Playful Learning Media Exhibition (PlayLearn 2011)

Thursday 20, Friday 21 and Saturday 22 October 2011, Athens, Hellenic American Union

in conjunction with the 5th European Conference on Games-Based Learning (ECGBL 2011)

The Laboratory of New Technologies in Communication, Education and the Mass Media and the Joint MA Programme on "Information and Communication Technologies for Education", with the support of the University Research Institute in Applied Communication (URIAC) and the cooperation of the Hellenic American Union (HAU), invite you to the first **Playful Learning Media Exhibition (PlayLearn 2011)**, organized in conjunction with the **5th European Conference on Games-Based Learning (ECGBL 2011)**.

The objective of PlayLearn 2011 is to bring forward original productions in playful learning media, coming in analog (educational toys, educational board games, playful educational narratives), digital (video, animation, digital storytelling, interactive applications), and any other transmedial formats, to bring in contact school teachers and students with creative teams, higher education students and researchers of learning media, as well as Greek learning media creators with experienced creators and researchers from abroad. At the same time, the exhibition will give to the general public an opportunity to stay informed about advancements in playful media for learning, as well as practices for planning and realizing playful learning processes in the classroom.

The present call is addressed at higher education students, designers and researchers of playful learning media of any format, school teachers and students, and especially young creators and independent teams, who wish to participate with their original productions in the Playful Learning Media 2011 exhibition, in order to demonstrate their work and at the same time collect feedback from experienced learning media practitioners as well as school teachers and students and the general public. Learning media productions may address pre-school and school children, young or adult users, and there are no constraints concerning learning contents, production genre (educational toys, educational board games, playful educational narratives, video, animation, digital storytelling, interactive applications, other), or the analog, digital or transmedial platforms used.

The PlayLearn 2011 exhibition does not address digital games for learning productions, for which there is another special call for submissions in the SGS-Best 2011 parallel event (please see further below for details).

submission details

For your submission to the PlayLearn 2011 Exhibition please provide by **Tuesday, September 20, 2011 (reception deadline)** the following materials:

- your complete **playful learning production**, in the form of **packaged materials** (for analog words) or **installation file or website** (for digital works) as well as
- **webpages, documentation, research papers** which can support your submitted work, as available in each case

- **presentation leaflet in English**, in soft copy (doc or pdf file), edited as camera-ready, 2 A4 pages size (strict specifications), with description of your production and details of contributors, to serve in the exhibition as the leaflet accompanying your work.

All the above materials must be sent by postal mail (please take care of arrival by the deadline of September 20, 2011) to

> Laboratory of New Technologies in Communication, Education and the Mass Media,
> Faculty of Communication and Media Studies, University of Athens
> 5, Stadiou str, 7th Floor, GR-10562, Athens, Greece
> Organizing Secretariat PlayLearn 2011 Exhibition
> attn of Mrs. Niki Papastavrou, tel. ++30 210 3689426

selection of submissions

Submissions to the PlayLearn 2011 Exhibition are open to original productions from higher education students and researchers as well as school teachers and students, independent creators and research teams. The productions to be presented at the exhibition will be selected on the basis of their originality and technical, aesthetic and learning qualities.

exhibition dates

The PlayLearn 2011 Exhibition will be accessible for ECGBL and invited participants during the ECGBL 2011 conference, and open to the public on Saturday October 22, 2011.

organizers

Laboratory of New Technologies in Communication, Education and the Mass Media, Faculty of Communication and Media Studies, University of Athens (http://www.media.uoa.gr/ntlab)

Joint MA Programme on "Information and Communication Technologies for Education" (http://icte.ecd.uoa.gr)

organizing committee

- Michalis Meimaris, Director, Laboratory of New Technologies in Communication, Education and the Mass Media, Professor, Faculty of Communication and Media Studies, University of Athens, email mmeimaris@media.uoa.gr
- Gella Varnava-Skoura, Director, Joint MA Programme on "Information and Communication Technologies for Education", Professor, Department of Early Childhood Education, University of Athens, email gellask@ecd.uoa.gr
- Evangelia Kourti, Associate Professor, Department of Early Childhood Education, University of Athens, email ekourti@ecd.uoa.gr
- Dimitris Gouscos, Assistant Professor, Faculty of Communication and Media Studies, University of Athens, email gouscos@media.uoa.gr
- Cleo Gougoulis, Peloponnesian Folklore Foundation, International Toy Research Association, email cleogougoulis@yahoo.gr

- Ira Papadopoulou, Director of Cultural Affairs, Hellenic American Union, email ipapadopoulou@hau.gr

organizing secretariat

- Alexandra Nakou, MA, Research Fellow, Laboratory of New Technologies in Communication, Education and the Mass Media, Faculty of Communication and Media Studies, University of Athens, email alexandranakou@gmail.com
- Eni Meliadou, MA, Research Fellow, Laboratory of New Technologies in Communication, Education and the Mass Media, Faculty of Communication and Media Studies, University of Athens, email eni.meliadou@gmail.com
- Niki Papastavrou, MA, Research Fellow, Laboratory of New Technologies in Communication, Education and the Mass Media, Faculty of Communication and Media Studies, University of Athens, email npapast@media.uoa.gr

further information and inquiries

For further information and inquiries please contact the Organizing Secretariat of the PlayLearn 2011 Exhibition, Ms. Alexandra Nakou, email alexandranakou@gmail.com.

submissions for digital games with a learning purpose – SGS-Best 2011

The PlayLearn 2011 Exhibition focuses on analog, digital and transmedial playful learning media excluding digital games. Submissions for digital games with a learning purpose can be addressed at **Serious Games Showcase & Best Practices (SGS-Best 2011)**, a parallel event organized by the Laboratory of New Technologies in Communication, Education and the Mass Media, in conjunction with ECGBL 2011 and in the same venue (Hellenic American Union) and dates (Thursday 20, Friday 21 and Saturday 22 October 2011). For more information please contact the SGS-Best 2011 Organizing Committee, Assistant Professor Constantinos Mourlas, Faculty of Communication and Media Studies, University of Athens, email mourlas@media.uoa.gr.

ECGBL 2011 conference

The 5th European Conference on Games-Based Learning is organised on October 20-21, 2011, in Athens by the Laboratory of New Technologies in Communication, Education and the Mass Media of the Faculty of Communication and Media Studies, University of Athens (UoA NTLab, http://www.media.uoa.gr/ntlab), with the support of the University Research Institute in Applied Communication (URIAC, http://www.media.uoa.gr/institute) and the cooperation of the Hellenic American Union (HAU, http://www.hau.gr). Please be invited to check web site http://www.academic-conferences.org/ecgbl/ecgbl2011/ecgbl11-home.htm for more details and join us at the conference.