

Invitation and programme



*June 14 - 19, 1999
Halmstad University, Sweden*



Halmstad University

Welcome to the 2nd International Toy Research Conference at Halmstad University, Sweden, June 14 - 19, 1999. The conference is arranged by the Nordic Center for Research on Toys and educational media, NCFL and the International Toy Research Association, ITRA. In 1996, NCFL arranged the 1st International Toy Research Conference, which gathered around 100 researchers and representatives from various institutions, authorities, companies and organisations. We expect the

Conference theme: The conference has an umbrella theme which is "Toys as Communication". The objective of the conference is to consider toys as integrated aspects of contemporary communicative cultural processes, and as globally distributed mass media in the modern/postmodern society.

Under this heading several types of contributions will be made. One perspective presented is that toys, specifically designed for children and often intertextually linked to other media, communicate dominant *values, roles/identities* and *practices* in society.

Conference fee: The conference fee is specified in the separate application form. Both the scientific and the social programme is included in the conference fee.

Language: The official language of the conference is English.

Halmstad: The conference will be held at Halmstad University, Sweden. The city Halmstad is located by the coast in the South of Sweden. Nearby International airports are Gothenburg, Stockholm and Copenhagen.



2nd International Toy Research Conference to be approximately double the size of the first conference. Also this time we would like to offer a variety of different kinds of participants in the conference. You are welcome to apply.



Krister Svensson,
Director, NCFL; President of ITRA



Main conference buildings:
Top: "Visionen". Bottom: "The Library"

Registration: Registration will take place in the lobby at *First Hotel Mårtensson* on Sunday 13/6, between 16.00 and 21.00, and at Halmstad University on Monday 14/6 between 09.00 - 13.30.



Accommodation: The conference participants are offered discounted accommodation at *First Hotel Mårtensson*, which is located in central Halmstad, 3 km from Halmstad University. Fill in the day of arrival and the day of departure in the form "Registration & Hotel Reservation", and we will book the room for you.

Transportation: Bus tickets for travelling between the hotel and Halmstad University can be bought at the registration desk, where city maps are also available.

Scientific committee, Prof. Staffan Selander, NCFL; Prof. Stephen Kline, ITRA; Ass. Prof. Lars-Erik Berg, NCFL.
Administrative committee, Krister Svensson, Director NCFL; Anders Nelson, NCFL; Mattias Nilsson, NCFL; Eva Petersson, NCFL **Tel:** + 46 35 16 74 88, **Fax:** + 46 35 15 73 87, **E-mail:** Conf99@ncfl.hh.se

SPONSORS of the 2nd International Toy Research Conference



American Toy Institute, Inc.



HSFR

just imagine...

HAGS



TOMY

LEGO A/S

American Toy Institute, Inc

TOMY

HASBRO EUROPE

The Bank of Sweden Tercentenary Foundation

The Swedish Council for Research in the Humanities and Social Sciences

BRIO AB

HAGS AB

County Administrative Board of Halland

SCIENTIFIC PROGRAMME, MONDAY, JUNE 14



10.00 - 12.00 OPENING CEREMONY



Krister Svensson, Director, NCFL; President of ITRA, **Welcome**

Agneta Bladh, State secretary at the Department for Education, **Opening of the 2nd International Toy Research Conference**

Prof. Birgitta Orfali, **Keynote Speech**

Lars Fredén, Vice-chancellor of Halmstad University, **Addresses the conference**

13.30 - 14.30 TOY RESEARCH NETWORKS

Building Networks for Research, Krister Svensson, Sweden

15.00 - 17.00 TOYS AS COMMUNICATION

The project presented here is a three-year project (1998 - 2000), in which some different perspectives on the theme "Toys as communication" will be developed.

