

# INTERNATIONAL TOY RESEARCH CONFERENCE

IN HONOUR OF PROF. EMERITUS BRIAN SUTTON-SMITH  
HALMSTAD, SWEDEN 17 - 22 JUNE 1996

Nordic Center for Research on Toys and Educational Media (NCFL) at Halmstad University, Sweden started in September 1993. In September 1994, a Nordic Toy Research Conference was held. The establishing period of the center will be concluded with the 1996 International Toy Research Conference.

**The purpose of the 1996 International Toy Research Conference is to establish and integrate international cooperative research on toys.**

The subject of children and toys is a comparably young field in scientific research. One important aspect of toys is that they are reflections of contemporary society.

In honour of Prof. Emeritus Brian Sutton-Smith and his highly esteemed perspective on toys as cultural artifacts, the conference will focus on the significance of toys as a reflection of a changing society, the potential of toys as parts of current and future information systems, and their semiotic meaning.



Conference theme:

## **Toys in educational and socio-cultural contexts**

The toy as a medium of *informal learning* in modern society, which is constantly developing complex information systems. Toy as signs of *cultural patterns* and *cultural change*, as well as toys signifying *post modern society*. Historical and cultural analytic approaches paired with a general *semiotic analysis* of toys as systems of meanings.

**Saturday June 15**  
**Sunday June 16**

**Monday June 17**  
08.00 - 09.30  
09.30 - 12.00  
12.00 - 13.00  
13.00 - 16.45  
19.00 -

**Tuesday June 18**  
09.00 - 12.00  
12.00 - 13.00  
13.00 - 17.45  
19.30 -

**Wednesday June 19**  
09.00 - 12.00  
12.00 - 13.00  
13.00 - 13.45  
14.15 - 14.45  
15.00 - 15.30  
  
17.00 -

**Thursday June 20**  
08:00 - 21.00

**Friday June 21**  
09:00 - 11.00  
11.00 - 12.00  
15.00 -

**Saturday June 22**

**Sunday June 23**

## **PROGRAMME**

**Arrival, Registration**  
**Arrival, Registration**

**Registration**  
**Opening of the Conference.**  
**Lunch**  
**Parallel sessions**  
**Dinner**

**Parallel sessions**  
**Lunch**  
**Parallel sessions**  
**Buffét**

**Parallel sessions**  
**Lunch**  
**BRIO Prize**  
**Parallel sessions**  
**Future toy research in an international perspective**  
**Visit to BRIO in Osby**

**Visit to LEGO in Denmark**

**ITRA Conference, Informal meetings,**  
**Official closing of the Conference**  
**Traditional Swedish Midsummer feast**  
**Disposable day / Departure**

**Disposable day / Departure**

**Monday June 17**

**09.30 - 12.00**

**Opening of the Conference**  
*Carl Tham, minister of education*

**Introduction and presentation of Prof. Emeritus Brian Sutton-Smith**  
*Ph. D. Birgitta Almqvist*

**The festival of toys**

*Prof. Emeritus Brian Sutton-Smith*

**12.00 - 13.00**

**Lunch**

**13.00 - 13.30**

1. **Aim structuring and experience formation in play - essential action operations with the toy for its contents internalization**  
*Prof. Karlheinz Otto, Deutschland*
- 2. **Play leading to the development of schemas, imagination, social - cognitive - skills** *Prof. Jerome L Singer, USA*
3. **Child culture - children's culture of play**  
*Senior lecturer Flemming Mauritsen, Denmark*

**13.45 - 14.15**

4. **"Aesthetical game at the lessons of art"**  
*Senior lecturer Olga Suslova, Russia*
- 5. **From TV show to play: the Power Rangers example**  
*Ass. prof. Gilles Brougère, France*
6. **Friedrich Fröbel. The holy family in "Mothers songs" (Mutter und Koselieder)** *Senior lecturer Brita-Lena Öman, Sweden*

**14.30 - 15.00**

- 7. **Playthings and children's development**  
*Ph.D. Sigfried Zoels, Deutschland*
8. **The children's use of objects and media in frame play**  
*Ass. prof. Stig Broström, Denmark*
9. **Children as architects. Block play development 1-10 years old**  
*Senior lecturer Arne Trageton, Norway*

