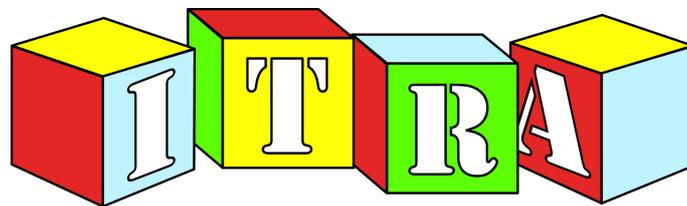


ITRA NEWSLETTER

International Toy Research Association

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**INTERNATIONAL TOY
RESEARCH ASSOCIATION**

ITRA Newsletter Editors

Helena Kling
The Educational Centre for Games in Israel
POB 23334
Tel Aviv 61233
ISRAEL
helena@helenakling.net
itranewsletter@gmail.com

Mark Allen
School of Engineering and Design
Brunel University
Uxbridge
Middlesex
UB8 3PH
UNITED KINGDOM
mark.allen@brunel.ac.uk
itranewsletter@gmail.com

PROLOGUE

International Toy Research Association members who have received ITRA Newsletters over the years will notice the inclusion of some of the old favourites and the introduction of a few new ideas. This ITRA Newsletter contains the usual issues, such as Members' Forum, conference previews and reviews, while attempting to increase internet-based content and navigation and enhanced graphic content. The Newsletter has been formatted to allow the document to be read in either printed form or as a soft copy.

Those of you who promised material that never arrived; you are forgiven. For those who made contributions, a massive thanks, without which there would be many more blank spaces. An encouraging number of members have promised the Editorial Board, book reviews and more barn-storm ideas for the next edition – we can never have enough of those.

Enjoy the Newsletter.

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Greetings from the President of ITRA

Dear ITRA friends and colleagues,



Thank you for assigning to me the role of President and for contributing to a most successful conference last July in Nafplion. The feedback so far has been more than positive from the 101 participants who seemed to enjoy both the scientific and the social program put together by the hardworking members of the scientific and organizing committees, which I would like to thank for their scholarly, resourceful, conscientious and cheerful support of such an important event for international toy research.

For those of you who weren't there: We had two brilliant Symposia organized by Mathieu Gielen and Suzy Seriff respectively and many top quality papers were presented to an interested and lively audience eager to discuss the many aspects of the relationship between toys and culture which constituted the main conference theme. Discussion topics ranged from toy design and technology to questions exploring gender and ethnicity issues, globalization and changing toy cultures. Some of these issues were also brought up in the special session organized by Gisela Wegener Spöhring in the memory of Birigitta Almqvist, ITRA secretary and Newsletter editor 1993- 2002. Furthermore, this was the first conference to award the initial ITRA-BTHA prizes for outstanding toy research to Jan Phillips (prize for senior researchers) for her article *Accomplishing Family through Toy Consumption* and Hyun- Jung Oh (student prize) for her paper *The phenomenon of dolls houses. Putting together Memories and Fantasies*. Their award winning papers will be soon available at the ITRA website. Finally, you will be pleased to know that the organizing committee is currently organizing the publication process of the conference proceedings and applying for financial support.

I have the feeling that ITRA comes out of the conference with a growing momentum and enthusiasm. Old networks of toy scholars and practitioners with common interests were revived and broadened and new networks were formed paving the way to fruitful collaborations and innovative projects. Many young researchers joined ITRA and expressed their keen interest in keeping the toy community alive by contributing to the dissemination of information on toy research. Finally the ITRA Board was elected with four members of the old Board (Mark Allen, Brunel University, UK, Jeffrey Goldstein, University of Utrecht, The Netherlands, Cleo Gougoulis, Peloponnesian Folklore Foundation, Greece and Helena Kling, The Educational Centre for Games, Israel) and five new members (Gilles Brougère, University Paris Nord, France Gayatri Menon, National Institute of Design, India, Miriam Morante, AIJU, Spain, Jean-Pierre Rossie University of Ghent, Belgium, Suzanne Seriff, The Bob Bullock Texas State History Museum, USA). Gilles, who was the first ITRA president, is a returning member and current Vice President. Mark Allen and Jeffrey Goldstein will explore the possibility of opening a Bank account for ITRA either in the Netherlands or in the UK to make transactions easier. Cleo Gougoulis will remain treasurer until the new account ITRA account is opened.

Mark Allen and Suzy Seriff will share the multifarious tasks of the demanding Secretary/Newsletter position with Helena Kling.

The ITRA Newsletter will appear twice a year and the work of the Board members responsible for its publication will be assisted by a group of three young ITRA members: Kati Heljakka, University of Art and Design, Pori, Finland Hyung-Jung Oh, University College London, UK and Nora Hatzopoulou, Benaki Museum, Greece.

I would like to welcome all new- first elected or returning- Board members from this position too and thank the five outgoing members (Gisela Wegener- Spöhring, University of Cologne Germany, and president 2002-2005, Sudarshan Khanna, National Institute of Design Ahmedabad, India and ITRA president 2002-2006, Malena Fabregat, Aiju, Spain, Inès de la Ville University of Poitiers, France and Tizuko Kishimoto, University of São Paulo, Brazil) for their hard work and excellent cooperation during the years of their service.

