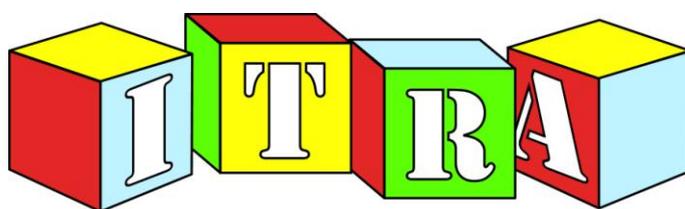


ITRA NEWSLETTER

International Toy Research Association

Vol. 15 No. 1 Summer 2011

<http://www.toyresearch.org>



**INTERNATIONAL TOY
RESEARCH ASSOCIATION**

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PROLOGUE

In this issue you will find information on various publications, conference previews and reviews and news about members. The material was submitted by you, the members of our Association. The next edition of the Newsletter will be sent out after the coming Congress in Turkey and we, the Editors, are looking forward to receiving our fresh and lively contributions.

Please make special note of the forthcoming **6th World Congress of the International Toy Research Association**, to be held 27th - 30th July 2011, in Bursa, Turkey. See website: <http://www.toyscongress2011.org/>

The Newsletter has been formatted to allow the document to be read in either printed form or as a soft copy, which can be found on the ITRA website: www.toyresearch.org

Enjoy the Newsletter.

CONTENTS

| | |
|--|----|
| Prologue..... | 1 |
| Greetings from the President of ITRA..... | 2 |
| Announcement of 6 th ITRA Conference..... | 3 |
| Winners of the 2011 ITRA-BTHA prize..... | 3 |
| Members' Forum..... | 4 |
| Conferences & Exhibitions..... | 9 |
| Future Conferences and Exhibitions..... | 9 |
| Past Conferences and Exhibitions..... | 10 |
| Publications & Books..... | 12 |
| Miscellaneous News..... | 13 |
| Treasurer's Report..... | 14 |
| ITRA 2011 Fees Notice..... | 14 |
| Epilogue..... | 15 |

Greetings from the President of ITRA

Dear ITRA friends and colleagues,



I would like to thank our editors Mark Allen, Helena Kling and Suzy Seriff for keeping up the biennial character of the Newsletter and for their brilliant work in compiling the material in the current Spring/Summer issue. This issue, full of news from the world of toy research, is especially well timed in the light of the imminent 6th ITRA World Conference in Bursa, Turkey, 27th -30th July.

As we are approaching the opening of the conference, the momentum of the preparations is growing rapidly. Our partners at the University of Uludag, especially Professor Handan Asûde Basal and her associates, cannot be thanked enough for their fantastic work, their excellent cooperation and the generous hospitality they have offered to ten conference participants who applied to ITRA for financial support. The program is rich and looks exciting. More than sixty papers, eleven posters, three symposia and one workshop exploring the many facets of the relationship between *Toys and Learning in Different Cultures* have been accepted by the scientific committee, while participants represent more than 20 countries from all parts of the globe. The final draft of the program is ready to be launched and will be soon posted on the conference site <http://www.toyscongress2011.org> and the ITRA website <http://www.toyresearch.org>.

Professors Peter K. Smith, Goldsmiths College, University of London, UK and Belka Özdoğan, University of Ankara, Turkey will open the conference with their keynote addresses on the 27th of July.

The 2011 ITRA_BTHA prizes for outstanding toy research will be awarded during the conference to the two winners of the competition Minna Ruckenstein and Vasanti Jadva. My warmest congratulations to you both. You will find out more details about their award winning papers in this issue.

Early registration dates have expired but there is still time for last minute decisions, if you don't want to miss this important event. When booking your flights to Bursa, don't forget to check the conference site (link: connections and transportation to Bursa) for the timetables of the buses provided by the organizers for the free transport of participants arriving at and departing from the two Istanbul international airports on the 26th and the 30th of July respectively.

I hope to see you all in Bursa and I am looking forward to the exchange of ideas and thoughts on new and continuing projects in toy research.