15.00 - 15.30 *The Social Representations of Toys*, Staffan Selander, Sweden

15.30 - 16.30 *The World According to Playmobil - A Social Semiotic Analysis + Teddy Bears - "the real pals that scare all gloom away"*, Theo van Leeuwen & Carmen Rosa Caldas-Coulthard, England

16.30 - 17.00 *Methodological Aspects and Results from an Inventory of Toys in 152 Children's Rooms*, Anders Nelson & Mattias Nilsson, Sweden

SCIENTIFIC PROGRAMME, TUESDAY, JUNE 15

In Lecture room Malcussalen

- 09.00 - 09.30 **Morning Session, David Miller, President of Toy Manufacturers of America**
- 09.45 - 10.30 **The BRIO Scholarship ceremony:** Dag Ivarsson, Chairman of BRIO, presents the winners, and the originator of the scholarship fund, Lennart Ivarsson, presents the price to the 1998 and 1999 winners.
- 10.45 - 11.15 *TOYS: the Educational Play Materials*, Elisa Lwakatare, Tanzania
- 11.30 - 12.00 *Toy, User and Communication*, Siegfried Zoels, Germany
- 12.15 - 12.45 *Toy Stories - Toy and Narratives - the Stories Toys Tell Children and the Stories Children Tell Toys into*, Flemming Mouritsen, Denmark
- 14.00 - 17.00 **Symposium "Postmodernity", including:** *Postmodernity - What About Toys?*, Hein Retter, Germany, *Magic, a Postmodern Plaything and the Community Meaning*, Guillaume Fontaine & Gilles Brougère, France, *Walt Disney Meets the Mexican Devil: Continuity and Change in the Handmade Festival Toys of Central Mexico*, Suzanne Seriff, USA. **DISCUSSANT: Håkan Thörn, Sweden**

In Lecture room Wigforssalen

- 10.45 - 11.15 *The Crossing Interface Collection*, Ranjit Makkuni, USA
- 11.30 - 12.00 *Girls' and Boys' Everyday Life and Media Culture - Two Different Worlds?*, Birgitte Tufte, Denmark
- 12.15 - 12.45 *The Role of Toy Design, Promotional TV and Mother's Reinforcement in the Young Males (3-6) Acquisition of Pro-social Play Scripts for Rescue Hero Action Toys*, Stephen Kline, Canada
- 14.00 - 17.00 **Symposium "Intertextuality", including:** *Toys and Picturebooks*, Maria Laukka, Finland, *Keys, Rings, Strings & Hierarchies. Children Narrating Age by Means of Objects*, Bjørg Kjær, Denmark, *The Implication of Toy to the Education of the Mentally Retarded Children*, Yan Wang, China. **DISCUSSANT: Gunther Kress, England**

In Lecture room Haldasalen

- 10.45 - 11.15 *A Case Study of Toys and Play in Kindergarten*, E. P. Johnsen, USA
- 11.30 - 12.00 *Literacy Play and Free Play Intervention in School Settings*, Ana Maria Araujo Pessanha, Portugal
- 12.15 - 12.45 *Toy Lives within the Body*, Jogi Panghaal, India

- 19.00 - 20.30 **"Academic Research - Trade and Industry"**. This session aims to discuss issues regarding the relation between research and industry in the future. A number of short presentations will serve as an introduction to a discussion between representatives from the industry and researchers. **Moderator:** Sture Wahlsten, Sweden

SCIENTIFIC PROGRAMME, WEDNESDAY, JUNE 16

In Lecture room Malcussalen

- 09.00 - 09.30** Morning Session, Prof. Ingrid Pramling-Samuelsson
- 09.45 - 12.30** Symposium "Identity", including: *Play and Learning in School - a Student Autonomy Perspective*, Ole Fredrik Lillemyr, Norway, *Play, Role, Toys and Identity Construction; An Analysis of Older Pre-school Children's Play at a Day Care Center*, Lars-Erik Berg, Sweden, *It's Difficult to do Dolls' Images of Disability in Children's Playthings*, Bridget Pettitt, England.
DISCUSSANT: Mats Trondman, Sweden
- 14.00 - 14.30** *Children's Concept of Play*, Jane Brodin, Sweden
- 14.45 - 15.15** *Toys as Communication in Children's Pretend Play*, Eun-Jin Cho, Korea
- 15.45 - 16.15** *Toys as Communication: Intervention Adapted to Autistic Nature*, Jiao Qing, China
- 16.30 - 17.00** *Play, Toys and LEGO-Therapy*, Sergey Manevsky & Marina Manevsky, Russia