Our next conference will be held in Bursa, Turkey in 2011. Handan Asûde Basal and her colleagues at the Faculty of Education of Uludag University have volunteered to be the hosts. I hope to see you all in Bursa in three years time!

Cleo Gougoulis
Peloponnesian Folklore Foundation
Nafplion
GREECE
Phone +30 210- 9846-297
Fax: +30 210-9810-509
Email: cleogougoulis@yahoo.gr



MEMBERS' FORUM

Please remember when you do send items for inclusion in the Newsletter to send them in a downloadable form.

ARGENTINA

Daniela Pelegrinelli wrote:

Hello Cleo! Thanks for the message. I am safe at home but not in summer holidays!! I want to tell you that it was a very interesting conference for me, knew very nice people and spent wonderful days in Nafplion (and in Athens too).

Thank you for the pretty details in the organization. At this moment I am working in a toys exhibition ("When toys sleep"). I send you the link of the toy museum where I am working:

www.elmuseodeljuguete.com.ar

It is a Spanish webpage but I am sure that you can with it! And I am studying English!

E-mail: danielapel@hotmail.com

AUSTRALIA

Wendy Varney, e-mailed Cleo:

"... I have been working with two colleagues on a book on corporations and childhood and we're hoping it will be published next year. We just have to cut it back as it is, alas (and not surprisingly) too long at present. My contribution has been on toys mainly and Sharon's done the bulk of the work, being the workhorse that she is.

Best wishes,

Wendy.

E-mail: wvarney@gmail.com

BELGIUM

Moroccan children's toys seen through the eyes of Greek children.

Educational programme and workshop on play and making toys among the Anti-Atlas Mountain children in Southern Morocco, Museum of Childhood "Stathmos", Peloponnesian Folklore Foundation, National Railway Station Park, Nafplion, Greece, 5-8 July 2008.

Contributors: Popi Kalkounou, Head, Educational Programmes Department, Peloponnesian Folklore Foundation and the children participating in the educational programme. Programme animator: **Jean-Pierre Rossie**



Inspired by toys made by Anti-Atlas children, some six to twelve-year-old children from Nafplion created toys during six workshops. After seeing two PowerPoint presentations, one on Ashura as a children's feast (Achoura : une fête des enfants au Maroc, 22 slides) and another on the connected masquerade in Tiznit (Achoura : la mascarade de Tiznit, 45 slides) (fig. 1), the Nafpliot children made masks with natural and waste material mostly found in a small park around the museum (fig. 1 and 2).



1. *The Ashûra masquerade of Tiznit, January 2007*



Fig 2. *Nafplion children designing models for making their masks*



Fig 3. *The Nafplion children's spirits*

During the last two workshops these children viewed a PowerPoint presentation on making dolls (*Poupées d'enfants dans l'Anti-Atlas, 35 slides*) after which they created their own dolls (fig. 4 and 5).



Fig 4 & 5. *Female and male dolls made by Nafplion children*

The Nafpliot children wearing their self-made masks, and so doing representing the World Association of Children's Spirits, took into custody **Cleo Gougoulis**, ITRA's president, during the reception of the 5th ITRA World Congress in Nafplion (9-11 July 2008). She had to put on a mask in order to become one of the Children's Spirits and to read the following declaration.

This is a Revolt of the Nafplion Children's Spirits

-Due to the fact that our living space has been limited to the small park at the Stathmos Children's Museum we have decided to take over from this day on the whole town of Nafplion that will serve as a children's playground.

-To support our claims we will use this 5th ITRA World Congress as our headquarters.

-So that we will allow you to continue your proceedings in peace we demand that your President accepts to become one of the Nafplion Children's Spirits.

-To do so she must first put on this powerful Mask...

I, Cleo Gougoulis, president of ITRA, being proclaimed a member of the Nafplion Children's Spirits, solemnly declare that the adults here present being a member of ITRA will support and defend the children's rights to play and to make toys themselves. This mask I wear and this Declaration will remain as a proof of the Pact between the International Toy Research Association and the World Association of Children's spirits. To support ITRA's work during this congress we, the Nafplion Children's Spirits, will bless you with the great and ancient ritual of water spraying.

Nafplion, July 9, 2008.

BELGIUM

Jean-Pierre Rossie wrote:

I am creating a complete digital database of all the slides, digital photos, written documents, etc. I made myself. This database will also contain a digital copy of all the written information I collected in the bibliography as mentioned in Rossie Jean-Pierre (2008). *Saharan and North African Toy and Play Cultures. Commented bibliography on play, games and toys* (available on the 2008 CD). It will also contain a digital copy of the photos of the natural and human environments I made during my research travels in Morocco (1992-today) and Tunisia (1975-1977, 1987). It is my intention to put this digital database on CD and donate it to some toy, child or ethnographic museums on the condition that they safeguard this in their digital archives so that this material remains available for future researchers and other interested people. The original slides, written documents, videos, etc. I made or collected will be given to the Musée du Jouet, Moirans-en-Montagne, France (www.musee-du-jouet.fr) to which I already donated in 2005 some 750 toys from Morocco and Tunisia. - In collaboration with the Centro Internazionale Ludoteche (Giorgio Bartolucci, Florence) I have donated this year some 260 toys from the Anti-Atlas children in Morocco to the Centro per la Cultura Ludica in Torino (www.comune.torino.it/gioco/culturaludica/index.htm). An exhibition showing these toys is planned for 2009. I also have a question : I am looking for a few photos of the masked children's performance and the putting on of a mask by Cleo at the reception in the Peloponnesian Folklore Foundation in Nafplion, July 2008, I could not make photos as I was myself involved in this performance. If I would receive some photos of this event I could add one or two to the article I made about my workshop in Nafplion. Photos can be sent to sanatomyplay@gmail.com

