



ABSTRACTS OF THE TRAINING SEMINAR “GAMING AND GAMIFICATION”

WEDNESDAY 21TH NOVEMBER 2018, FROM 9:30 A.M. TO 2:30 P.M.

LINK CAMPUS UNIVERSITY | AULA MAGNA GYMNASIUM

VIA DEL CASALE DI S. PIO V, 44 - ROME

FIRST PART IN ENGLISH (WITHOUT TRANSLATION) – SECOND PART IN ITALIAN

INFO: +39 06 84400510; info-roma@goethe.de

I PART (IN ENGLISH)

INTERNATIONAL BEST PRACTICES

9:40 A.M. – AXEL WATZKE: GAME DESIGN: SHOULD WE STUDY IN AN ALTERNATIVE WAY?

The LABOURGAMES project questions the relationship between work and play and creates innovative perspectives on the current work system in Europe – by producing games on this topic.

The German partner of the project analysed the question of how game design is a suitable learning method for students.

Axel Watzke will present the project, its methods, results and two of the games that have been developed within the project. One of them is a jump'n'run game for smartphones, the other is a gesture-based performance board game.

Axel Watzke (*1975) studied communication design at the Kunsthochschule Berlin-Weißensee.

A master's degree student of Prof. Alex Jordan, he is the founder and partner of anschlaege.de, a creative agency for cultural and scientific communication. In addition to projects of international excellence, anschlaege.de also promotes and manages cultural projects. In the framework of the project LABOURGAMES, and together with four European partners from Amsterdam, Athens, Berlin and Rome, Axel is examining the relationship between work and play from the artistic point of view. The partners in Germany are Kampnagel Hamburg, the PLAY Festival and IG Metall. Axel Watzke is also part of the PLAY-ON network and is a digital consultant for institutions and promoters in the cultural sector.

10:10 A.M. – GEORG HOBMEIER: THE CITY BECOMES A GAME - THE SIMULATION OF AUGMENTED REALITY IN "VIENNA - ALL TOMORROWS"

Augmented reality is not a new trend, since the early 1990s saw the first steps in this field. But only thanks to our highly efficient and versatile computers has AR become a mass phenomenon. Nowadays, "augmented reality" is on everyone's lips thanks to game titles such as Pokemon Go or Ingress, becoming more and more interesting also for creative people. In

Goethe-Institut

Via Savoia 15

I-00198 Roma

Tel. +39 06 8440051

Fax +39 06 8411628

info@rom.goethe.org

www.goethe.de/roma

Intesa San Paolo

BIC: BCITITMM

IBAN:

IT71S0306903203100000560002

Codice fiscale

80229670585

www.goethe.de/roma

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



May, with "Vienna - All Tomorrows", one of the first multiplayer games in augmented reality came to light in a theatre. In this immersive setting, political groups with different ideologies aspire to achieve power in a dystopian Vienna. Based on his project, Georg Hobmeier, artistic director, will present working approaches, analyze potentials, but also examine the obstacles of technology.

Georg Hobmeier, actor, choreographer and playwright who connects theatre, dance, media and public space. In addition to plays designed for the stage, he has created multimedia installations and computer games, choreographic workshops and a variety of different formats for urban space. In 2014 he founded "Causa Creations", a design studio for social awareness of the game.

10:40 A.M. - NATAŠA BRAUNSBERGER E DANIEL WEISS: HEARME: BRINGING THE YOUTH AND MUSEUMS TOGETHER

The CREATIVE EUROPE Project HearMe (<http://projecthear.me.org/>) is changing the way museums and galleries work. The Project is driven by the vision that museums and galleries can reach young audiences, and make them gain insights and develop empathy.

To Initiate dialogue, a series of composite methodologies like Design Thinking, Lego Serious Play and Gamification to name but a few examples, have been applied across 654 workshops conducted at the National Gallery of Slovenia, the Gallery of Matica Srpska in Serbia and the Kunsthistorisches Museum in Vienna, Austria.

In all the HEARME Project has created the enabling environment to let strong emotions emerge by actively engaging young audiences with social values and create a virtual collection of their reflections about the world around them and enable them to change their viewpoint.

The HEARME MUSEUM Manual is available at:
<http://projecthear.me.org/2017/WW%20Manual%20English.pdf>

Nataša Braunsberger, Education Curator and member of the PR team of the National Gallery of Slovenia, since 2016 co-coordinator of HearMe, a project which focuses on reaching young museum visitors through several different methodologies, including Gamification, Lego Serious Play and Design thinking.

Daniel Weiss, director of the Stichting Prime foundation based in the Netherlands and director of the Project "education and business agility" in different EU programs, has gamified in cooperation with Museums visitor experience in Viena (KHM), Ljubljana (Narodni Gallery), Novi Sad (Gallery of Matica Srpska) and Padula (your Values your Choice the Antimafia Museum).

11:10 A.M. - MACIEJ W. HOFMAN: EUROPEAN UNION MEETS VIDEO GAMES: POLICIES, FUNDING, LEARNING, FUTURE

What lies behind the term of "Cultural and Creative Sectors" and what does the EU do to support them? How do video games fit in this puzzle? Do EU civil servants play video games? Facts and figures, studies and funding opportunities straight from the Brussels bubble.

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



Maciej W. Hofman, Policy Officer at Culture Policy Unit, Directorate-General for Education, Youth, Sport and Culture of the European Commission.