**15.30 - 16.00**

- 10. **"LUDENS" classification of toys and its educational use theoretical bases and the development of the classification system**  
*Sen. lect. Nanna Due, Norway and Sen. lect. Marit Flakne, England*
11. **Froebel's gifts** *Ph.D. Joachim Liebschner, England*

**16.15 - 16.45**

12. **From reproduction to a becoming independence of the aesthetics**  
*Senior lecturer Irene Beyer-Stange, Deutschland*
- 13. **The research on toys from the pedagogical and utility point of view**  
*Dir. Maite Romero, Spain*
14. **Pattern in children's learning and development** *Senior lecturer Lynne Bartholemew, England*

**19.00 Dinner**

*Halmstad University*  
*Host: President SvenOve Johansson*

## Tuesday June 18

09.00 - 09.30

- 15. **Letters to Santa Claus: An indication of the impact of toy marketing on children's toy preferences**  
*Ph. D. Birgitta Almqvist, Sweden*
16. **The good toy - an interactionistic perspective**  
*Ass. prof. Lars-Erik Berg, Sweden*
17. **Comparative play behaviour of boys and girls and their toy choices**  
*Ph. D. stud. Ana Maria Araújo Pessanha, Deutschland*

09.45 - 10.15

18. **The toy preferences of Australian children 1989 - 1995 age, sex, and sociocultural variables**  
*Ph. D. Vicki B Jenvey, Australia*
19. **Toy - evaluation today on the background of contemporary changes in society and children's socialisation**  
*Prof. Hein Retter, Deutschland*
- 20. **Why boys don't play Barbie - comparing children's and adults perceptions of boy toys and girl toys**  
*Ph. D. stud. Greta Pennell, USA*

10.45 - 11.15

21. **The role of toys and playthings in early literacy development**  
*Prof. James Christie, USA*
- 22. **Toys and teaching the young boy and girl: An evaluation**  
*Ph. D. Peter E Johnsen, USA*

11.30 - 12.00

23. **"Folk-themes in Greek children's symbolic play"**  
*Ph. D. stud. Cleo Gougoulis, Greece*
- 24. **Toys and friends: The language of play with narrative eliciting toys between friends and non friends**  
*Prof. Anthony Pellegrini, USA*
25. **The effects of different toy types on the play and the other social interactive behaviors of aggressive - non aggressive children**  
*Ph. D. Vicki B Jenvey, Australia*

12.00 - 13.00

Lunch

13.00 - 13.30

- 26. **Children's culture and computers - The transformation of the computer into a kindergarten toy**  
*Senior lecturer Carsten Jessen, Denmark*
27. **Child and artist, play and art**  
*Senior lecturer Maria Laukka, Finland*
28. **Toys - mere learning tools?**  
*Ass. prof. Theodora Mehandova, Bulgaria*

13.45 - 14.15

- 29. **"What is a vivid toy?"** *Prof. Greta Fein, USA*
30. **Learning by making and breaking toys** *Dr. Sudarshan Khanna, India*

14.45 - 15.15

- 31. **Classification and registration of toys in 14 children's bedrooms**  
*Cand. Phil. Anders Nelson and Cand. Phil. Mattias Nilsson, Sweden*
32. **Indigenous toys and toy makers of India**  
*Dr. Sudarshan Khanna, India*
33. **An inventory of Brazilian industrialized toys and games according to the I.C.C.P. classification** *Dr. Raquel Altman Zumbano, Brazil*

15.30 - 17.45

34. **Intergenerational play** *Prof. Jeffrey Goldstein, The Netherlands and Ph. D Dorothy G. Singer, USA*  
**Toys, intergenerational relationships and play** *Prof. Liu Yan, China*  
**An approach to the utilisation of a special toy as an educational medium for foetus development in Shanghai China**  
*Dir. Wang Zhong, China*



## Wednesday June 19

**09.00 - 9.30**

- 35. **Toys of the filipino child** *Senior lecturer Shirley Tan, the Philippines*
- 36. **Modality in children's toys: A social semiotic approach**  
*Prof. Theo van Leeuwen, England*
- 37. **Toys in commercialization** *Senior lecturer Åsa Enerstvedt, Norway*