FINLAND

Minna Ruckenstein will be presenting a paper on Tamagotchi in Finnish Kindergartens in a workshop organized by the social geographer Cindy Katz, author of *Growing Up Global*.
E-mail: minna.ruckenstein@helsinki.fi

FRANCE

Inès De la Ville sent information on an interdisciplinary research project exploring children's fun food, where she and **Gilles Brougère** participate as directors of the Poitiers University and the Paris 13 University laboratories respectively.

Title of the project: Kid consumption of fun food: analyzing the tensions between pleasure, risk and education
With its focus on a specific subject, the fun-food products segment - this project seeks to shed light on the issues of bringing together two areas which are considered as the exclusive domain of the child: play and the pleasures of food. Whether at the level of the food itself, its conception, its presentation or its communication, one can observe a shaping that refers to children's activities, pleasures, representations, references in terms of heroes, fashion, etc. A market segment of "fun food", and a communication that relies on a certain number of play mechanisms appeared. This association finds its place in a context of practices and representations where food and play have, for a few years, been considered as no longer mutually exclusive, but have been combined to strengthen commercial strategies and/or strengthen the impact of nutritional education policies.

This project aims at studying the construction of this area of fun foods by examining how this synergy is elaborated at the level of children's consumption. This analysis will be approached from both the production perspective, through studying the conception and the communication from the professionals' point of view, and the consumption perspective, through studying the reception of these products/communications and the practices of the children and the adults, without forgetting the physical development of the commercial environment. For example, the inequalities or differences in family trajectories, which are expressed in food education and in access to nutritional information and to their re-appropriation by the child, will be studied from a multi-disciplinary perspective. The team will seek to understand how the playful nature of food is understood by all the actors, but also how educational practices about consumption are conceived in this area of children's food. The project will involve:

- determining through which frames of meaning commercial communication enacts children's desires and pleasures both in food and play,
- exploring the tension that discourses and practices operate between the desires or pleasures of the child and the risks to which children are inevitably confronted in the consumer society,
- examining the possibilities of reframing this pleasure / risk dialectic in an educational or prophylactic perspective.

Moreover, this interdisciplinary exploratory project aims at analyzing how 4 to 12-year-old children themselves experience consuming fun foods. For methodological reasons, the children themselves will be divided into those who depend on adults for written information and those who enjoy greater autonomy in consumption and choice of peers. Depending on the social categories under study, the break will be between 7 and 8 years. The objective

consists in constructing a full perspective on fun foods consumption from the child's point of view, while considering the following issues:

- studying children's intuitive, naïve, conceptions of food likely to guide their consumption practices and analyzing how children account for their various food experiences and the significance they attach to them;
- conveying the frames of meaning according to which marketing implements an interpenetration of the spheres of food and play, through the analysis of the emergence of the fun food marketing segment;
- pinpointing the methods of an informal education (in stores, at home, among siblings or in peer groups) that guide children's competence to consume as far as food products are concerned,
- identifying how children play with or within the world of commercial activities, at times independent of the strategies professionals use to encourage this kind of activity;
- analyzing negotiations through which is shaped the autonomy given the child as regards food practices.

Defining the various registers that contribute to shape the formation of children's food consumption practices is an essential prerequisite to defining any policy aimed at changing these practices. Social practices that are covered by the field of child consumption are the subject of vigorous debate amongst specialists, some of whom are more preoccupied by the evolution of child protection in contemporary society, others more inclined to emphasize the critical abilities of children and their adaptive capacity to various commercial solicitations. It is appropriate here to question in particular the educational methods that allow the child to enter the consumer society and to gradually develop his autonomous consumer practices to become a consumer in his own right. The research results will inform parents and teachers who wish to accompany the child's entrance into consumer society, regulators or manufacturers concerned about acceptance of their professional practices in contemporary society. The project will also concur with professionals' concerns about the content and the extent of extent of their Corporate Social Responsibility policy.

GREECE

Maria Argyriadis sent this account of the exhibit, Fairs and Peddlers in Greece, which her department at the Benaki Museum prepared. Joanna Hatzopoulou was in charge of the project:

At the conference we showed toys, which were cottage products, people used to find them in stalls at fairs or get them from peddlers who used to wander around cities and villages. Until the end of the 19th century, the art of toy making in Greece was predominantly a family affair. During the first decades of the 20th century and before toy-factories took over, the technology and tradition of constructing a toy was frequently passed from one generation to the other taking place within the members of the family. The father, who was the master craftsman and most often had learned the art from his grandfather, had his wife and children to help him.

