Toys Matter: THE POWER OF PLAYTHINGS
9th ITRA World Conference

August 9-11, 2023
The Strong National Museum of Play
Rochester, NY USA

PRESIDENT: Mark Allen, Serious Fun Play Lab
PROGRAM CHAIR/VICE PRESIDENT: Greta Eleen Pennell, University of Indianapolis
Registration

The registration table is located in the Main Entrance Lobby at The Strong National Museum of Play and will open each morning at 8:00 AM. Also, be sure to check the message board, located in the Workshop Commons area, for last minute announcements, notes from fellow meeting attendees, and other information.

Welcome First-Time World Conference Attendees

ITRA strives to be an organization that is both professionally and personally welcoming. If this is your first World Conference or your ninth, please join us on Thursday morning at 7:15 AM in the breakfast area at the Hampton Inn & Suites. It is a great way to start the day of conference activities and will give you a chance to meet one another, some of the current ITRA Board members, and other long-time members. Newcomers are also invited to attend the membership meeting on Friday afternoon. We want you to feel welcome and to become involved in ITRA. We need your ideas to keep ITRA going into the next 30 years and beyond.

ITRA Board and Membership/Business Meetings

<table>
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<th>Board Meeting Schedule:</th>
<th>Thursday, Aug. 9th</th>
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<td>Friday, Aug. 11th</td>
<td>4-5:00 PM</td>
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ITRA Membership Meeting: Friday, Aug. 11th 3:00-4:00 PM

Reports from ITRA officers will be presented and issues critical to the future of ITRA discussed at the membership/business meeting. We will also hold elections for new board members – consider running. Please attend and make your voice heard!

Stay Connected with ITRA

The ITRA website at: [https://www.itratoyresearch.org](https://www.itratoyresearch.org) is a great way to stay connected. ITRA also publishes a newsletter twice a year featuring member news, book and film reviews, links to stories about toys in the news, conference and exhibit announcements and reviews. We welcome submissions to the newsletter – just email them to our editorial team at: itraneWS@Gmail.com. If you didn’t opt in when you registered for the conference this year, please see Greta Pennell so that we can ensure you receive this membership benefit. You can also follow us on Facebook to keep up with the latest announcements and toy stories: [https://www.facebook.com/itra2018/](https://www.facebook.com/itra2018/)
Welcome from Mark Allen, ITRA President

I am absolutely delighted that we are able to see one other again, after a five-year hiatus since our last stimulating conference in Paris in 2018. On the anniversary of our 30th year, it gives me great pleasure to welcome everyone to our 9th ITRA World Conference, our very first meeting on the North American continent. The Strong National Museum of Play, in Rochester, is a magnificent facility which promises to be an unforgettable venue hosting our conference.

Greta Pennell and her industrious team have been hard at work coordinating a stimulating schedule of toy-related social activities to accompany the particularly exciting scientific program. More than 60 papers, four symposia and three workshops exploring various aspects of the importance of toys and the power of playthings have been accepted by the scientific committee and will be presented at the conference. Participants represent over twenty countries worldwide and an ever-increasing broad range of scientific disciplines. Important highlights of this conference will be the two keynote addresses by Tim Walsh and Paul Darvasi, the 30th Anniversary Celebration, the Fisher Price lab trip, the Anniversary Gala Dinner, the ITRA Prize for Outstanding Toy Research, the opportunity to explore The Strong National Museum of Play and much more.

The two 2023 ITRA Prizes for Outstanding Toy Research will be awarded to Antonietta Loffredo, for her book The Toy Piano. From the Playroom to the Concert Platform (UT Orpheus, Bologna, 2018) (Senior Prize) and to Janaine dos Santos Rolim, Universidade Federal Da Paraiba for her Ph.D dissertation “Female empowerment: A multimodal analysis of representations of women in images of Barbie dolls' packages” (Student Prize). On behalf of the ITRA Board I would like to warmly congratulate the prize winners.

I wish to especially thank Greta Pennell, the Conference Organising Committee and The Strong National Museum of Play leadership for their hard work, their enthusiasm and their persistent efforts to achieve a successful international conference in spite of the economic crisis which has affected toy researchers in many countries. I would also like to thank the ITRA Board, Scientific and Prize Committees for their expertise and dedication in preparation for this ground-breaking conference. The 9th ITRA World Conference promises to be another wonderful opportunity to meet old research colleagues, make new acquaintances, update and share experiences regarding all things toy, with passionate, fellow-minded toy researchers and friends.

I wish you all an informative, memorable and fun 9th ITRA World Conference.

Sincerely
Mark Allen
ITRA President
August 9, 2023

International Toy Research Association
 c/o The Strong National Museum of Play
 1 Manhattan Square Drive
 Rochester, NY 14607

To the International Toy Research Association and conference guests:

As Mayor, I’d like to welcome you to the wonderful City of Rochester. You have all traveled from far and wide to attend the 9th International Toy Research Association World Conference, *Toys Matter: The Power of Playthings*. I thank you for being here.

Thank you as well to the International Toy Research Association for choosing Rochester, NY, as you celebrate your 30th anniversary year—we are honored to be a part of it.

Rochester is proud to be home to the Strong National Museum of Play. This one-of-a-kind museum has been a staple to Rochester culture since its creation in 1969, and is a shining jewel of the downtown area. The museum just recently celebrated the grand opening of its new expansion, which boasts high tech gaming experiences and a life size classic game outdoor garden. We are grateful for the role that the museum has had in revitalizing an area of our city, drawing in visitors from around the world, and supporting our youth through play.

I appreciate all of you who have made the trip to Rochester to explore the power toys have to inspire, promote learning, build skills and forge connections with others. Whether it’s your first time here, or you know Rochester like the back of your hand, I hope you find the time to enjoy all our city has to offer.

