](mailto:brougere@univ-paris13.fr)).

There will be two registration periods, early and regular. Student fees are applicable only to full-time university students who can present an official certificate of their student status the first day of the conference.

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| • Early registration until 1 <sup>st</sup> May 2018         | 300.00 EUR |
| • Late registration after 2 <sup>nd</sup> May 2018          | 340.00 EUR |
| • Student early registration until 1 <sup>st</sup> May 2018 | 200.00 EUR |
| • Student late registration after 2 <sup>nd</sup> May 2018  | 230.00 EUR |

Payment by credit card (MasterCard and Visa only) can be made at <http://monintranet.univ-paris13.fr/paiement/itra/>

Registration fee includes all conference sessions, conference materials, scheduled meals, refreshments at breaks. It also includes a trip to the *French Museum of Playing Cards* ([www.museecarteajouer.com/](http://www.museecarteajouer.com/)) on the evening of the 12<sup>th</sup> July 2018. Museum entry fee, demonstration and meal inclusive of registration fee.

The fee does not cover accommodation and travel expenses.

## Financial Support

Limited financial support will be available to participants for whom registration fees and/or travel costs present a hardship. Please submit your request for financial consideration before **8<sup>th</sup> January 2018** to the ITRA Treasurer, Cleo Gougoulis ([cleogougoulis@yahoo.gr](mailto:cleogougoulis@yahoo.gr)).

## Conference deadlines

Abstracts of papers - ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**  
Proposals for symposia - ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**  
Abstracts of posters - ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**  
ITRA-BTHA prize submissions - ~~8<sup>th</sup> January 2018~~ **29<sup>th</sup> January 2018**  
Request for financial assistance - **8<sup>th</sup> January 2018**  
Response from review committee by - **15<sup>th</sup> March 2018**  
Early registration until - **1<sup>st</sup> May 2018**

## Venue Details

The conference will be held at MSH (Human Sciences House) Paris-Nord, a new and interesting building dedicated to research in human sciences close to a new university campus for human sciences under construction.

The conference centre is situated at 20 Avenue George Sand in La Plaine Saint-Denis (part of the Grand Paris conurbation) and is a two minute walk from the “Front Populaire” Paris Metro station (Line 12). It is situated 4 to 6 stations from the famous Parisian area of Montmartre.

## Travel Information

Paris is easily accessible from anywhere around the world and is served by two international airports (Orly and Charles de Gaulle). It is worth noting that some low cost flights (for example Ryanair) arrive in Beauvais Airport, which is 85 km from Paris (approximately a 75 minute bus journey).

High Speed trains (Eurostar, Thalys, Lyria, and TGV) connect Paris to various other major continental cities and an efficient road system makes travel to Paris, by car or coach, a viable option from other European countries.

The Paris Metro has a well developed rail network which means the conference centre is around 15 to 30 min from downtown Paris.

## Accommodation

The conference centre at MSH Paris Nord is situated on a university campus which is currently under construction which limits the availability of cheap student or hotel accommodation. Conference attendees are advised to book hotels in areas in close proximity to the Paris Metro Line 12. This includes the Montmartre, Pigalle, Grands Boulevards and Grands magasins, Opera, Tuileries, the fashion district and Sèvres-Babylone areas, all of which are within 15 to 30 minute Metro journey to the MSH conference centre (see [www.plandeparis.info/paris-metro/metro-map.html](http://www.plandeparis.info/paris-metro/metro-map.html)).

Accommodation should be booked directly with the hotel. Useful websites include:

- <http://www.lastminute.com/hotels/paris.html>
- <https://www.booking.com/>
- <http://www.hoteldirect.co.uk/paris/>
- <https://www.hostelbookers.com/hotels/france/paris/>
- <https://uk.hotels.com/de504261-qu0/cheap-hotels-paris-france/>
- <https://www.tripadvisor.co.uk/HotelsList-Paris-Cheap-Hotels-zfp20355.html>

## **Committees**

### **Scientific Committee**

Mark Allen, Serious Fun Research Labs, Woking, UK  
Vincent Berry, Université Paris 13 – Sorbonne Paris Cité, France  
Gilles Brougère, Université Paris 13 – Sorbonne Paris Cité, France  
Jeffrey H. Goldstein, University of Utrecht, The Netherlands  
Cleo Gougoulis, University of Patras, Greece  
Luisa Magalhães, Catholic University of Portugal, Braga, Portugal  
Greta Pennell, University of Indianapolis, USA  
Suzy Seriff, University of Texas at Austin, USA  
Lieselotte Van Leeuwen, University of Gothenburg, Sweden  
Inès de la Ville, University of Poitiers, France

### **Organizing Committee**

Mark Allen, Serious Fun Research Labs, Woking, UK  
Vincent Berry, Université Paris 13 – Sorbonne Paris Cité, France  
Gilles Brougère, Université Paris 13 – Sorbonne Paris Cité, France  
Nicolas Pineros, Université Paris 13 – Sorbonne Paris Cité, France  
Nathalie Roucous, Université Paris 13 – Sorbonne Paris Cité, France