In our exhibition we tried to attribute a living picture of a Greek fair setting up three stalls in natural size together with a merry go round, a shadow theatre, an optical toy call Panorama and two peddlers holding up their goods. In the first room we will meet a stall as it was in antiquity with photographs of ancient toys. It will be an image that goes back to ancient times, as we can confirm from numerous references in texts. During a day of festivity, among the other sellers of goods, was the Koroplaste, who had his stall full of toys out of clay, sometimes ivory, wood even cloth, such as balls, hoops, whip-toys, yo-yo's, spinning tops, as well as dolls, animal-toys, carts and the like. We recall the words of Strepsiades to his son when he is buying him a cart from a stall: *"I did as you wished when you were a lisping six year old. At Dasia I bought you a little cart with my first salary at heliast"*. Aristophanes, (Clouds, 862-865)

There was a stall with toys made of plaster and clay and from the other side a big stall full of toys of the first decades of the 20th century, made out of clay, plaster of Paris, wood, cloth, but most often out of tin, that is to say a resplendent, colourful array of the craftsman's imaginative and inventive products. At one corner we will set a shadow theatre, a very common Greek show.



In the second room we showed an improvised merry go round with three animal figures taken from an actual merry go round dated in the 1st half of 20th century and a peddler with his tray full of children's objects such as jewels, books and small toys and another one holding a wooden board with monkey-puppets. We will also present a miniature carousel and the Panorama- a wooden cylindrical, construction with carved and painted

scenes from everyday life, an interesting optical toy that worked as the shadow theatre and was one of the most intriguing spectacles at the fairs of Northern Greece.

Fairs were one of the most interesting places for children of the small towns and villages, not only representing the craftsman's imaginative and inventive products but also a place where children could have the opportunity to meet, play and learn through shadow and puppet theatre the historical events of their country. We enjoyed your enjoyment of and appreciation for our work.

HONG KONG

Eventually got back to faraway Hong Kong and emerged at the PolyU safe and sound, with the feeling that the trip to Nafplio well worth taking. I wish I was still there. Thanks so much **Mathieu** for inviting me to the conference - this felt like walking out of Plato's cave - living the business of toy making from its global centre - its manufacturing and commercial theatre as witnessed from Guang Dong and Hong Kong, with the people that crowd this sometimes great, sometimes nasty, always rich business: it was well right time I was acquainted with the ITRA.

This also felt really too short - and the prospect of having to wait another three years to meet again is too cruel - despite my short academic experience I got used to conferences returning in an annual tide fashion... I shall be delighted to participate whenever possible in other events or workshops involving ITRA members or characters involved in the toy and play realm. Let me know should anybody wish to come to Hong Kong!

I know Mathieu's colleagues are heading this way for the Design and Emotion Conference in October, which SD will hold, and where I will be presenting my paper "Character Toys - Toying with Identity, Playing with Emotion". Hope to meet with ITRA people there.

Thanks plenty.

Hope to meet again soon.

Sincerely, **Remi Leclerc**

E-mail: sdremi@polyu.edu.hk

INDIA

Kathan Kothari has taken many photos from the conference. If you contact him, I am sure he will be delighted to share them with you and have a selection of them published in the Newsletter.

E-mail: kathankothari@gmail.com

INDIA

Congratulations **Arvind Gupta** on receiving yet another award this last February! Google him and be amazed! Here is an interview with him about his latest award.

<http://vidyaonline.org/arvindgupta/oneindia.pdf>

ISRAEL

Helena Kling writes; Bernie DeKoven, funsmith sent me this after visiting me in Tel Aviv. He agrees that I should share it with you. As always anything to do with Bernie exudes fun.

Lego, Games, and me, too

I've been wanting to tell you about this project ever since I became involved with it, more than a year ago. As you can see from this article, it's finally been made public enough for me to write about. I've only had a small role, actually, as an outside consultant. I got to help them create a format for their rules - one that would be clear enough, well-enough illustrated, as Lego-like as we could make it. I also got to help them think about the entire concept: the educational and social implications, the game system, online and off.

A hint –



take a look at the image of the die. It's a Lego die. Note the different faces.

Contemplate what it would be like if you could change the faces, like you can change anything Lego - build and rebuild them, even, perhaps, while you're playing a game with them. Think about the impact that might have on the game.

Another hint - think about playing on a board made of Lego pieces. You could redesign the board, if you wanted, couldn't you. You could move the start and finish, shrink or enlarge the board, add or remove obstacles. In other words, you could have exactly the kind of game I've been teaching about, designing, implementing - exactly the kind of board game, computer game, social game that I've been writing about ever since the *Well-Played Game*.

Which, by the way, is what led the Lego people to inviting me to this whole project. Because of a book by Salen and Zimmerman called *Rules of Play*, a book for computer game designers which brings the concept of the Well-Played Game to the design of online, multiplayer, role-playing games, which, further because, the leader of the new Lego initiative was astute enough to read. What this particular Lego genius and profoundly insightful person had to show me was a group of board games, made out of Lego pieces. The real genius was not in his discovery that you could in fact make new and viable board games using Legos, but that you could make board games that could be changed, boards that could be redesigned, that you could let kids design their own variations, that you could make it possible for kids to learn how to design games that would be even more inclusive, and always "new," just as we did more than 30 years ago with the games we taught and created for the *New Games Foundation*. Only even more flexible, more responsive to the player/designers, and with board games.



I can't really tell you much more about this project or my future role in it, because it is still in the future. But I can, at last, share something promising with you, something positive, something new, something I am proud to have had even a small part in bringing to you, something empowering, something fun.