Sincerely,

Malik D. Evans
Mayor
Welcome from Steve M. Dubnik, President and CEO, The Strong

The Strong National Museum of Play is pleased to welcome members and guests to the 2023 ITRA Conference. As the only collections-based educational institution anywhere devoted solely to the study of play, we are delighted that you have chosen to gather here to present, consider, and discuss your important work. And we are particularly honored that ITRA selected The Strong for its 30th anniversary conference and the first held outside of Europe.

The Strong is home to the International Center for the History of Electronic Games, the Toy Halls of Fame, World Video Game Hall of Fame, Brian Sutton-Smith Library and Archives of Play, Woodbury School, and American Journal of Play and houses the world’s largest and most comprehensive collection of historical materials related to play. Together, these enable a multifaceted array of research, exhibition, and other interpretive activities that serve a diverse audience of adults, families, children, students, teachers, scholars, collectors, and others around the globe. During your stay, we invite you to use and enjoy all these available resources.

The museum explores play and the ways in which it encourages learning, creativity, and discovery and illuminates cultural history. The Strong is committed to continually growing and enhancing its collections to better represent the history of play and playthings and the types of impact those experiences and items have on the lives of people everywhere. The Brian Sutton-Smith Library and Archives of Play now numbers more than 230,000 volumes, and the museum’s artifact collection stands at almost 300,000. That includes the International Center for the History of Electronic Games (ICHEG) with more than 60,000 items, making it the largest and most comprehensive public assemblage in the United States and one of the largest in the world.

In June 2023, The Strong opened a new 90,000 square foot expansion encompassing three new exhibits: High Score which explores the history and cultural impact of gaming through developments in art, business, play, society, storytelling, and technology; Level Up which brings to life the world of video games through an immersive experience in which guests become the players and can explore the past and present of video games; and the Goodman Gallery which celebrates Age of Empires, a game whose art, sound, settings, and play capture the inherent excitement of the human story. In addition, the museum also opened its first outside exhibit, Hasbro Game Park, where we share interpretive content about the unique history and cultural impact of tabletop games (the exhibit’s theme).

We encourage you to visit again and conduct research on site. To promote and advance play scholarship, The Strong invites academic professionals, independent scholars, museum scholars, and advanced graduate students at the Masters or PhD level to apply for The Strong Research Fellowships, the Mary Valentine and Andrew Cosman Research Fellowships, the Frances M. Williams Research Fellowships, and the G. Rollie Adams Research Fellowships. Fellowships provide financial support for scholarly play research conducted at The Strong and are awarded three times each year for periods of study ranging from one to four weeks. Recipients must reside outside a 50-mile radius of The Strong and eligible research projects must benefit from access to collections held by The Strong. You can learn more at museumofplay.org.

We hope you enjoy your conference and your time at The Strong. Please do not hesitate to let us know if you have questions or need assistance.
ACKNOWLEDGEMENTS

The success of our conference always depends on contributions from a variety of people and organizations. It is especially true for this meeting, coming on the heels of a global pandemic and ITRA’s first foray to North America. There are so many people who volunteered their time and expertise, answered my 11th hour pleas for help, and sent supportive and warm wishes throughout the planning stages that it’s hard to know where to start. Mark has already described the important contributions by the board and various committees. I want to add my heartfelt thanks for their work. Several other people contributed to the program (and my sanity) in ways that are not so apparent from just reading through the program.

First, thanks do not begin to express the depth of my appreciation to my best friend, colleague, and life partner, Jim Pennell. His unwavering support, willingness to be a critical sounding board, cooking dinner, graciously being voluntold for an array of conference tasks, proof-reading and helping me with my intractable spelling were life savers. And, then there was the much bigger job of keeping me in balance, healthy, and relatively sane – I could not have done this without him.

Many thanks also go to Chris Bensch, VP of Collections and Chief Curator at The Strong for his wise counsel and keen eye, quickly finding answers to my many, many questions, and always being at the ready as our liaison for all things at The Strong. Working in partnership with him these past two years has been a joy.

Keeping track of the myriad details involved in registration were only possible thanks to the help of Malcolm Campell, Director of Guest Services at The Strong, and University of Rochester students Olympia Mathiaparanam and Ellen Kneeskern, who staffed the registration table and volunteered as session facilitators. Special thanks to everyone at The Strong for their assistance preparing things for the meeting and taking time out from their already full work days (all while preparing for a major grand opening of their own) to ensure that logistics and other details were in place for our conference to run smoothly.

I also want to thank Chuck Scothon and his team at Fisher Price for welcoming us to their corporate campus; and to Kathleen Alfano for making the introductions that opened the door for this truly special opportunity and collaboration. Similarly, Karl Rosengren’s hospitality and Stephen Jacobs insights and connections with local gaming activists and scholars have not only enriched our program but made my life as conference chair so much easier. In terms of local arrangements, I can’t thank Amber Brewer and the folks from Visit Rochester enough for their enthusiastic support of our conference. Their assistance with promotion, information about Rochester, securing bus transportation and providing our conference memorabilia is deeply appreciated.

Finally, thank you to the session organizers, presenters, and others who have offered guidance as the program took shape. The ultimate success of this meeting is due to the efforts of the entire ITRA community.