In Lecture room Wigforssalen

- 09.45 - 12.30** Symposium "Gender", including: *The Barbie Doll, a Polemical Role Model and an Undisputed Trouble Maker*, Marie F. Maincent-Hanquez, France, *Toys in Text: The Good, The Bad and The Ugly*, Murray Knowles, England, *"Action Man doesn't have a Wife. I haven't Seen it on Telly Anyway": 6-8 Year Olds about Their Toys from a Gender Perspective*, Marie Falkström, Sweden. **DISCUSSANT: Carmen Rosa Caldas-Coulthard, England**
- 14.00 - 14.30** *Internet and Virtual Reality - New Communication Technologies for Toys Industry*, Simon Richir, France
- 14.45 - 15.15** *Children's Playculture and Interactive Toys*, Carsten Jessen, Denmark
- 15.45 - 16.15** *Toy Cultures: Digital Tools that Support Children's Construction of Culture*, Rick Bororoy & Fred Martin, USA
- 16.30 - 17.00** *Children with Learning Difficulties: Investigating ability by designing a computer user interface*, Thomas Waldmann, Ireland

In Lecture room Haldasalen

- 14.00 - 14.30** *Children's Toys in Medieval Europe*, Annemarieke Willemsen, The Netherlands
- 14.45 - 15.15** *Froebel in our Time - The Eternal Toys*, Brita-Lena Öman, Sweden
- 15.45 - 16.15** *Paradise in the Toy Department - The Construction of "child worlds" in Swedish Department Stores 1910-1940*, Helene Brembeck, Sweden
- 16.30 - 17.00** *Changing Intergenerational Meanings of Toys: Examples from 20th-Century U.S.*, Gary Cross, USA

Poster session

- 17.30 - 18.30** **Poster session:** In the Poster session, the creators of the posters are available to discuss the content of the poster. The poster session will be held in the building "Visionen"

Posters

- Toys as Global Communication*, Daniel Platero, Spain
- American Kindergarten Teachers' Views of Toys and Play*, E.P. Johnsen, USA
- New Research on Roman Toys*, Annemarieke Willemsen, The Netherlands
- LUDENS, Database for Classification of Toys*, Nanna Due & Marit Flakne, Norway
- Let Each Child Make Themselves a Toy*, Dinah Richard M. Eurén, Sweden

SCIENTIFIC PROGRAMME, THURSDAY, JUNE 17

In Lecture room Malcussalen

09.00 - 09.30 Morning Session

- 09.45 - 10.15 *Creating Playful Learning Environments as Communicative Toys*, Nobuyuki Ueda & Hillel Weintraub, Japan
- 10.45 - 11.15 *Communicating Playfulness and Cultural Symbols in Postmodern Play Spaces*, Barbara Hendricks, Denmark
- 11.30 - 12.00 *"Pictures from an Exhibition": Creating a Cultural Data-base; the Objectives and Methodology of a Study Based on Reproductions of Masterpieces and Works of International Artists of all Time Representing Children's play, their Toys and Games*, Raquel Zumbano Altman, Brazil
- 12.15 - 12.45 *Communication with Children in Three Different Museum Settings: Toy Museum, Ethnography Museum and Archeology Museum*, Bekir Onur & Nermin Celen & Seyda Aksel, Turkey
- 14.00 - 14.30 *The Virtuality of Toys*, Torben Rasmussen, Denmark
- 14.45 - 15.15 *From Tamagotchi to Robokoneko - Playing with Artificial Life*, Dan Fleming, England

In Lecture room Wigforssalen

- 09.45 - 10.15 *War Toy Play as a Reflection of Family Culture*, Frits Harinck & Joop Hellendoorn, The Netherlands
- 10.45 - 11.15 *The Attractions of War Toys and Video Games with Violent Themes*, Jeffrey Goldstein, The Netherlands
- 11.30 - 12.45 *Children's Social Behavior during Video Game Play with Aggressive and Non-aggressive Themes* Robyn M. Holmes, USA, *Video Games + Social Interaction in Young Children*, Anthony D. Pellegrini, USA
- 14.00 - 14.30 *What do you mean you don't like it: Interpreting children's perceptions of the playground as an aid to designing effective playspace*, Marc Armitage, England
- 14.45 - 15.15 *Playing and Learning with EUROWINNER - a New Board Game*, Hein Retter, Germany