ISRAEL

Gadi Kfir a scholar at The Hebrew University, Jerusalem is attempting to trace the whereabouts of board games that the Jewish National Fund sent to Jewish Communities around the world. Maybe there is one in a museum near you or in a private collection?

E-mail: kfireng@013.net

ISRAEL

Helena Kling the head of The Educational Centre for Games in Israel is interested in knowing which card games became tile games in your part of the world. When? For what reason?

E-mail: helena@helenakling.net

POLAND

Piotr Adamczyk of the Education Department of Elblag Museum is hoping to hear where Polish toys are to be found around the world. Old, olden or new. Have you seen any? Is there somewhere a collector treasuring some?

E-mail: piotr.adamczyk@muzeum.elblag.pl

SPAIN

Miriam Morante let us know that The Toy Research Institute (AIJU) announced the 5th International Toy Design Competition. All information about this competition is available at <http://concurso.aiju.info> This is an elegant website and well worth visiting. All the information about the competition is very clearly put.

USA

David F. Lancy, Professor of Anthropology at Utah State University would like to hear from scholars studying children's play in traditional village settings. "Drop me a note or, perhaps, alert me to recently published work I may not be aware of." He sends thanks in advance.

Utah State University (UMC 0730)

Logan, UT, 84322, USA

Tel: 435-797-1322

Fax: 435-797-3941

USA

Jan Phillips was kind enough to send some words of appreciation to **Helena Kling** after the Congress. You can read about her in these newspaper articles.

<https://blogs.usm.maine.edu/publicaffairs/archives/71>

<http://www.toyassociation.org/AM/PDFs/MaineTelegramArticle.pdf>

CONFERENCES & EXHIBITIONS

This section has been spilt into two sections covering both up-coming and past conferences and exhibitions. Hopefully mentioning past events will not induce depression as to what you may have missed, while we trust previews of future events will whet your appetite to attend. Previews and reviews of conferences are sought for the next edition of the ITRA Newsletter.

FUTURE CONFERENCES

May 2009

2nd International Conference Toy and Children's Products: Strategies of Design and Innovation will be held in Alicante (SPAIN), 14th, 15th May 2009

All the information is in the web: <http://jornadas09.ajju.info/>

June 2009

The National Toy Council conference, supported by the British Toy & Hobby Association: The Value of Toys and Play will be held in London (BAFTA, 195 Piccadilly, London) on Wednesday June 24th 2009.

Ticket Price £30.

PROGRAMME

09.00-09.30 Arrival and coffee

09.30-09.35 BTHA introduction

Session I. TOYS, PLAY AND CHILD DEVELOPMENT

09.35-10.15 Prof. Jeffrey Goldstein (University College, Utrecht University, Netherlands): *Toys, Play and Child Development*.

10.15-10.45. Dr. Kathleen Alfano (Director of Child Research, Fisher-Price Toy, Development Unit): *The Creation of Toys*.

10.45-11.00 Coffee

11.00-11.45 Prof. Brian Sutton-Smith (University of Pennsylvania): *Play and Emotional Survival*.

Session II. TOYS, PLAY, AND HEALTH

11.45-12.15 Len Almond (Foundation Director and Senior Advisor, British Heart Foundation, National Centre for Physical Activity & Health, Loughborough University): *Toys, Active Play & Health*.

12.15-12.30 Sue Ware (Head of Play Services, Great Ormond Street Hospital): *Play as Therapy*

12.30-12.45 Question and Answer session

12.45-13.30 Lunch in the David Lean Room

Session III. TOYS FOR GIRLS AND BOYS

13.30-14.30 Prof. Melissa Hines (Cambridge University): *Sex Differences in Toy Preferences*.

Discussion of sex differences and children's toy preferences.

Luisa Magalhães (University of Minho, Portugal).

Dr. Amanda Gummer (FUNdamentals)

14.30-14.45 Coffee break

Session IV. TOYS AND TECHNOLOGY. Dr. Mark Allen, Moderator (School of Engineering & Design, Brunel University)

14.45-15.45 Prof. David Buckingham (Director, Centre for the Study of Children, Youth and Media. University of London Institute of Education): *Toys and Children in the Digital Age*
Discussion of toys and technology.

Prof. Lydia Plowman (Institute of Education, Stirling University)

15.45-16.00 Question and Answer session

16.00 Close

August 2009

19th Annual Conference of the European Early Childhood Education Research Association will be in Strasbourg (FRANCE), 26th, 27th, 28th, 29th August 2009.

This theme will be addressed from the perspective of the rights of younger children and of their families. The education of young children today is increasingly tackled in variable and complex ways, and the environments, in which they live, both at home and in education and care, can be equally variable

View 19thEECERA.pdf (370K) http://www.vbjk.be/files/EECERA_conference.pdf



September 2009

"Lednica bridges - past for the future" 13-15 September 2009 at the Museum of the first Piast, Lednica, Poland

View conference details (in Polish) http://www.lednicamuzeum.pl/index_m.php?go=konferencja

November 2009

2nd International Conference of the International Society for Child Indicators will be held in Sydney (Australia), 4 -5 November 2009.

The theme for the ISCI Conference 2009 program is 'Counting Children In! Child Indicators: Research, Theory, Policy and Practice'.