Until then, stay playful and creative and enjoy the summer holidays!

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ANNOUNCEMENT of 6th ITRA CONFERENCE

Toys and Learning in Different Cultures, 6th World Congress of the International Toy Research Association will be held 27th – 30th July 2011.

For information on the conference see either of the links below:

<http://toyscongress2011.org>

<http://toyresearch.org>

Information on the conference hosts (Faculty of Education, University of Uludag) can be found at:

<http://www.uludag.edu.tr/indexen.php>

WELCOME MESSAGE from Prof. Dr. Handan Asûde Başal, chair of the 6th ITRA World Congress organizing committee:

Bursa, Turkey welcomes people from around the world to *The 6th World Congress of the International Toy Research Association* to be held 27th – 30th July 2011. The theme of the conference is “*Toys and Learning in Different Cultures.*” The conference will be hosted by Uludag University in downtown Bursa, one of the largest and most historic cities in Turkey. We are looking forward to meeting educators, researchers, toy designers and manufacturers, students, and other participants interested in toys as a means for learning. We are excited to host the conference which is a great opportunity to learn and share experiences with one another. The three day event offers lectures, poster presentations, cultural visits to downtown Bursa and the surrounding area, and other social events. A visit to the Toy Museum in Istanbul is planned for the 30th July 2011.

Winners of the 2011 ITRA-BTHA prize

It is our pleasure to announce that the ITRA_BTHA prize committee reached a unanimous decision on the two winners of the 2011 ITRA_BTHA prize: The committee decided that the senior award goes to Minna Ruckenstein, University of Helsinki for her article, “Toying with the World: Children, Virtual Pets and the Value of Mobility,” published in *Childhood*, 2010, vol. 17, 500-513. The student prize goes to Vasanti Jadva who is a graduate student at the University of Cambridge for her article “Infants’ Preferences for Toys, Colours, and Shapes: Sex Differences and Similarities” published in *Archives of Sexual Behaviour*, DOI 10.1007/s10508-010-9618-z (published online March 2010). The article is based on Vasanti Jadva’s Ph.D research under the supervision of Professor Melissa Hines and it is signed by Vasanti Jadva, Melissa Hines, & Susan Golombok.

Minna Ruckenstein and Vasanti Jadva will present their award-winning papers in Bursa during the ITRA-BTHA prize session to be chaired by Jeffrey Goldstein and Natasha Crookes, Director of Communication, BTHA.

MEMBERS' FORUM

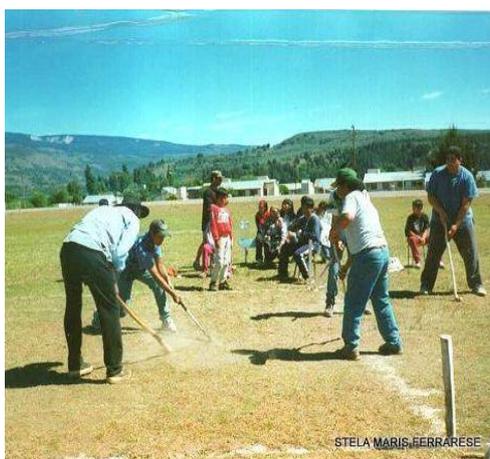
Please remember when you do send items for inclusion in the Newsletter to send them in a downloadable form.

ARGENTINA

Stela Maris Ferrarese Capettini writes:

Teaching the games of the Native Peoples of America:

In 2003 the National University of the Comahue celebrated its 30th anniversary. As part of the celebration they sponsored a series of activities throughout the year. The Sports Department invited me to conduct two classes for 4th grade children and girls in a number of primary schools which had participated in a pedagogic documentary in 2010 on the games of the Native Peoples of America. This documentary was part of the Native Spirit Film and Video Festival of Indigenous Peoples of America. The classes focused on educating the children about the wealth of indigenous cultural traditions—including toys and games-- of the native peoples who once inhabited the colonialist towns of Argentina—a topic about which there is little understanding or knowledge in the general population today.