Toyfully – Greta Pennell, 2023 Program Chair

OUR PARTNERS AND SPONSORS – THANKS FOR YOUR SUPPORT!
THANKS TO OUR ESTEEMED CONFERENCE COMMITTEE MEMBERS

Organizing Committee
Greta Pennell, University of Indianapolis, USA
Mark Allen, ex officio, Serious Fun Research Labs, UK
Kathleen Alfonso, University of Buffalo Early Childhood Research Center Advisory Board, USA
Chris Bensch, The Strong National Museum of Play, USA
Mary Couzin, People of Play (POP), USA
Kati Heljakka, University of Turku, Finland
Steve Jacobs, Rochester Institute of Technology, USA
Chris Bensch, The Strong National Museum of Play, USA
Kati Heljakka, University of Turku, Finland
Steve Jacobs, Rochester Institute of Technology, USA
Kali Serff, University of Texas at Austin, USA
Guangyu Tan, State University of New York-Fredonia, USA

Scientific Committee
Mark Allen, Serious Fun Research Labs, UK
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Doris Bergen, Miami University, USA
Gilles Brougère, University Sorbonne Paris Nord, France
Véronique Dasen, University of Fribourg, Switzerland
Miriam Forman-Burnell, Univ. of Missouri-Kansas City, USA
Jeffrey H. Goldstein, University of Utrecht, The Netherlands
Cleo Gougoulis, University of Patras, Greece
Stephen Kline, Simon Fraser University, Canada
Greta Pennell, University of Indianapolis, USA
Jeffrey Trawick-Smith, Eastern Connecticut State Univ., USA

A NOTE ABOUT THE CONFERENCE LOGO

Conference Logo by Avery Fredrickson –

We gratefully thank University of Indianapolis Art & Design professor, Rhonda Wolverton and her team at the UIndy One14 Design Studio for their expertise and creativity in the development of our conference logo. Two teams studied ITRA’s history and purpose and were virtually introduced to The Strong. The teams produced five designs for consideration. The Organizing Committee selected the design by Avery Fredrickson, who graduated from the University of Indianapolis in May, 2023 with a major in Visual Communication Design. Avery has a passion for creating design that has a visual impact and deeper meaning. She loves to maintain a human-centered approach to design and be intentional about the use of color, typography, imagery, shape, and copy (text content). Since having the amazing opportunity to create the Toy’s Matter/ITRA logo as a junior and member of One14 Design Studio, she has gone on to serve as an Art Director for this faculty-led, student-staffed design agency at the University of Indianapolis and worked as a design intern for the Great Commission Collective and with Cyan Grey, a marketing and design firm in Indianapolis.
As the tools of serious fun, toys have the power to inspire, to promote learning and skill development, to forge and maintain connections with others, and to open new worlds of possibilities. At the same time, it isn’t always fun and games in Toyland. Toys are also used to grieve, to console, and to cope. They can afford comfort during lockdowns or in the aftermath of natural and human-made disasters. In the face of social unrest or geopolitical turmoil, they can be transformed into instruments of protest and resistance. The power of playthings is multi-layered and multi-faceted. Toys empower and heal. However, they can also oppress and harm. From safety concerns, to environmental and psychological impacts, to the question of who is represented and how, the quality and characteristics of toys matter.

The 2023 ITRA World Conference provides opportunities to not only reflect on the last 30 years of toy research but to also look forward in order to broaden the scope of what counts as a toy, and to expand our understanding of the power of playthings and the many ways they matter -- for both children and adults. This conference is a timely opportunity for toy researchers, designers, inventors, advocates, archivists and other toy professionals to discuss the role toys play in our individual and collective identities, and the various ways they reflect and shape our worlds (both positively or negatively), as well as the impact of technology, environmental concerns and societal/cultural crises on toy design, manufacture and use. The submissions for our 9th World Conference highlight the diverse approaches being used to examine the power of playthings both historically and in our ever-changing worlds, especially as we navigate these precarious and even perilous times. All play objects, whether physical, digital or hybrid, are included in the scope of toys to be discussed at this conference. This includes games, as well as indoor and outdoor play spaces.

**ITRA 2023 Book of Abstracts**

Please use the QR code below to access the complete Book of Abstracts for all Keynotes, Symposia, Workshops and Papers presented at the 9th World Conference of the International Toy Research Association, *Toys Matter: The Power of Playthings*. If you have trouble scanning the QR code, you may also access the Book of Abstracts at: [http://bit.ly/3pQwMJO](http://bit.ly/3pQwMJO)
**PROGRAM OVERVIEW**

**Tuesday, August 8, 2023**

*8 AM – 4 PM (16:00): Pre-conference Excursion to Fisher Price in East Aurora, NY – Advance reservation required.*

Meet in the lobby of the Hampton Inn & Suites, the bus will leave promptly at 8 AM from the hotel.

**Wednesday August 9, 2023**

- **8:00 – 8:30** Registration
  
  Main Entrance Lobby The Strong National Museum of Play

- **8:30 – 10:30** Opening Ceremony
  
  Keynote Speaker: Tim Walsh

- **10:30 – 11:00** Coffee Break

- **11:00 – 1:00 (11:00-13:00)** Concurrent Sessions

- **1:00 – 2:00 (13:00-14:00)** Lunch

- **2:00 – 4:00 (14:00-16:00)** Concurrent Sessions

- **4:00 – 5:00 (16:00-17:00)** Play Break – Explore the Museum

*Please note that the museum closes at 5 PM, everyone must leave the museum at closing. It will re-open for ITRA guests at 6 PM (18:00) for the Anniversary Gala Dinner.*

- **6:00- 8:00 (18:00-20:00)** 30th Anniversary Gala Dinner

**Thursday August 10, 2023**

- **8:30 – 10:00** Concurrent Sessions

- **10:00 – 11:00** Play Break w/ Coffee – Explore the Museum

- **11:00 – 1:00 (11:00-13:00)** Concurrent Sessions

- **1:00 – 2:00 (13:00-14:00)** Lunch

- **2:00 – 3:15 (14:00-15:15)** Special Session: ITRA at 30: Rewind, Set, Go

- **3:30 – 5:00 (15:15-17:00)** Concurrent Sessions

- **5:00 – 5:30 (17:00-17:30)** Tea Time & Snacks - Please note that the museum stays open until 8 PM!