Abstracts are invited under the following topics:

- Theoretical, conceptual and empirical issues in the development of child indicators
- Measurement issues at levels of individual, family, community and globally
- Diversity as a challenge to construction and implementation of indicators (taking account of age, gender, ability, culture, geography and socio economic status).

View Call for Abstracts (HTML) <http://www.isci09.com/Abstracts.htm>

April 2010

The Board Game Studies Colloquium XIII will be in Paris, France, 14th.-17th. April 2010. The study of board games is a quirky section of research into toys and games. Not the only quirky section but maybe the quirkiest. Your comments on this shall be savoured. Look at this page. <http://www.boardgamestudies.info/research/> Isn't it a good way of exchanging information? Contact thierry.depaulis@free.fr to get on the list for further information about the Colloquium. Playing games, olden, old, new and absolutely new and not yet on the market, is always on the curriculum so let him know which game you would like to learn to play – this could be your chance to learn to play Hnefatafl.

The papers presented by the scholars at the recent **Colloquium in Jerusalem** covered a wide field. For me they were delightful and amazingly well researched. It is amazing how many staid looking Professors of Mathematics are quirky to the core. A blogger was present – here is his viewpoint. <http://jergames.blogspot.com/>

FUTURE EXHIBITIONS

June 2009

Many of us know how generous Frode Svane is in sharing material. Contact him for the program of the **Study Trip to Berlin** June 24 - 26. – 2009. Limited to 20 participants.

frode.svane@gmail.com

<http://www.barnas-landskap.org>

<http://home.c2i.net/swan>

September 2009

"From a rattle to Lego bricks" at the Museum of Toys and Play in Kielce. Poland

View museum details (in Polish)

http://www.muzeumzabawek.eu/mziz/index.php?option=com_content&task=blogcategory&id=57&Itemid=104



PAST CONFERENCES

October 2008

11th ITRA conference “Toy Libraries: Bringing toys and games into life”, Paris, La Vilette Centre for the Sciences and Industry, 13-17 October 2008.

Cleo Gougoulis was one of the ITRA members who attended; more than 400 members of toy libraries from all parts of the globe gathered for a week in the Centre for the Sciences and the Industry, La Villette Paris, to discuss the various issues involved in the use of toys in toy libraries, while exploring, participating in and improvising with new games in the giant Toy Library set for the sake of the participants in the huge reception hall of the conference venue.

There were several ITRA members who participated in this extremely lively and informative conference. Just to mention a few: Gilles Brougère was president of the scientific committee and presented the concluding remarks, Inès De La Ville chaired a round table discussion on the use of games and toys in different settings, and four 12 ITRA members delivered invited papers: Sudarshan Khanna spoke about "Toys and Creativity in Education" and carried out workshops on the construction of handmade Indian toys, Michel Manson from the point of view of a social historian dealt with the question “Can one think of the toy outside its educational role? The historical response”, Steve Kline presented a critical appraisal of contemporary media play in his paper “Toxic gaming: toys and video games as play media” and Cleo Gougoulis discussed the importance of toys as biographical objects in her presentation of “The social life of toys”.

In his concluding remarks Gilles Brougère focused on some of the main questions asked and the dilemmas presented by the papers, the round tables and the workshops during the conference. Toys were discussed as points of departure for playing activities in the toy libraries. Commodification was resisted and in many cases playing was contrasted to consuming. This idea tied also with dilemmas over the choice of toys and play material used in toy libraries: Should the emphasis lie on education rather than entertainment? The inclusion of videogames to address adolescents’ needs added further dilemmas viz à viz their cost and their content (education vs violence). Should children be guided to particular forms of play by toy librarians or should they be left to organize their own forms of play? The predilection towards particular play forms and playthings (e.g. educational toys) at the expense of other frivolous play materials and activities was met with critical caution against the danger of idealizing the past. Furthermore questions were asked regarding the different biographies of toy sat home and in toy libraries.

In addition to participating in the lively discussions and debates during round table discussions and the four sets of parallel workshops that took place on each conference day, the delegates had the chance to visit the Playmobil Fun Park, the French Museum of Playing Cards at Issy-les-Moulineaux in Paris and a choice of five clusters of toy libraries in the area of Isle de France operating within a variety of organizing principles in very different social contexts. These visits were extremely fruitful and pleasant as all participants enjoyed the hospitality of the local toy librarians and the cultural or municipal bodies involved. ITRA invites us to join the toy librarians of the world in their next conference which will be held in Brazil in 2011. Giorgio Bartolucci, ITRA Newsletter editor will keep us informed.

November 2008

Child in the City, International Conference De Doelen, Rotterdam 3-5 November 2008. Organized by the European Network Child Friendly Cities (ENCFC).

The Child in the City conference was the fourth bi-annual conference of the European Network Child Friendly Cities (ENCFC). During the last decennium this conference has been the place to be for all cities and scientists focussing on the theme of a local child friendly policy. Cities from all over Europe (but also from Canada and Australia, and...) inspired each other by telling about their own experiences and looking for similar cities with similar problems. It is as a market and a lab in which new ideas are developed.

See www.childinthecity.com for more details and brochure download.