BELGIUM

Jean-Pierre Rossie writes:

David Lancy launched a message on the ACCIG listserv about the “International Conference on Children and Youth in a Changing World” (please see the section on *future conferences* for further information). After discussing with David Lancy a few proposals, we agreed that I would send a proposal to scholars and groups which might be interested in collaborating on a panel on “research on children's play and toys in non-western and non-industrial communities and its contribution to anthropology and ethnology.” I would contribute a paper on the relevance of research on North African children's play and toy cultures to material, cultural and social anthropology.. Presentations will be limited to 20 minutes, with time available for discussion. Please send your questions and paper proposals of maximum 500 words to my email address.

Various articles relating to Jean-Pierre's play and toy research are available on his website.

Various articles relating to his play and toy research are available on his website.

Web: <http://www.sanatoyplay.org>

E-mail: sanatoyplay@gmail.com

Catherine Breyer and **Ann-Laure Oosthoek** are graduate students of Archaeology and Art History at the Catholic University of Louvain (Louvain-la-Neuve, Belgium). They have informed us of the existence of a project they have been investing in for several years which can be explored on their website: www.jocari.be
This is what they write:

We have created *Jocari* because we are convinced that the knowledge and understanding of ancient games can only be achieved by collecting as much information and sources about them as possible. Our purpose is to make accessible to researchers a database of the most relevant archaeological, literary and iconographical sources on games and toys, from Antiquity to the Renaissance, and mainly concentrated on Europe (at this point, it is only available in French). It is our hope that this site can also help archaeologists to identify more easily some new discoveries. For instance, we are collecting every piece of information and image available on the Web and in books (only with agreement). We are also taking pictures directly on sites and in museums. However, as we are working only on a voluntary basis and as we are mainly two persons working on the project, we are becoming increasingly aware of the magnitude of this project. As a result, we are appealing to your readers for any help they might be able to provide.

1. First of all, we present an exhaustive bibliography on the subject, but it's possible we missed some references. As an author, would you be so kind as to *check if all your publications are listed on Jocari?*
 2. If you are yourself collecting material on the subject or on any related topic, we can create a link to your database.
 3. Many museums allowed us to post photos available on their web site without charge, whereas some others didn't. If you have some pictures that can complete some forms already written on Jocari, we would be very pleased to receive them.
 4. If you enjoy our project and are interested in collaborating, we would be very pleased to add your name on our list of "contributors." Your contribution can consist in sending us some pictures of ancient games or toys with any useful information to complete the form, or in writing some identification form on games or toys we have not yet presented.
 5. And lastly, we regularly send a Newsletter announcing all events and new publications. So if you want to communicate events (lectures, exhibitions, festivals, colloquia) or publications, articles... please just send a mail to: listediffusion@jocari.be and we will transmit it.
 6. This Newsletter or Mailing list allows us to keep you informed of the evolution of our work and to receive or to share information about new discoveries, discussions, events, activities, conferences and exhibitions on games and toys from Antiquity to "1789." To register, you can send a message to listediffusion@jocari.be, by mentioning "Registration" in the field Object. Your address will not be visible for other subscribers and will not be communicated. It is also easy to unsubscribe: just note "unsubscribe."
- Your help is indeed precious as we would like to realize the most complete statement possible. Of course, any suggestion to improve our website and/or to collect materials is also welcome! And please, feel free to share this information!

CHINA

Rémi Leclerc, PolyPlay Lab, School of Design, The Hong Kong Polytechnic University, reports that he finally succeeded in renaming the *Toy Design Lab* he runs, at the Hong Kong Polytechnic, into the *PolyPlay Lab*. This title, according to Rémi, is a far better representation of the scope of his activities, "spanning the incestuous Design/Play/Education love triangle. Ironically, the renaming of the Lab comes after a coming out party of sorts with the paper I presented regarding the *Toy Design Lab's* activities at the *Designing for Children Conference*." For further information, see the following website:

<http://www.designingforchildren.net/papers/remi-leclerc-designingforchildren.pdf>

FINLAND

Kati Heljakka writes to tell us about her recent visits to toy fairs in London, Nuremberg, and New York in 2011:

After the most important fairs of the New Year, it's time to make a résumé about the trends in the toy world today. Besides Nuremberg, London and New York are the places to be for people in the business of play.