In Lecture room Haldasalen

- 09.45 - 10.15 *International Toy Research in the Early 60s*, Rimmert van der Kooij, The Netherlands
- 10.45 - 11.15 *A Study of the Make-up of Children's Toy Collections*, Gilles Brougère, France
- 11.30 - 12.00 *Images of Childhood Reflected in Parents' Evaluations of Toys*, Gisela Eckert, Sweden
- 12.15 - 12.45 *Children's Letters to Santa Claus: A Communicative Process on Three Levels*, Birgitta Almqvist, Sweden
- 14.00 - 14.30 *Toys: Mirror of the World and World of the Children*, Gisela Wegener-Spöhring, Germany
- 14.45 - 15.15 *Culture of Toys and Toy Preferences of Children in the Viennese kindergarten - A Contribution on the Research on Culture of Toys in European Child Care*, Waltraut Hartmann, Austria

In the Library, room M 104

- 09.45 - 10.15 *Structures of Play: Towards a Theory of Toy and Game Design*, Eric Zimmerman, USA
- 10.45 - 11.15 *Tamagotchies: No Bark, All Byte*, Wendy Varney, Australia
- 11.30 - 12.00 *Computer Games and Informal Learning*, Eva Petersson, Sweden
- 12.15 - 12.45 *Civilizations and Controversies concerning the Colonization of the New World: A Study of Video Games*, Laurent Trémel, France
- 14.00 - 14.30 *Batteries Not Included*, Mikael Fernström, Ireland

SCIENTIFIC PROGRAMME, FRIDAY, JUNE 18

In Lecture room Malcussalen

- 09.30 - 11.00** ITRA PLENARY MEETING - All invited
- 11.30 - 12.00** *Jumping Out of the Screen: Plush Toys that Interact with Children and Computers*, Kathi Blocher, USA
- 12.15 - 12.45** *How and with what do Children Play in the Refugee Camps? A Study of Play and Toys among the Sierra Leone Refugees in the Guinea Forests (Presentation in French)*, Jean-Baptiste Mikulu, Belgium
- 14.00 - 14.30** *Toys as Greekness: The Search for Cultural Continuities in Greek Folk-Play Studies*, Cleo Gougoulis, Greece
- 14.45 - 15.15** *Korean Children's Use of Western Style Toys*, Dongju Shin, Korea
- 15.45 - 16.15** *The Cultural Communication and Educational Value of Toys made by Children*, Sudarshan Khanna, India
- 16.30 - 17.00** *A Social Semiotic Approach to North African and Saharan Toys*, Jean-Pierre Rossie, Belgium

In Lecture room Wigforssalen

- 11.30 - 12.00** *Importance and role of building sets in French preschoolary-school*, Elisabeth Dewolf, France
- 12.15 - 12.45** *How Do Untrained Assistants Use Toys as a Means of Communication in Family Day-care?*, Nanna Due, Norway
- 14.00 - 14.30** *Children's Thought's About Play and Toys in a Preschool Setting*, Marie-Louise Hjorth, Sweden
- 14.45 - 15.15** *Brazilian's Pre-school Toys: Use and Meanings*, Tizuku Morchida Kishimoto, Brasil
- 15.45 - 16.15** *The Preschools Meeting with Barbie, MC-mice and Computers*, Annelie Fredricson, Sweden
- 16.30 - 17.00** *Influencing Children through Play and Toys and children's literature in Soviet period in Estonian educational system*, Kärt Mere, Estonia

In Lecture room Haldasalen

- 11.30 - 12.00** *Art Lessons at School as the Creative Process*, Olga Suslova, Russia
- 12.15 - 12.45** *Communicative Possibilities of the Playing Aesthetical Computer Space for the Children. Analysis of the Pictures of 6-10-aged Participants of European School Project*, Elena Khramtsova, Russia
- 14.00 - 14.30** *Toys as Knowledge - Teaching with Toys in a School Context*, Lars-Peder Alingfeldt, Sweden
- 14.45 - 15.15** *Play in Primary School- demands for space and materials/toys*, Arne Trageton, Norway
- 15.45 - 16.15** *Science Communication through Toys*, Arvind K. Gupta, India
- 16.30 - 17.00** *Designing with Children*, Lieselotte van Leeuwen, The Netherlands