- **5:30 – 7:30 (17:30-19:30)** ITRA Prize for Outstanding Toy Research Presentations

**Friday August 11, 2023**

- **8:30 – 10:30** Concurrent Sessions

- **10:30 – 11:00** Coffee Break

- **11:00 – 1:00 (11:00-13:00)** Concurrent Sessions

- **1:00 – 2:00 (13:00-14:00)** Lunch

- **2:00 – 3:00 (14:00-15:00)** Keynote Speaker: Paul Darvasi

- **3:00 – 4:30 (15:00-16:30)** General Membership Meeting & Closing Ceremony

*The Membership meeting is open to all conference participants. In addition to officer reports, we will hold elections for new Board of Directors members (6-year terms) and vote on proposed amendments to the ITRA constitution. To keep ITRA going we need your input and help. Please stay for this important meeting to share your ideas and expertise!*  

- **4:30 – 5:30 (16:30-17:30)** ITRA Board Meeting

- **5:30 – 7:30 (17:30-19:30)** Farewell Cookout American Style

*Hosted by Dr. Karl Rosengren at the University of Rochester President’s Home, Witmer House. Bus departs at 5:30 in front of the Hampton Inn & Suites and will return at 7:30.*
Wednesday August 9, 2023

8:30 – 10:30 AM Opening Ceremony & Keynote

Official Welcome
Don Jeffries, President and CEO of Visit Rochester
The Honorable Malik D. Evans, Mayor of Rochester, NY USA
Steve Dubnik, President and CEO of The Strong National Museum of Play
Mark Allen, President International Toy Research Association
Greta Eileen Pennell, Vice-President & Conference Chair, International Toy Research Association

K1: Keynote: Serious Play
Tim Walsh, The Playmakers, Sarasota, Florida USA

10:30 – 11:00 Coffee Break

11:00 – 1:00 PM Concurrent Sessions

1. Toying the Museum Part 1: Visitor’s Experiences of Play in Toy Museums and Exhibitions
   Paychex Theater
   Organizers: Mathieu Gielen, Delft University of Technology, Delft, Netherlands
               Lieselotte van Leeuwen, University of Gothenburg, Gothenburg, Sweden
   Presenters:
               Reclaiming Children’s Culture in Toy Exhibitions Portraying Children’s Play in the Past
               Cleo Gougoulis, University of Patras, Patras, Greece
               Play Lives On: Curating Hong Kong Designed Play in Times of Crisis
               Rémi Leclerc, PolyPlayLab, Hong Kong SAR, China
               Toys in The Strong National Museum of Play
               Catherine DeBellis & Kristy Hisert, The Strong National Museum of Play, Rochester, New York, USA
               Investigating and Intervening in How Play is Considered in the Danish Museum Landscape and the Danish National Museum
               Sune Klok Gudiksen & Karen Feder, Design School Kolding, Kolding, Denmark

2. Digital and Smart Toys
   Activity Room C
   Facilitator: Olympia Mathiaparanam, University of Rochester, Rochester, NY USA
   Presenters:
   Smart Toys
   Mark Allen, SFRL, Woking, United Kingdom
   Smart Toy Friends of the Future: Designs of Motion and Emotion
   Katriina Heljakka, University of Turku, Pori, Finland
   Building a Better & Cheaper Robot
   John W. Somers, Matthew Bilo*, Ryan Rakaska*, Lucas Kasper*, Julio Alfonso*, & Armen Torosian*
   University of Indianapolis, Indianapolis, IN, USA
11:00 – 1:00 PM Wednesday Concurrent Sessions - continued

3. Toying with Gender and Inclusion

Activity Room D

Facilitator: Ellen Kneeskern, University of Rochester
Presenters:
  Sex, Gender and Intersectional Equity in Toy Design
  *Isabel Prochnor, Lindy Truitt, Joshua Price, Ava Lahijani & Aidan Headrick*, Syracuse University, Syracuse, NY, USA

Queer Video Games and Community
  *nilson carroll, Visual Studies Workshop, Rochester, NY USA*

Powerful Toys for the Playful Other: Advertising for Inclusion
  *Luisa Magalhães, Research Centre for Philosophical and Humanistic Studies Catholic University of Portugal, Braga, Portugal*

Inclusive Play Framework for Children and Parents: A Tool to Promote Awareness about Gender-Neutral Play Through Toys
  *Alakesh Dhibar & Eduardo Gonçalves*, UNIDCOM/IADE - Unidade de Investigação em Design e Comunicação, Lisbon, Lisbon, Portugal

1:00 – 2:00 PM Lunch

Workshop Commons

Lunch will be served, buffet style in the common area outside of Activity Rooms B, C, & D. You are welcome to take your lunch into any of the Activity Rooms, but please keep all food and beverage within these areas and refrain from taking them out into the museum exhibit areas.

2:00 – 4:00 PM Wednesday Concurrent Sessions

4. Cultural Codes and the Stories Toys Tell Us

Paychex Theater

Facilitator: Cleo Gougoulis, University of Patras, Patras, Greece
Presenters:
  Handmade Dolls to Promote Children with Disability Inclusiveness: A Linguistic Perspective
  *Jose Maria de Aguiar Sobrino Junior*, Danielle Barbosa Lins de Almeida*, Universidade Federal da Paraíba, João Pessoa, Paraíba, Brazil
  *Vania Soares Barbosa*, Universidade Federal do Piauí, Teresina, Piauí, Brazil

Image and Likeness: Dolls Picturing Power
  Freyja Hartzell, Bard Graduate Center, New York City, NY, USA

“Not a Toy:” The Kodak Brownie Camera and the Inculcation of a Classificatory Gaze through Play
  *Jesse Dritz*, Boston University, Boston, MA, USA
5. The Test of Time: How Toys Matter