December 2008

Conference on **Popular Culture and Education in Asia**, Hong Kong Institute of Education, 11-13 December 2008

View conference details <http://home.ied.edu.hk/~hkpop/conference.html>

February 2009

The Association for the Study of Play (TASP) held its **35th International Play Conference** on February 25-28, 2009 at the University of Texas at Brownsville, Brownsville, Texas

Proposals were encouraged from all academic disciplines and included individual papers, workshops, and panel presentations.

PAST EXHIBITION

July 2008

Prof. Omar Otero Mac Dougall from Buenos Aires, Argentina was not able to attend the Congress in Greece. He sent us an account of the itinerant interactive museum of games and toys "El Galpon", the following is an extract:



The need for recreating the real world in different objects, toys in this case, is a human necessity. Since the second half of the 19th century the industries began to manufacture toys that intended to represent the new and changing times. And while they intended to recreate cultural creations as cars, bridges or trains... the toys itself - designed by workers, manufactured with material and techniques of their period- were and still are, concrete realities. In the course of time societies evolve, as well as their needs and technological status: toys are a particular record of this needs and developments. For this reason (and for some others), "El Galpón" propounds this historical tour where technology, history, societies, games and toys play together in a passionate and fun way.

To get the whole article which is rich in photographs of the exhibition contact Prof. Mac Dougall at museoelgalpon@yahoo.com.ar

PUBLICATIONS & BOOKS

International Journal of Arts and Technology (IJART)

Call For papers Special Issue on: "Toy Design Education "

Guest Editor: **Mathieu Gielen**, Delft University of Technology, The Netherlands

This special issue seeks long- and short-form submissions exploring issues related to teaching toy design within an academic or higher education setting. In this context a broad definition is used of 'toys' as the physical and virtual objects and surroundings offering opportunities for playful behaviour, including games, playground equipment, real and virtual environments, video games and interactive installations.

Central focus: With an increasing complexity of the working field of design, specializations arise and this has resulted in programs and courses on the design of toys and other products for play, such as games and interactive media for children. To some extent, toy design is depending on general design methodology and knowledge. But the nature of play and its special characteristics brings challenges that require special knowledge and new approaches to the profession of design. The special issue of IJART focuses on these issues:

- What justifies toy design to be considered a specialization within the general world of design?
- How can awareness amongst students be created of the special characteristics of play, and toys as the carriers of these special characteristics?
- Which special issues, approaches, and ways of thinking do students need to become familiar with?
- To what benefit can various contemporary fields of research be applied within toy design?
- How can an effective toy design curriculum be created to incorporate this?

Subject Coverage: IJART seeks contributions from professionals in toy design education and affiliated areas that focus on experiences and knowledge on effective teaching in toy design. IJART welcomes both theoretic contributions and case studies or examples of best practice. Topics include, but are not limited to:

- toy design curriculum building
- key issues distinguishing toy design from general design, and how to transfer knowledge on these issues to students
- sources and resources for toy design teaching
- assessing general quality and play value of toy design within students' programs
- example projects demonstrating educational effectiveness of toy design programs
- challenges in toy design education and needs for further research and development of toy design curricula

Each submission should be written in a way that is accessible to the multidisciplinary audience of the journal.

Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page:

<http://www.inderscience.com/mapper.php?id=31>

Full articles: 5000-7000 words, plus figures (no more than 20 pages)

Short articles: 1500-2000 words, plus 1-2 figures

Important Dates

Abstract (optional): 3 November, 2008

Paper submission: 2 February, 2009

Acceptance notification: 24 April, 2009

Camera ready papers due: 30 June, 2009

Editors and Notes

You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to the following:

Mathieu Gielen

Delft University of Technology

Faculty of Industrial Design Engineering

Landbergstraat 15

2628 CE Delft

The Netherlands

E-mail: m.a.gielen@tudelft.nl

with a copy to:

IEL Editorial Office

E-mail: ijart@inderscience.com

Please include in your submission the title of the Special Issue, the title of the Journal and the name of the Guest Editor



IPA/USA Newsletter

The American Association for the Child's Right to Play

CALL FOR PAPERS

Topic: Diversity in Play

Due Date: June 1st, 2009

Preparation & Submission: A system of anonymous peer reviewing is used by the IPA/USA Newsletter. Please remove all identifying information from the manuscript and include personal information on the cover sheet only. Authors will be notified within two months via email regarding acceptance or rejection of the manuscript. Manuscripts may not be submitted simultaneously to IPA/USA Newsletter and other outlets. Sample Topics: Diversity in Play, Diverse play spaces, diversity in children, diverse play choices, diverse learning styles diverse play materials/props, diverse professions in play " issue.

Send manuscripts via email as a word attachment to Georgianna Duarte, duartefree@aol.com

Important Information: Manuscripts must be double spaced throughout, including references with a length of 3-5 pages (not including references) If sending hard copies, each copy of the manuscript should include a separate cover sheet containing the title of the manuscript, the name(s) of the author(s) and affiliation(s).

If sending by email, only one copy with a cover sheet on a separate page is needed. Please include the street address, telephone number, fax number, and email address of the corresponding senior author. The title, but not the names of the author(s) should appear on the first page of the text and the manuscript must follow APA style (Publication Manual 5th Edition) of the American Psychological Association.