Fresh Statistics from the Fairs

The toy fairs of the English-speaking world are done for the spring season. London Toy Fair (organized between the 25th and 27th of January 2011) and New York International Toy Fair (between 13th and 16th of February 2011) gathered a larger audience than in the past years. The London Fair, organized in the Olympia Exhibition Hall, boasted some 250 exhibitors (a 30% growth compared to 2010). New York gained the interest of over 10,000 buyers. The general atmosphere at the fairs was overall busy and positive, during the first days. In New

York, licensors (+35%), entertainment executives (+53%) and advertising experts (+40%) were among the visitors responsible for the growing numbers. The number of visitors grew altogether with 3 percent, international visitors ending up at 13% more than in the last year. Over 10% came from outside the United States. Moreover, the number of media representatives grew with 19%. According to recent estimates, some 7,000 new toy products see the light of day at the New York Toy Fair.

The following fairs will be organized during the 24th through the 26th of January 2012 in London and in New York between the 12th and the 15th of February 2012.

News from the World of Licensing

Licences play a major role in the toy industry when considering new developments. Licenses significantly influence the design and development of new toys when it comes to themes and products related to entertainment.

According to data gathered by the NPD Group the toy business as a totality grew by 2% in year 2010. One quarter (25%) of all toys sold in the United States are related to licenses. According to NPD Group, the most popular licenses in the U.K. and the U.S., based on sales volumes in 2010, are 1) *Toy Story 3*, 2) *Star Wars* and 3) *Cars the Movie*. *Star Wars* is the number one boys' toy-related license property in the U.S. and second in the U.K. *Star Wars* and the upcoming *Cars 2* are expected to push past other properties even this year as *Star Wars* films are released in BluRay and the film *Cars* gets its sequel this summer. The Licensing Show that moved from New York to Las Vegas some years back continues to gather people working in the toy and entertainment sectors together. The next event was scheduled for the 14th - 16th June 2011.



Smart Toys Keep Marching

A beautiful design and a deliberated form may be significant in the development of new toys, but the visual and tactile qualities often are no longer enough when considering the 'wow' factor, and the overall marketability of the toys. Especially in England and the United States toy characters are often required to have technical abilities that result in unexpected effects. Smartness and elements that aim at beneficial outcomes in the cognitive development of children are a part of many toys today, even though there still exists a market for the more traditional dolls and plush figures.

But the developments in the field of these so called 'smart toys' are nevertheless interesting: With the newest interactive toy friends, you may play hide and seek (i.e. the *Jojo Bunny* from *Ouaps*), feed them and be entertained by their stories plus train your motor skills. Some toys even allow the player to record his or her name into the toy, which then remembers to call the player by that name (*Brain-e-bear* by *Brany Baby*). Motion, sound and light have become basic elements for many toy characters as an analysis of the trends seen at the fairs reveals.

From Wood to Food

The wooden toys familiar from the Eco-section presented at the Nuremberg show could also be seen in New York. Wood already is used more than before in diverse toys and games, even in their packaging. In the name of sustainable development, toy companies should evaluate the relevance of using wood in their production processes: The ecology of the material itself is not always enough, as the cultivation and logistics of transporting this raw material have to be considered. Speaking of 'soft' values, one of the most innovative toy novelties seen in London included neither smart elements, nor wood. It was a toy that every gourmand would have loved as a child but that could not be seen on the toy shelves in earlier times: a soft toy broiler consisting of detachable

parts made by the German company *Haba*. To the amazement of the author, this toy was demonstrated by a kind salesman – the player can detach its legs as they are attached to the body with a Velcro band. The fun of food toys did not end there: I also played with a soft toy fish, whose bones could be found zip-locked in its belly. And so it seems: As in the world of real food, a yummy toy equals a delicious playing experience.