**ACTIVITY ROOM C**

Facilitator: Janaine dos Santos Rolim, Universidade Federal da Paraíba, João Pessoa, João Pessoa, Brazil

Presenters:

- Mattering at a Museum: How Toys Function at The Strong National Museum of Play
  - Christopher Bensch, The Strong National Museum of Play, Rochester, NY, USA

- Toys in Inventory: Documenting Toys in Turkey in Three Phases
  - Avşar Gürpınar, Loughborough University, Loughborough, Leicestershire, United Kingdom; Nur Horsanalı*, Independent Researcher, Eindhoven, Netherlands; Liana Kuyumcuyan*, Kadir Has University, Istanbul, Turkey

- Karen Hill Tribe’s Play Culture and Play Artifacts: Surviving Through the Challenge of the Modern Time
  - Apirom Kongkanan, KMUTT (School of Architecture and Design), Bangkok, Bangkok, Thailand

- Picturing Toy Play: Historical Analysis of Ludic Pedagogical Practices and Children’s Rights
  - Ilda Maria Baldanza Nazareth Duarte*, Agenor Pereira da Costa, Rosalva Gomes de Araújo*, & Edith Maria Marques Magalhães*, UNIG, Universidade Iguaçu, Iguaçu University, Nova Iguaçu, Brazil; Ana Valéria de Figueiredo, Universidade do Estado do Rio de Janeiro, Rio de Janeiro, Brazil

6. Expanding our Conceptual Tool Belt for Toy Research

**ACTIVITY ROOM D**

Facilitator: James Pennell, University of Indianapolis, Indianapolis, IN, USA

Presenters:

- Too Many Toys?! A Theoretical Framework and a Methodical Research Approach
  - Volker Mehringer, University, Augsburg, Germany

- Broken Toys and What They Mean
  - Kathy Merlock Jackson, Virginia Wesleyan University, Virginia Beach, VA, USA

- Theorizing Toys: Matter as a Plaything
  - Soomin Hong, The University of Sydney, Sydney, NSW, Australia

- Unraveling the Dual Role of Puppets: From Amusing Toys to Valuable Tools in Child Research
  - Olympia N. Mathiaparanam, Graciela Trujillo Hernandez, Ellen Kneeskern, Karl S. Rosengren, University of Rochester

7. WORKSHOP: Designing for Kids: A Children’s Rights Perspective

**WOODBURY CLASSROOM**

Presenters: Krystina Castella, ArtCenter College of Design, Pasadena, CA, USA; Design Entrepreneur Network, Glendale, CA, USA; & Designing for Children's Rights, Copenhagen, Denmark

- Daniel Spikol*, Center for Digital Education at the University of Copenhagen, Denmark

6:00 – 8:00 PM 30th Anniversary GALA Dinner

**G. ROLLIE ADAMS ATRIUM**

The Toy Halls of Fame and E-Game Revolution will be open for ITRA guests during this special after-hours celebration of ITRA’s 30th Anniversary. Bring your best pinball wizardry, gaming and trivia skills as we see just how well toy researchers know their stuff. The fun starts at 6 with welcomes by two special surprise guests, hors d'oeuvres and drinks, followed by a buffet dinner.
Thursday August 10, 2023

8:30 – 10:00 AM - Thursday Concurrent Sessions

8. Innovations in Toy Design and Evaluation

Facilitator: Volker Mehringer, University, Augsburg, Germany
Presenters:
- Haptic Systems in Toys
  - Mark Allen, SFRL, Woking, United Kingdom
- Methods for Designing Toys from the Perspective of Children
  - Krystina Castella, ArtCenter College of Design, Pasadena, California, USA
  - Karen Feder, Design School Kolding, Kolding, Denmark
- Designing Toys to Save the World (in a Market-Friendly Way)
  - Brian McCarty, War Toys®, Los Angeles, CA, USA

PAYCHEX THEATER

9. Publishing Toy Research: Meet the Editors/Authors Discussion Roundtable

Facilitator: Jeremy Saucier, Editor American Journal of Play
Presenters:
- Bhoomi Thakore, Associate Editor Humanity & Society
- Luisa Magalhães, Co-editor Toys and Communication (2018), Palgrave Macmillan

ACTIVITY ROOM B

10. From Yesteryear to Tomorrow: Creating Systems to Understand Toys and Games

Facilitator: Vânia Soares Barbosa, Universidade Federal do Piauí, Teresina, Piauí, Brazil
Presenters:
- Classifying and Subject Indexing of “Eurogames:” A Challenge for Toy Librarians and Teachers
  - Michel Van Langendonckt, HE2B & LUDO toy libraries association, Brussels, Belgium
- Thinking and Creating in Ancient Games
  - Maria Apparecida Campos Mamede-Neves*, Pontificia Universidade Católica do Rio de Janeiro, Rio de Janeiro, Brazil
  - Ana Valéria de Figueiredo, Universidade do Estado do Rio de Janeiro, Rio de Janeiro, Brazil & Universidade Estácio de Sá, Estácio de Sá University, Nova Iguaçu, Brazil
- The Interconnection between Toys & (Digital) Games: What Can the Two Industries Learn from Each Other?
  - Markus Wiemker, Hochschule Fresenius, University of Applied Sciences, Cologne, Germany