II PART (IN ITALIAN)

UNIVERSITÀ ROMANE E GAMIFICATION POSSIBILI OPPORTUNITÀ E COLLABORAZIONI PER IL SETTORE DELLA CULTURA E DELL'EDUCAZIONE CULTURALE

12:00 P.M. – FRANCESCO LUTRARIO: GAMIFICATIONLAB SAPIENZA - PRESENTATION OF PROJECTS, RESEARCH AND NEW FRONTIERS OF GAMIFICATION

The Gamification Lab is the laboratory of La Sapienza dedicated to research and education in the field of gamification. Within the laboratory, students design and develop gamification solutions under the supervision of qualified teachers. The laboratory deals with the study of the game drawing inspiration from many disciplines: psychology, anthropology, history, philosophy, statistics, game theory, computer science, game design, interaction design, etc. The aim of the research is to identify and apply the advantages brought by the game in cultural, social and business contexts, exploring new possibilities and shedding light on the elements that characterize gamification.

During the speech will be presented both innovative professional solutions and projects carried out by students in the cultural and educational field.

Francesco Lutrario, Head and Teacher of GamificationLab Sapienza, game & gamification designer.

12:45 P.M. – PROF. CARLO MARIA MEDAGLIA AND PROF.SSA GIADA MARINENSI: BUILDING A MORE SUSTAINABLE FUTURE THROUGH PLAY. THE SERIOUS GAME AND GAMIFICATION AS TOOLS TO SUPPORT EDUCATION STRATEGIES AND AWARENESS OF SUSTAINABILITY

The need to contribute to spreading the culture of sustainability and respect for the environment finds in Serious Games and Gamification a precious resource.

However, the proposed solutions must be carefully modulated according to the target groups and to the contexts in which they will be used.

To describe the different ways in which sustainability issues can be addressed, two projects run by the DASIC research centre at Link Campus University will be compared.

The first project, Smartainability: the game, is a Serious Game designed for administrators premises. The objective of the game is to highlight the impacts, in terms of sustainability, of implementing smart technologies in a city.

The second project, Harmoonia, is a gamified application for high school students. The purpose of this app is to guide the students in the exploration of the "Village for the

Terra", the event organized annually at Villa Borghese by Earth Day Italia to promote awareness of Agenda 2030 issues and related initiatives.

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



Through the comparison between these two experiences, the different strategies to involve and motivate their target audiences will be highlighted. In addition to this, possible strengths and weaknesses related to the use of the game as a tool to support initiatives of education and awareness of sustainability will be explored.

Prof. Carlo Maria Medaglia, Pro-Rector of Research and Director of the Research Department and **Prof.ssa Giada Marinensi**, Extraordinary Professor "Digital Entertainment" and "Serious Games and Gamification Strategies".

13:15 P.M. – PROF.SSA ANTONELLA CANINI: INNOVATIVE TECHNOLOGIES FOR RESEARCH AND DIDACTICS

Prof.ssa Antonella Canini, Delegate of the Rector for territorial and environmental policies and Professor of Botany.

13:30 P.M. – MARTINA MARSANO: LEARNING BY PLAYING: SERIOUS GAMES IN LIBRARIES AND MUSEUMS

Over the last few years, serious games, video games designed to produce learning in those who play, have begun to spread in the most diverse sectors: from the military and medical, to then move to the corporate and university and finally reach the library and museum.

In fact, there are many libraries, especially university libraries (in Europe and the United States), which have begun to use serious games with the aim of facilitating students' understanding of the rules, of the use of the services present in the facilities and also to promote information literacy.

Some museums have also decided to introduce serious games in their environments, offering visitors the opportunity to better understand the topics covered in the exhibition sections through a playful experience. The visitor, therefore, has the opportunity to integrate the information acquired during the traditional visit with that learned through the game.

Therefore, the ways in which serious games are used in university libraries and in museums are presented both in the national and international context.

Martina Marsano is a PhD candidate at the Department of Education Sciences of the University of Roma Tre. In 2014, with the Italian Association of Libraries (AIB) she published the book „I videogiochi a scuola e in biblioteca“ (Premio Giorgio De Gregori 2013); in 2017 she published „Serious game e lifelong learning: apprendere nella società della conoscenza“ (Premio Archivio Videoludico 2015 - 3rd place).

13:45 P.M. – UMBERTO ZONA AND MARTINA DE CASTRO: GAMING PHILOSOPHY, DIGITAL TECHNOLOGIES AND LEARNING PROCESSES: BETWEEN REFLECTION AND EXPERIMENTATION

The speech will be divided into two parts: the first, conducted by Umberto Zona, will briefly illustrate the lines of research in which the two authors are

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



engaged on the subject of the relationship between gaming philosophy, digital technologies and learning processes. The second part, held by Martina De Castro, will be dedicated to the experimentation conducted within the Laboratory of Educational Technologies of the Degree Course in Primary Education Sciences in the academic year 2017/18, focused on the design, by students, of a video game in unplugged mode.

Umberto Zona is a research fellow at the Department of Education Sciences at the University of Roma Tre, an expert in the subject of General Education, Inclusive Education and Experimental Pedagogy at the Degree Course in Primary Education Sciences. It also carries out training activities for teaching staff of all levels. He has long been involved in the relationship between learning and digital technologies and, in particular, Social Network Analysis and Game Studies. He is the author of numerous publications on the subject.

Martina De Castro, teacher, is an expert of the subject for the discipline of General Education at the Degree Course in Primary Education Sciences at the University of Roma Tre. She also carries out professional training activities for teaching staff. As part of her research interests, she deals with the relationship between educational innovation and digital technologies and the gender implications of gaming culture. She is the author of several publications on the subject.

Both authors are members of the Laboratory for the Development of Scholastic and Social Inclusion, activated at the Department of Education Sciences of the University Roma Tre and coordinated by Prof. Fabio Bocci.

A shared initiative of



In the framework of [Gamerome](#)

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.