GREECE

Cleo Gougoulis writes:

John Sutterby, of TASP, recently sent a message with information on a new website and database with short videos of children's outdoor games with and without the use of toys from around the world. The videos have been filmed by the Dutch filmmaker Jules Oosterwegel and his associates. Not all countries are represented but it is a good start, as the director asserts that his aim is to enrich this database, by continuing his life journey "to find more games and give them back to where they belong: to the children of the world."

Games are classified according to game category and country. Toys (commercial and self-made) fall under many categories but there is also a special category of "Playing with Things". Minimal context and short descriptions of the games are provided in brief captions accompanying the videos, however a little more information on the play context would have been helpful e.g., the setting (school or home) and type of settlement or region (urban, or rural) in which the film was made, the age and social background of the players, whether children learn from their peers or from adults how to make their toys and play props etc.). The videos are lively and they are useful as snapshots of play from many different places around the world. The soundtrack is charming.

Do visit www.kidsplaybook.com if you want to see videos of children playing with make-shift toys, e.g., a girl playing with her brother's wire-car in South Africa, two little girls making pretend phone calls with the help of paper cups and a rope in Cuba or a group of Chinese schoolchildren lining up and joining their efforts to roll ping pong balls through a long pipe created out of a series of small tubes they hold in their hands.

INDIA

Brij kul Deepak writes that he will be attending our Congress in Turkey and he would like to share the following information regarding his workshops on eco-friendly Indian toys:

"A child likes to hear; he also likes to see; but what he likes most of all is to feel in his hands what he sees or hears," Deepak insists. The toys have to be made of natural materials, as they have been since olden times, such as clay, straw, papers, wood, even cow dung. Metal and plastic toys are cold and angular and lonely, according to Deepak. "This gives the child a wrong feel of the world. What I feel, in all cultures, is that toy making brings us together, it shows us how we are connected to each other locally, in the community, as well as globally, in the world at large."

E-mail: deecotoys2000@yahoo.com

ISRAEL

Helena Kling writes:

Was there ever an answer to the conundrum of a toy, abandoned and not played with, deep in a forest retaining its classification as a toy? Helena Kling was reminded of it when she came across the arm of a doll in a forest in Poland. She left it there.



UNITED KINGDOM

Anna Kassman-McKerrell, the Information Officer of the Children's Play Information Service, has sent some very good news. The Children's Play Information Service (CPIS), or the 'play library,' which had been threatened with closure, will be able to continue to provide a library and information service to the play sector thanks to funding from the Association of Play Industries (API) and Play England. A press release can be found on their website http://www.ncb.org.uk/cpis/cpis_api_press_190511.pdf

Many ITRA members have benefited from CPIS's services. If you are unaware of their good facilities visit them next time you are in London.

"On behalf of CPIS I want to say a big thank you to everyone who emailed, wrote a letter, talked to someone, signed the petition - everything you did to show support for the play sector's information service. It worked!"

CONFERENCES & EXHIBITIONS

This section has been split 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

July 2011

Playing into the Future – Surviving and Thriving: the 50th Anniversary World Conference of the International Play Association (IPA), will be held in Cardiff, Wales, 4th – 7th July 2011.

Speakers include; Dr Brian Sutton-Smith, Bob Hughes, Wendy Russell, Stuart Lester, Dr Sudeshna Chatterjee, Professor Marc Berkoff and Professor Lothar Krappmann. In addition, to the conference there is also a two night camp on a farm which will give an opportunity to experience the nature of *playwork* in Wales.

For further information see their websites:

<http://www.ipaworld.org>

<http://www.playwales.org.uk>

October 2011

The Toy Library Nowadays, XII International Toy Library Conference, will be held at the Fundação Memorial da América Latina, São Paulo, Brazil, 11th – 15th October 2011.