ACTIVITY ROOM C

11. Learning with Toys/Games

Facilitator: Karl Rosengren, University of Rochester, Rochester, NY, USA
Presenters:
- Lifecycle Card Game: A Playful Way to Learn about Metamorphosis
  - Seung Heon Yoo, University of Rochester, Rochester, NY, USA; Florencia K. Anggoro, College of the Holy Cross; Benjamin D. Jee, Worcester State University, Worcester, MA, USA; Worcester, MA, USA; Martha W. Alibali*, University of Wisconsin-Madison, Madison, WI, USA; Karl S. Rosengren, University of Rochester, Rochester, NY, USA
- Wild Play: An Exploration into the Design of Eco-fiction Character Toys
  - Tanya Marriott, College of Creative Arts, Massey University, Wellington, Wellington, New Zealand
- “More Than Just Playing with Blocks:” Examining Young Children’s Play Types and Duration with Loose Parts and its Relationship to Cognitive Development
  - Ozlem Cankaya, MacEwan University, Edmonton, Alberta, Canada; Jamie Leach*, Mount Saint Vincent University, Halifax, Nova Scotia, Canada; Natalia Rohatyn-Martin*, MacEwan University, Edmonton, Alberta, Canada

ACTIVITY ROOM D

10:00 – 11:00 AM Play Break w/ Coffee – Explore the Museum
Thursday, August 10

11:00 – 1:00 PM – Thursday Concurrent Sessions

12. Toying the Museum Part 2: Toys as mediators in museum contexts

Paychex Theater

Organizers: Mathieu Gielen, Delft University of Technology, Delft, Netherlands
Lieselotte van Leeuwen, University of Gothenburg, Gothenburg, Sweden

Presenters:
- Contemporary Art Exploration: A Research Through Design Review
  Mathieu Gielen, Kati de Jong* & Arnold Vermeeren*, Delft University of Technology, Delft, Netherlands
- In Favor of the Fiddle Factor: Using Toy-like Activation Tools with Museum Audiences
  Katriina Heljakka, University of Turku, Pori, Finland
- Museum Toys and Child Culture
  Lieselotte van Leeuwen & Johnny Friberg*, University of Gothenburg, Gothenburg, Sweden
- Kick-starting the Debate: Video-illustrated Case Studies of Toys as Mediators for Child Agency in Museum Contexts
  Catherine Paterson*, Lekkontoret, Gothenburg, Sweden, Elisabeth Wallingford*, University of Gothenburg, Gothenburg, Sweden; introduced by Lieselotte van Leeuwen

13. Therapeutic Power of Playthings

Activity Room C

Facilitator: Olympia Mathiaparanam, University of Rochester, Rochester, NY USA

Presenters:
- Therapeutic Play: Adult Puzzling and Hard Times
  Anne D. Williams, Bates College, Lewiston, Maine, USA
- The Therapeutic Power of Reborn Dolls and the Production of the Self
  Emilie St-Hilaire, Concordia University, Montreal, QC, Canada
- Coronavirus Folk Toys and Microbial Memes in the Time of Covid
  Suzanne Seriff, University of Texas at Austin, Austin, Texas, USA
- “Kelly Stays Home:” Content Analysis of Children’s Books about COVID-19 in Turkey and the U.S.
  Graciela Trujillo Hernández, Burcu Ünlütabak*, Ilayda Velioğlu*, David Menendez, & Karl S. Rosengren, University of Rochester, Rochester, NY, USA

14. Whose Design for Whom?

Activity Room D

Facilitator: Jeffrey Goldstein, Institute for Cultural Inquiry, Utrecht University, Utrecht, The Netherlands

Presenters:
- Cultural Legitimation: The Evolution of Authorship in Board Games
  Vincent Berry, Annie Xiang & Vinciane Zabban*, University Sorbonne Paris North, Paris, France
- Community Resources and Women Authorship in the Board Games World
  Jean-Emmanuel Barbier & Yi Taeq, Haute École de Bruxelles-Brabant, Brussels, Belgium
- Leveling Up: The Women in Games Initiative at The Strong
  Julia Novakovic, Former Senior Archivist The Strong National Museum of Play, Rochester, NY, USA
- The Jewish Play Project. Documenting 200 Years of the Contributions of Jewish Designers, Entrepreneurs, and Inventors to Toys, Games, Pinball, and Video Games – MOVED to Friday – Session #24
  Stephen Jacobs, Rochester Institute of Technology & The Strong National Museum of Play, Rochester, NY, USA

15. Workshop: Wearing Me Out: Is this Toy Mine or Me? ‘ID-Toy’ Jewel-making Workshop

Woodbury Classroom

Presenter: Rémi Leclerc, PolyPlayLab, Hong Kong SAR, China
Assistant: Ellen Kneeskern, University of Rochester

Note: This workshop is limited to 15 people, please sign up at the registration table.
1:00 – 2:00 PM  LUNCH

2:00 – 3:15  Thursday Special Invited Panel Discussion with ITRA’s Founders
K2. ITRA at 30: Rewind, Set, Go
Facilitator:  Greta Pennell, University of Indianapolis
ITRA Founders:  Kathleen Alfano, USA
               Gilles Brougère, France
               Jeffrey Goldstein, The Netherlands
               Cleo Gougoulis, Greece

3:30 – 5:00 PM – Thursday Concurrent Sessions

16. IN MEMORY OF DORIS BERGEN
   From Toybox to Toolbox: The power of playthings through the lifespan
Facilitator:  Alakesh Dhibar, Unidade de Investigação em Design e Comunicação, Lisbon,
             Lisbon, Portugal
Presenters:
   Queen Victoria’s Dolls: The Playthings Behind Her Childhood, Reign, and Legacy
   Bethany Kaser, Duquesne University, Pittsburgh, PA, USA
   Aesthetics of the Ludic: Playing as Poiesis
   Ana Valéria de Figueiredo, Valéria Leite de Aquino & Beatriz Sampaio Jacillo de Albuquerque*
   Universidade do Estado do Rio de Janeiro, Rio de Janeiro, Brazil
   Affordances, Opportunities, and Social Support: An Autoethnographic-Symbolic Interactionist Analysis
   of the Impact of Toys on Creativity, Skill Development, and Life Opportunities
   James R. Pennell, University of Indianapolis, Indianapolis, IN, USA