**09.45 - 10.15**

- 38. **The changes of korean children's traditional play**  
*Ass. prof. Dongju Shin, Korea*
- 39. **Toys as text** *Prof. Staffan Selander, Sweden*
- 40. **Toys, technology and social shaping** *Ph. D. Wendy Varney, Australia*

**10.45 - 11.15**

- 41. **Toys in north-african educational and socio-cultural contexts**  
*Prof. Jean-Pierre Rossie, Belgium*
- 42. **Play and learning in our schools, are they talking seriously?**  
*Ph. D. Ole Fredrik Lillemyr, Norway*
- 43. **"Historical origins of american fantasy/character toys"**  
*Prof. Gary Cross, USA and Stephen Kline, Canada*

**11.30 - 12.00**

- 44. **"Of course you can play without toys but" the use and meaning of toys in the lives of finnish children in an urban context today**  
*Ph. D. stud. Marjatta Finne, Finland*
- 45. **Gender differences in the toy preferences and in the play and leisure activities of austrian students**  
*Prof. Waltraut Hartmann, Austria*
- 46. **Learning through play** *Kärt Mere, Estonia*

**12.00 - 13.00**

**Lunch**

**13.00 - 14.00**

**BRIO Prize**

The BRIO prize is a scholarship from The Lennart Ivarson Scholarship Foundation. The scholar will get the prize from the hands of the former president of BRIO, Lennart Ivarson

**14.15 - 14.45**

- 47. **The ball: a universal toy**  
*Preschool teacher Torben Hangaard, Denmark*
- 48. **Computer graphics and animation as developing play environment**  
*Manager Elena E Khramtsova, Russia*
- 49. **Title unknown** *Kathleen Alfano, USA*

**15.00-15.30**

**Future toy research in an international perspective**

Superintendent, NCFL, Krister Svensson

**17.00**

**Visit to BRIO in Osby**

Presentation of BRIO and Lekoseum (Toy Museum)

Thursday June 20

**08.00 - 21.00**  
**Visit to LEGO in Denmark**

### Programme

09.00 Flight from Halmstad  
10.00 Presentation of LEGO  
12.00 Lunch  
13.00 Session 50 and 51  
15.00 Visit to Legoland  
18.00 Dinner  
20.00 Flight to Halmstad

- **50. Relativism and deconstructivism in Toy research**  
*Senior Research Executive Jørn-Martin Steenhold, LEGO, Denmark*
- 51. Toys in history**  
*Toy collector Peter Pluntky, Sweden*



**Halmstad University**

**Friday June 21**

**09:00 - 11.00**  
**ITRA conference**  
**Informal meetings**

**11.00-12.00**  
**Official closing of the Conference**

---

**15.00**

## **TRADITIONAL SWEDISH MIDSUMMER FEAST**



## **TRADITIONAL MIDSUMMER FEAST MENU**

The Midsummer feast is the greatest feast in the Swedish summer. The Midsummer feast commemorates the memory of John the Baptist's day of birth. The Midsummer feast is also surrounded with all kinds of magical events.

On this day friends come together for the decoration of the Midsummer pole. The pole is also called "maj" - pole. "Maja" stands for "decorate with greenery". After the decoration the traditional Midsummer games and folk-dances begin.

The Midsummer meal serves, in accordance with old Swedish traditions, under the sunny blue sky and lasts throughout the night. Following menu is a traditional Swedish Midsummer menu.

### **Principal Dish**

5 different dishes of herring

- regular
- garlick
- onion
- mustard
- curry

Egg  
New potatoes  
Coarse rye bread  
Sour cream  
Chives

Saturday June 22

**DISPOSABLE DAY**

This is a day free for your disposal. Perhaps you want to go to the capital of Denmark (Copenhagen) or to Gothenburg or Malmö on the Swedish west coast.

Enjoy Halmstads wide pristine beaches, sun and salt water baths.

If you let us know what you would like to do we can help you with the arrangements





Sunday June 23

DEPARTURE

THANK YOU FOR  
TAKING PART IN THE  
INTERNATIONAL  
TOY RESEARCH  
CONFERENCE

-to establish and  
integrate international  
cooperative research on  
toys.

We wish you a  
pleasant  
journey home.