The concept of toy library, like any other, has been going through a continuous transformation over time, both in theory and in its practical application. This Congress aims to create conditions for a broad reflection on the trajectory of the toy libraries, analysing all that has been achieved, the accomplishments, challenges and difficulties, in order to preserve its genuine contribution to the dissemination of the importance of play. Topics to be covered during the conference include; History and Present Prospects, Toy Libraries and the Digital Environment, and the Toy Librarian Formation.

For further information see their website:

<http://www.itla-toylibraries.org>

The 5th European Conference on Games Based Learning, will be held at The National and Kapodistrian University of Athens, Greece, 20th – 21st October 2011.

Over the last ten years, the way in which education and training is delivered has changed considerably with the advent of new technologies. One such new technology that holds considerable promise for helping to engage learners is Games-Based Learning (GBL). The Conference offers an opportunity for scholars and practitioners interested in the issues related to GBL to share their thinking and research findings. Papers can cover various issues and aspects of GBL in education and training: technology and implementation issues associated with the development of GBL.

For further information, please see their website:

<http://www.academic-conferences.org/ecgbl/ecgbl2011/ecgbl11-home.htm>

November 2011

ICERI 2011 - 4th Annual Education, Research and Innovation International Conference, will be held in Madrid, Spain, 14th - 16th November 2011.

The objective of ICERI 2011 is to share your experiences in the fields of Education, Research, Innovation and New Learning Technologies. ICERI is an International Forum for lecturers, researchers, professors, engineers, educational scientists and technologists.

Website: iceri2011@iated.org

January 2012

Food Networks: Gender and Foodways, will be held at the University of Notre Dame, Paris, France, 26th – 29th January 2012.

The Conference organisers are seeking papers from a wide range of disciplines and approaches and hope to get papers that consider gender and food in relation to children - such as childhood obesity, eating disorders, representations of children, advertising, children's cookbooks, food toys, etc.

E-mail: Pamela.Wojcik.5@nd.edu

April 2012

Board Game Studies Colloquium will be held in München-Haar, Germany, 17th – 21st April 2012.

Mr. Tom Werneck will host the colloquium.

More info: http://www2.spiele-archiv.de/board_games.html

June 2012

The 26th ICCP World Play Conference, “Providing Play: Applications for Policy and Practice from Research,” will be held in Tallinn, Estonia, 18th - 19th June 2012.

Jan van Gils, President of the International Council for Children's Play writes: “Abstracts can be submitted on-line at our website www.iccp-play.org and more details about the conference will also be posted there soon. Even if you are not able to join us in Tallinn, please do visit our website for ICCP news and to download previous conference papers - and don't forget to leave your details so we can keep you updated in the future. Play is provided and organised in many different shapes and forms, from educational activities for pre-school children to childcare services for school-aged children, from play work settings to youth services for teenagers, from role-play to play in the virtual environment for all ages, from sports and leisure activities for young and old, and many, many more. This conference will explore what can be learned from research about providing play across the life-span and across cultures from a practical, philosophical and historical perspective.”

Web: <http://www.iccp-play.org/conferencetallinn2012.htm>

E-mail: info@iccp-play.org

November 2012

International Conference on Children and Youth in a Changing World, organised by the International Union of Anthropological and Ethnological Sciences, Commission on Anthropology of Children, Youth and Childhood at the KIIT University, Bhubaneswar, Orissa, will be held in India, 26th – 30th November, 2012.

The conference will examine childhood cross-culturally and historically to gain the richest and best informed perspective for looking at children in the present and moving forward. The overall aim of the conference is to offer a common platform for anthropologists in academia, government organisations, non-governmental organisations and agencies working on and with children from different parts of the world to address various issues relating to children and childhood.

The conference is also open to non-anthropologists such as, but not limited to, aid workers, medical personnel, representatives of national, international and NGO intervention programs, as well as those working with immigrant, refugee and displaced communities. The conference will examine childhood cross-culturally and historically to gain the richest and best informed perspective for looking at children in the present and moving forward.