17. Inside and Out:  The Power of Play Spaces
Facilitator:  Gilles Brougère, Université Sorbonne Paris Nord, Villetaneuse, France
Presenters:
   Objects and Children's Sociability in the Playground
   Gilles Brougère, Université Sorbonne Paris Nord, Villetaneuse, France
   Committing to Inclusion: Playspaces and Programming for All
   Silvia Steele, Explore & More-The Ralph C. Wilson Jr. Children’s Museum, Buffalo, NY, USA
   KABOOM! Playspace in Rochester’s 19th Ward
   Megan DeCausemaker, 540 West Main, Rochester, NY, USA

18. Screen Time as Toy Time
Facilitator:  Olympia Mathiaparanam, University of Rochester, Rochester, NY USA
Presenters:
   Playing Around on Zoom: The Intersection of Traditional Play With Technology
   Rebecca Horrace, Indiana University
   Playing with Writing in Vooks’ Picturebooks
   Maria Eduarda Sousa Santos* & Vânia Soares Barbosa, Universidade Federal do Piauí,
   Teresina, Piauí, Brazil
   Virtual Pretend Play: The Commercialization of Toys on YouTube
   Bhoomi K. Thakore, University of Connecticut
Thursday, August 10

5:00 – 5:30 PM Tea & Snacks

WORKSHOP COMMONS

5:30 – 7:30 PM Thursday ITRA Prize Presentations/Performance

PAYCHEX THEATER

**K3.** Sponsored by the British Toy and Hobby Association (BTHA)

Prize Presentation: *Rebecca Deeming & Matt Jones, BTHA & Mark Allen, ITRA*

Prize Committee Members:

Mark Allen (UK), Barry Kudrowitz (USA), Koumudi Patil (India), and Lieselotte van Leeuwen (Sweden)

**JUNIOR PRIZE FOR OUTSTANDING TOY RESEARCH**

Janaine dos Santos Rolim, Universidade Federal da Paraíba, João Pessoa, João Pessoa, Brazil

Female Empowerment: A Multimodal Analysis of Representations of Women in Images of Barbie Dolls’ Packages

Masters Thesis (2020) written under the direction of Danielle Barbosa Lins de Almeida

Universidade Federal da Paraíba, João Pessoa, João Pessoa, Brazil

**SENIOR PRIZE FOR OUTSTANDING TOY RESEARCH**

Antonietta Loffredo, Independent Scholar, pianist and musicologist, Como, Italy

The Toy Piano: From the Playroom to the Concert Platform Published UT Orpheus, Bologna (Italy), 2018

Friday August 11, 2023

8:30 – 10:30 AM - Friday Concurrent Sessions

19. Toy, Play, Advocate: Harnessing the Critical Power of Playthings to Mediate Sociopolitical Phenomena
   **PAYCHEX THEATER**

   **Organizer:** Rémi Leclerc, PolyPlayLab, Hong Kong SAR, China

   **Presenters:**
   - From Play to Power: Utilizing Toy-Making for Student Activation and Movement Building
     Leon Wang, Firebird Design Lab, St Paul, MN; University of Minnesota, Minneapolis, MN, USA
   - War Toys for Peace
     Brian McCarty, War Toys®, Los Angeles, CA, USA
   - Patriot Games: Political Propaganda in Video Games
     William Lugo, Eastern Connecticut State University, Willimantic, CT, USA
   - Speaking Toy to Power: Hong Kong Protest Playthings
     Rémi Leclerc, PolyPlayLab, Hong Kong SAR, China

20. Immigration & Assimilation: The Power of Playthings
   **ACTIVITY ROOM C**

   **Facilitator:** Luisa Magalhães, Research Centre for Philosophical and Humanistic Studies
   Catholic University of Portugal, Braga, Portugal

   **Presenters:**
   - Lead it Be: Toys, Antimodernism, and Empire in Interwar America
     Anne Boyd, Boston University, Boston, MA, USA
   - Serial Toy and Its Influence on Mass Consciousness
     Anastasiia Mikhno, Maria Curie-Skłodowska University, Lublin Poland
     presented by Alexia Kosmider, Rhode Island School of Design
   - The Winnie-the-Pooh Toys and Their Immigration to America
     Mark I. West, University of North Carolina at Charlotte, Charlotte, NC, USA
   - The Eré Pomteca Project: Art and Play for the Re-education of Ethnic-Racial Relations
     Ana Valéria de Figueiredo & Gabriel de Figueiredo da Costa, Universidade do Estado do Rio de Janeiro, Brazil
     & Zulmira Rangel Benfica*, Universidade Estácio de Sá, Nova Iguaçu, Brazil

21. Toy Play for Learning
   **ACTIVITY ROOM D**

   **Facilitator:** Kathleen Alfano

   **Presenters:**
   - Leveraging Card Games to Promote Relational Reasoning in Biology: Developing A Program of Research
     Benjamin D. Jee, Worcester State University, Worcester, MA, USA; Florencia K. Anggoro, College of the Holy Cross, Worcester, MA, USA; Seung Heon Yoo & Karl S. Rosengren, University of Rochester, Rochester, NY, USA
   - Assessing the Influence of Toys/Games Intervention on Children's Foundational Literacy and Numeracy Abilities
     Harshul B Brahmbhatt, Children's University, Gandhinagar, Gujarat, India
   - How Play with Toys Teach Us About Cognitive Development
     Seung Heon Yoo & Karl S. Rosengren, University of Rochester, Rochester, NY, USA