Georgianna Duarte, PhD

University of Texas-Brownsville

80 Fort Brown Road

Brownsville, Texas 78520

956-882-5710

Rossie, Jean-Pierre (2008). *Saharan and North African Toy and Play Cultures. Domestic life in play, games and toys.* 436 p., 410 ill. (together with the French version) has been published on a CD a few months ago. For all information see the homepage of my website www.sanatoyplay.org

This book describes games of make-believe that reflect different aspects of domestic and family life. The first chapter analyses the theme of dwellings in the playful representation of the tent and the house. The second chapter describes dinner play and the toy utensils used for these games that often take place in a pretend house. The play activities linked to household tasks are proposed in the third chapter. These household tasks belonging to the female sphere are collecting firewood, fetching water, grinding corn, making bread, preparing oil, washing the linen, spinning, weaving and dressing up. The following chapter speaks of play in which children (mostly boys) interpret subsistence activities. These subsistence activities are hunting and fishing, breeding, gardening, working in the fields and trading. The two final chapters discuss play activities and toys inspired by music and dance or by rites and festivities.

Through all these play activities and toys related to domestic life the children appropriate the adult world in an active way. Sometimes their games put on stage locally inexistent situations or dreams of the future. A few examples described in this book show that Moroccan children mock adult practices. The play world of the girls is clearly distinct from the play world of the boys but it happens that this distinction fades away. To create their toys the children use a large variety of natural and recyclable materials found on the spot. This book not only describes traditional games and toys but also the evolution of play activities and toys.

The **SAGE** publishing house has brought out "*The Encyclopaedia of Play in Today's Society*" edited by Rodney P. Carlisle.

MISCELLANEOUS FUN

Information you never knew you needed and websites to give you aspects of toys and games that you might not yet have asked about (oh yes, and ITRA is not responsible for the content of external internet sites):

- 1) This is a valuable site and can give you a lot of food for thought.
<http://www.freeplaynetwork.org.uk/playlink/exhibition/public/lund1.htm>
- 2) <http://www.igda.org/>
This site is dedicated to improving developers' of games careers and lives – Just a bit of fun (nothing wrong with that!).
- 3) <http://www.iager.org/>
- 4) <http://www.tradgames.org.uk/features/board-games.htm>
- 5) <http://nabataea.net/games3.html>
- 6) http://www.euromonitor.com/Toys_And_Games_in_the_Netherlands
- 7) <http://www.aaai.org/AITopics/pmwiki/pmwiki.php/AITopics/Games>
- 8) <http://www.amazingrubberbandcars.com/>
The rubber band as another connection between engineering and toy research
- 9) <http://www.thetoymaker.com/Toypages/51Goldilocks/51ThreeBears.html>
Make toys. Play more "Deeper meaning resides in the fairy tales told to me in my childhood than in any truth that is taught in life." Johann C. Friedrich von Schiller
- 10) <http://www.americanjournalofplay.org/>
- 11) Jean Pierre Rossie is as usual generous with his work. You can get some good reading at these websites which have recently been updated. The remaining articles and documents not yet online should become available in the beginning of 2009.
<http://www.sanatoyplay.org/articles/1982-unesco.pdf>
<http://www.sanatoyplay.org/english/en-publications.htm>
- 12) These two websites dealing with digital games have been recommended.
<http://www.gameexplab.nl>
<http://www.ijsselsteijn.nl>
- 13) Toys created by Children - a Facebook group launched in April 2009. Celebrating children's creativity in their self made toys from a multicultural perspective.
<http://www.facebook.com/group.php?gid=63858074562&ref=mf>
- 14) <http://www.youtube.com/watch?v=vdEnxNog56E&feature=related>
This is Noel Coward singing his song "Mad Dogs and Englishmen....." I quoted when I advised in the last newsletter to remember to drink plenty of water in the summer heat during the last conference (*Ed* - Helena).
- 15) <http://www.telegraph.co.uk/news/newsttopics/howaboutthat/5037681/How-to-destroy-a-Cadburys-Creme-Egg.html>
An egg comes to sticky end – but why to klezmer music (*Ed* – Helena)? Prize for the best answer.
- 16) <http://www.healthytoys.org/about.why.php>

TREASURER'S REPORT

Cleo Gougoulis ITRA president and currently ITRA's temporary treasurer is happy to announce that the conference balance yielded a surplus of 296, 30 Euros that were deposited in the ITRA account. The present balance of the ITRA account is 3216.60 Euros.

EPILOGUE

The editors of the newsletter would like to thank everyone who contributed, and especially all those who will be contributing in the future (not to distant future). Otherwise we, the editors, will have to resort to making things up, which may be fun for us but not particularly informative for you the reader.

If you have anything to say, whether about yourself, publications, events (including informative, fun and dare we say, disastrous), research or just anything, do not hesitate to contact either Helena or Mark, via itraneewsletter@gmail.com, as we would be keen to fill these pages (especially the blank spaces) with items which are informative, challenging and fun. This is not intended to just be the playground of Helena and Mark. Hopefully the fact that an ITRA newsletter has appeared in your e-mail inbox, you will be inspired to put finger to keyboard and rack up some mind boggling news which we can share with the rest of the members of the International Toy Research Association.

Regards
Helena & Mark

We do not stop playing because we grow old, we grow old because we stop playing.

Benjamin Franklin (1706-1790)