More information contact Prof. Deepak Kumar Behera by emailing behera.dk@gmail.com

PAST CONFERENCES

January 2011

Exploring the Everyday Lives of Young Children: Cross-disciplinary Perspectives Seminar, was held at the Stirling Institute of Education, Scotland, UK, 24th - 25th January 2011.

This two-day event was organised by the Toys and Technology research team at the Stirling Institute of Education as part of their ESRC-funded project Young Children Learning with Toys and Technology at Home.

For further information see: <http://www.ioe.stir.ac.uk/research/projects/toys-and-tech/index.php>

February 2011

The Value of Play, US Coalition for Play, was held at Clemson University, USA, 6th – 9th February 2011.

For further information see their website: <http://usplaycoalition.clemson.edu/index.php>

April 2011

Play and Health: 37th TASP Annual International Conference was held at The Strong, Rochester, New York, 27th - 30th April 2011.

For more information, please see: <http://tasplay.org/conference.html>

The Philosophy of Computer Games 2011 was held in Athens, Greece, 6th – 9th April 2011. The conference focussed on player identity with respect to avatars, game play artefacts and memory. For further information see their website: <http://2011.gamephilosophy.org/>

May 2011

The Board Game Studies XIVth Colloquium was held at KHBO-Spellenarchief, Campus KHBO, Brugge, Belgium, 4th – 7th May 2011.

The International Society for Board Game Studies holds yearly colloquia in which scholars, university professors, museum curators, historians, archaeologists, psychologists, mathematicians, game inventors, collectors and others share their research results on board games.

For further information see their website: <http://www.khbo.be/13573>

June 2011

The 3rd International Conference on Toys and Infants Products was held in Alicante, Spain, 15th -16th June 2011.

For more information, please see: http://jornadas.aiju.info/ingles/jornada1_ing.html

PAST EXHIBITIONS

Rémi Leclerc organized a public art exhibition presented at Kowloon Park, from 21st December 2010 through the 28th February 2011. Remi worked in collaboration with the environmental concern association SU.R.E. (Sustainable Renewable Energies) and sustainable energy engineering innovation partner Motorwave Group. PolyU Design students worked at producing a series of interactive educational sustainable energy demonstration fixtures, imbued with poetry and humour. The playful nature of the exhibits aimed at engaging the public and park visitors to reflect critically on sustainable consumption and urban lifestyles, as they leisurely enjoy the green environment of Kowloon Park's gardens.

A report on the exhibition can be found at the following website:

<http://www.sd.polyu.edu.hk/gasp/>



PUBLICATIONS & BOOKS

The International Journal of Play



Routledge will be launching the first edition of this journal in April 2012. *The International Journal of Play* is an inter-disciplinary publication focusing on all facets of play. It aims to provide an international forum for mono- and multi-disciplinary papers and scholarly debate on all aspects of play theory, policy and practice from across the globe and across the lifespan, and in all kinds of cultural settings, institutions and communities.

We welcome:

- Reports on research projects
- Review work across an area of research
- Papers concerned with theory-practice links
- Policy critiques and expositions
- Reviews and analysis of contemporary and historical publications
- Essays, memoirs, and other forms of reflective writing
- Writing that builds on the experience and voices of children and young people
- Theoretical position papers.

For further information, and to submit a contribution, please contact an editor:

Professor Pat Broadhead: p.broadhead@leedsmet.ac.uk

Leeds Metropolitan University, United Kingdom

Dr June Factor: j.factor@unimelb.edu.au

University of Melbourne, Australia

Associate Professor Michael Patte: mpatte@bloomu.edu

Bloomsburg University of Pennsylvania, USA

The deadline for submissions for the first issue of the journal is 9th October 2011, with a revision date no later than 9th January 2012. All submissions must be made electronically to the editors for this first call. Papers must be between 6-7,000 words.

All papers submitted to *The International Journal of Play* undergo rigorous peer review based on initial editor screening and anonymised refereeing by at least two referees.