22. WORKSHOP: Behind the Scenes with The Strong’s Collections
   **WOODBURY CLASSROOM**

   **Presenter:**
   Christopher Bensch, The Strong National Museum of Play, Rochester, NY, USA

   **NOTE:** This workshop is limited to 15 people.
Friday August 11

11:00 – 1:00 PM  Friday Concurrent Sessions

23. Sustainability & Green Design

Facilitator: Ellen Kneeskern, University of Rochester, Rochester, NY, USA

Presenters:
- The Greening of the Toy Industry: A Step in the Right Direction
  Vicki Thomas, University of Northampton, Northampton, United Kingdom & Vicki Thomas Associates, London, United Kingdom
- Toys and Environmentally Sensitive Design
  Mark Allen, SFRL, Woking, United Kingdom
- Influencing The Future of Sustainable Toys
  Ron Asbach & Tim Trapp, Fisher-Price, East Aurora, NY, USA

24. Toying with Tradition: Designing at the Intersection of Toys and Torah for the Modern Jewish Childhood

Organizer: Suzanne Seriff, University of Texas at Austin, Austin, TX, USA
Facilitator: Stephen Jacobs, Rochester Institute of Technology, Rochester, NY USA

Presenters:
- Shifra Epstein, Independent Scholar, Ann Arbor, MI, USA
- Shlomi Eiger, Bezalel Academy of Arts and Design, Jerusalem, Israel
- Rachael Brooke Goren, Eclectic Judaica, Amherst, MA, USA
- Stephen Jacobs, Rochester Institute of Technology, Rochester, NY USA

25. Toy Design Pedagogy

Facilitator: Kathleen Alfano

Presenters:
- Design for Play: Educating Toy Designers of the Future
  Karen Feder, Design School Kolding, Kolding, Denmark
- Cardboard Toys: An Approach to Designing Short-lived Playthings with Students
  Jesper Falck Legaard, Design School Kolding, Kolding, Denmark
  Katriina Heljakka, University of Turku, Pori, Finland
- Stimulating Ethical Awareness in Toy Design Students through a Playful Exercise
  Mathieu Gielen, Delft University of Technology, Delft, Netherlands
  Deger Ozkaramanli*, Delft University of Technology, Delft, Netherlands

1:00 – 2:00 PM LUNCH  WORKSHOP COMMONS

2:00 – 3:00 Keynote  PAYCHEX THEATER

K4: How They Race in Los Santos: A Critical Decolonization of the World's Most Controversial Game

Paul Darvasi, Gold Bug Interactive & OISE | University of Toronto, Toronto Canada
Friday – continued

3:00 – 4:30 General Membership Meeting & Closing Ceremony

The membership meeting is open to all registered conference participants.
Two important action items for the meeting is election of Board members and voting
on proposed amendments to the ITRA constitution. Please use the QR code on the right to
view the proposed constitutional changes.

PAYCHEX THEATER

4:30 – 5:20 Enjoy the Museum

One more chance to explore or revisit your favorite museum exhibits and spaces. Just be sure to be at
the Hampton Inn and Suites at 5:30 to board the bus to the Witmer House for a classic backyard
cookout.

ITRA Board Meeting

WOODBURY CLASSROOM

5:30 – 7:30 Farewell Cookout – American Style

Bus departs at 5:30 and 5:50 in front of the Hampton Inn & Suites and will return at 7:30.

Submit Your Research Today!

Published three times a year by The Strong National Museum of Play, the American Journal of Play features interviews, book reviews, and original peer-reviewed research for a wide readership who seek to understand the importance and impact of play in our world.

The journal welcomes research exploring all areas of play such as:

- play in learning and development from infancy to adulthood
- cultural histories of playthings and ways of playing
- practices of play therapy in health (behavioral, mental, physical)
- intersections of play and gender, race, class, sexuality, and ability
- public policy decisions impacting play
- play in schools and other educational settings
- biology and neuroscience of play
- evaluations of major themes and theorists in traditional and emerging play scholarship

How to Submit

The American Journal of Play accepts year-round submissions. As a peer-reviewed publication, the journal adheres to a rigorous double-blind review process to ensure scholarly standard and integrity.

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Submissions should be saved as Word documents and sent to:

submissions@journalofplay.org

American Journal of Play
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American Journal of Play
ITRA GUIDELINES FOR CONFERENCE PARTICIPANTS

1. ITRA is committed to meeting sessions which maximize the exchange of ideas. Towards this end, we offer the following guidelines for program presentations:

   a. ITRA meeting sessions do not, except in special circumstances, include a discussant. Instead, the entire audience serves as discussant.

   b. presenters should plan presentations to leave adequate time for other presentations and group discussion. Session facilitators will be asked to set and enforce time limits.

   c. in accordance with standards of academic integrity as well as out of the utmost respect for presenter’s intellectual property and their right to determine the scope and means of the dissemination of their work, we ask that as a courtesy participants refrain from recording by any means including, but not limited to photographing, audiotaping, videotaping, and/or screen capturing of presentations or sessions without the presenter’s expressed consent.

   d. while English is the official language for the conference, please remember to speak slowly and clearly for the benefit of our colleagues for whom English is a second, third or more language.

SESSION ORGANIZERS & FACILITATORS GUIDELINES

1. When organizing your session, please keep in mind that a major component of ITRA annual meeting sessions is the exchange of ideas through open discussion following presentations. Session facilitators can contribute to the success of the discussion by encouraging open discussion (e.g., asking questions of presenters, guiding the discussion, redirecting conversation to ensure all participants presentations are discussed).

2. During your session, please be sure that:

   a. the session begins on time, even a 5-minute delay reduces valuable discussion time.

   b. there is ample time (i.e., 15-20 minutes) for discussion.

   c. the session ends on time. Given the fairly tight turn around between sessions, it is highly likely that another group of presenters will be right outside the door waiting to get set up for their presentation. While calling a lively conversation to an end may seem rude, so is allowing one session to bleed over into another time slot. If session participants are lingering in the room in informal conversation, please encourage them to move out of the room. Also, be sure to go into the hallway area to invite the next group to come in.