In the Library, room M 104

- 11.30 - 12.00** *Computer Play Centres for Children with Disabilities*, Jane Brodin, Sweden
- 12.15 - 12.45** *Quality Toys and Play for Children - How Do We Find Common Ground?*, Edgar Klugman, USA
- 14.00 - 14.30** *Diversity and Play: Influences of Culture*, Sitton Shoshana, Israel
- 14.45 - 15.15** *Considering the needs of children: The effect of school playground design on the quality of play opportunities - the British experience*, Marc Armitage, England

SOCIAL PROGRAMME

Monday, June, 14

12.00 - 13.30 Halmstad University invites participants to a lunch

Tuesday, June, 15

17.30 Reception of the County administrative board of Halland
Host: Karin Starrin, County Governer

Wednesday, June, 16

Alternative activities

20.00 Guided tour of Halmstad city
20.00 Concert in a small chapel by the sea
19.00 Exocharmic Chemistry Show, Lee Marek

Thursday, June, 17

19.00 Conference Banquet

A range of cultural activities in connection with the conference week, such as exhibitions, pubs, music, dance, will be presented at the registration.

at:

Outside Visionen

Halmstad Castle,
transportation by bus from
Halmstad University 17.15

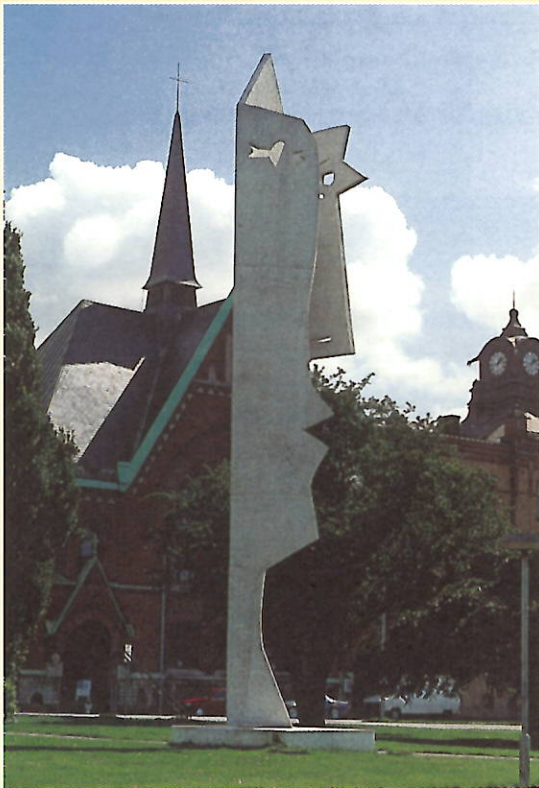
Hotel lobby at 20.00
Hotel lobby at 19.30
In Lecture room Malcussalen

First Hotel Mårtensson



The beach at Tylösand, 8 km from the central of Halmstad

Welcome to Halmstad



Singers from the Halmstad University Choir "Köörmit" entertain at the opening ceremony, Monday, June 14. The reception of the County Council will be held on Tuesday, June 15 at Halmstad Castle. The castle is a beautiful building dating from the 17th century. The city tour at Halmstad in the evening, Wednesday June 16, will focus on some of the art objects and the architecture in central Halmstad. The music event in the evening, Wednesday June 16, will be held in the church "S:t Olofs Kapell". Music with a Nordic touch will be played by Eva Bartholdsson (Vocals), Lars Åke Svensson (Keyboards), Per Thornberg (Tenorsaxophone).

NCFL & ITRA

NCFL is a research center at Halmstad University, with the aim of establishing a foundation of multifarious research on toys and educational media. NCFL works cooperatively within a network of toy researchers, toy manufacturers, organizations and authorities across the world to increase scientific research on toys.

The center is run through the collaboration of the director, scholarly leaders, experts on toy research and secretariat administrators. NCFL facilities include computer support, a toy library and literature and journal and article databases relating to toys. In addition, the secretariat of ITRA (International

Toy Research Association) is hosted by NCFL at Halmstad University. Please visit NCFL's homepage at <http://www.hh.se/dep/ncfl>

The purpose of ITRA is to promote, stimulate and encourage toy and plaything research all over the world, in order to broaden and spread knowledge about toys and to promote the development of good toys for children; to support and cooperate with local, national, and international organizations having the same purposes; to organize and arrange meetings, and issue publications concerning the purpose of the association. Please visit ITRA's homepage at <http://www.hh.se/dep/ncflweb/ITRA.html>