MISCELLANEOUS NEWS

1) See what is happening toy-wise in Wales:

<http://www.playworkwales.org.uk>

2) Toy tiger sparks armed police alert in Southampton, Hampshire, United Kingdom:

<http://www.telegraph.co.uk/news/newstopics/howaboutthat/8529009/Toy-tiger-sparks-armed-police-alert-in-Southampton.html>

3) *Daily Telegraph* has in the past reported that more than a third of a million children, some as young as five, have been recruited to conduct market research for large companies, including toy and gadget manufacturers Mattel, Nintendo and snack companies Tizer and Coca-Cola. Mr Cameron, the British Prime Minister, says he is keen to stop "the process where companies pay children to publicise and promote products in schools or on social networking sites by banning "the employment of children as brand ambassadors and in peer-to-peer marketing."

<http://www.telegraph.co.uk/foodanddrink/8558017/Bailey-review-companies-must-not-pay-children-to-promote-products.html>

4) *Play England's* founding Director, Adrian Voce, has been awarded an OBE in the Queen's Birthday Honours list for services to children.

5) The British Library has included a section on *Playtimes*.

<http://www.bl.uk/playtimes>

6) Karen Kerman, MD, the director of the paediatric rehabilitation centre at Hasbro Children's Hospital, had an idea—to create therapeutic toys for children with cerebral palsy. Therapeutic toys would provide a fun and easy way to get children involved in activities designed to increase use of the affected limb, helping to strengthen the muscles.

<http://www.lifespan.org/about/research/programs/toys.htm>



TREASURER'S REPORT

Cleo Gougoulis, ITRA president and currently ITRA's temporary treasurer, wishes to thank Gisela Wegener-Spöhring and Steve Kline, on behalf of the ITRA Board, for their kind donations. The ITRA Board decided to use this money to cover four ITRA members' travel expenses to Bursa for the 2011 ITRA world conference and an honorarium for the conference's keynote speaker.

ITRA 2011 Fees Notice

Please note that according to the ITRA Board's decision in Alicante, 8th August 2005, conference fees cover ITRA membership fees for three years. This means that conference participants who paid full registration fees for the 5th ITRA conference in Nafplion Greece 2008 have been exempted from paying ITRA dues for the years 2008, 2009 and 2010.

Annual membership: 50 EUROS/ US Dollars
Retiree// Student membership: 25 EUROS/ US Dollars

Payments may be made;

a) through bank transfer to the following account number

International Toy Research Association,
National Bank of Greece, Pal. Phaliro branch 175
Account number: 175/480074.53
IBAN Number: GR16 0110 1750 0000 1754 8007 453
SWIFT: ETHNGRAA

b) by sending an International Money Order, payable to ITRA, to the treasurer at the following address:

Cleo Gougoulis
73 Terpsihoris St.
P.Phaleoron
17562 Athens
Greece

Please notify me by sending an e-mail to: cleogou@yahoo.gr
when you send your fees to the bank. It is important to mention what amount and in which currency you paid.

Regards from,
Cleo Gougoulis
ITRA president and treasurer
cleogougoulis@yahoo.gr



EPILOGUE

The editors of the newsletter would like to thank everyone who contributed, and especially all those who will be contributing in the future - as editors we are the eternal optimists. We are planning to release another Newsletter, after the Bursa Conference, sometime around November 2011. If you attended the ITRA Conference, or any other conferences this year, read a book - toy related preferably - have anything to say, whether about yourself, publications, events, research or just anything, do not hesitate to contact either Helena, Suzy or Mark, via itrnewsletter@gmail.com.

The ITRA Congress is taking place very soon. We thank in advance all of you who are working hard to ensure a successful event. Your efforts are appreciated.

Feel free to send the editors articles, which we can share with the rest of the members of the International Toy Research Association.

Regards
Helena, Suzy & Mark

We do not stop playing because we grow old, we grow old because we stop playing.
Benjamin Franklin (1706-1790)

