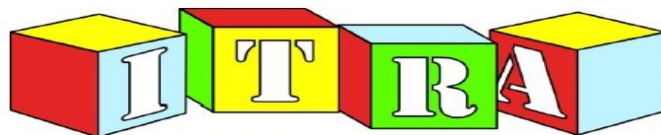




Toys Matter:  
**THE POWER  
OF PLAYTHINGS**  
9th ITRA World Conference

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



**INTERNATIONAL TOY  
RESEARCH ASSOCIATION**

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



Toys Matter:  
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**August 9-11, 2023**

The Strong National Museum of Play  
Rochester, New York USA

***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***

Board Meeting Schedule: Thursday, Aug. 9<sup>th</sup> TBA  
Friday, Aug. 11<sup>th</sup> 4-5:00 PM

ITRA Membership Meeting: Friday, Aug. 11<sup>th</sup> 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> 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: [itranewsletter@gmail.com](mailto:itranewsletter@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/>

## *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 30<sup>th</sup> year, it gives me great pleasure to welcome everyone to our 9<sup>th</sup> 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 30<sup>th</sup> 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 Paraíba 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 9<sup>th</sup> 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 9<sup>th</sup> ITRA World Conference.

Sincerely  
Mark Allen  
ITRA President





## City of Rochester

City Hall Room 308A, 30 Church Street  
Rochester, New York 14614-1290  
www.cityofrochester.gov

**Malik D. Evans**  
Mayor

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 9<sup>th</sup> 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 30<sup>th</sup> 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,

A handwritten signature in blue ink, appearing to read 'Malik D. Evans'.

Malik D. Evans  
Mayor



One Manhattan Square  
Rochester, NY 14607  
585-263-2700  
[museumofplay.org](http://museumofplay.org)

### 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 30<sup>th</sup> 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](http://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.

Home to:	International Center for the History of Electronic Games	Brian Sutton-Smith Library and Archives of Play	National Toy Hall of Fame	World Video Game Hall of Fame	<i>American Journal of Play</i>	Woodbury School
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## **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 11<sup>th</sup> 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 Scothorn 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 Alfano, 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  
Karl Rosengren, University of Rochester, USA  
Suzanne Seriff, University of Texas at Austin, USA  
Guangyu Tan, State University of New York-Fredonia, USA

### Scientific Committee

Mark Allen, Serious Fun Research Labs, UK  
Anna Beresin, University of the Arts, Philadelphia, USA  
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  
Cleó 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



Looking to explore  
Rochester? Find  
everything we  
have to offer  
here!



### 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.





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

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 9<sup>th</sup> 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 9<sup>th</sup> 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/3pOwMJO>





## ***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) 30<sup>TH</sup> 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.*

**2023 ITRA 9<sup>TH</sup> WORLD CONFERENCE PROGRAM**  
***TOYS MATTER: THE POWER OF PLAYTHINGS***

**Wednesday August 9, 2023**

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

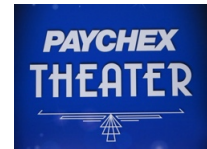
**Official Welcome**

*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 Eleen 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**

**WORKSHOP COMMONS**

**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 Mathiapparanam, 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 Prochner, 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*

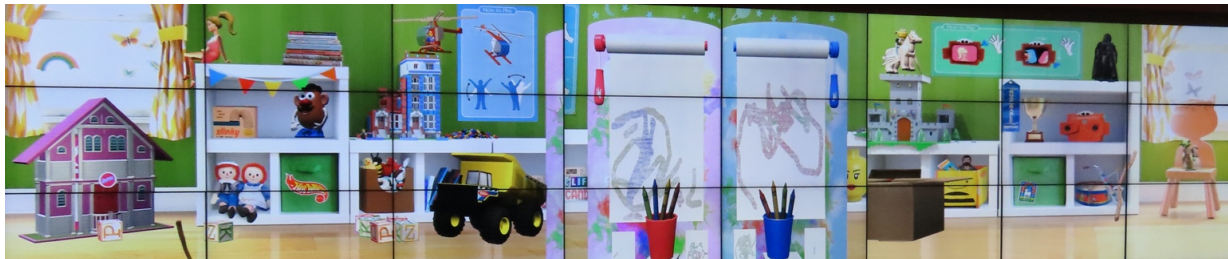
Inclusive Play Framework for Children and Parents: A Tool to Promote Awareness about Gender-Neutral Play Through Toys

*Alakesh Dhibar & Eduardo Gonçalves\* UNIDCOM/LADE - 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*

**2:00 – 4:00 PM Wednesday Concurrent Sessions- Continued**

**5. The Test of Time: How Toys Matter**

**ACTIVITY ROOM C**

Facilitator: *Janaïne 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 Horsanlı\*, 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 Iguacu, Iguacu University, Nova Iguacu, 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. Mathiapararam, 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

PAYCHEX THEATER

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*

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

ACTIVITY ROOM B

Presenters: *Jeremy Saucier, Editor American Journal of Play*

*Bhoomi Thakore, Associate Editor Humanity & Society*

*Luisa Magalhães, Co-editor Toys and Communication (2018). Palgrave Macmillan*

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

ACTIVITY ROOM C

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 Langendonck, HE2B & LUDO toy libraries association, Brussels, Belgium*

Thinking and Creating in Ancient Games

*Maria Aparecida Campos Mamede-Neves\*, Pontifícia 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*

#### 11. Learning with Toys/Games

ACTIVITY ROOM D

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*

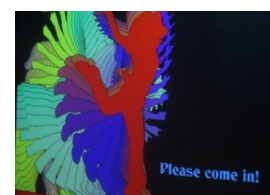
Wild Play: An Exploration into the Design of Eco-fiction Character Toys

*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*

### 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 Mathieu Gielen*

#### 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*

“Kelly Stays Home:” Content Analysis of Children’s Books about COVID-19 in Turkey and the U.S.

*Graciela Trujillo Hernández, Burcu Ünlütürk\*, İlayda Velioglu\*, David Menendez, & Karl S. Rosengren, University of Rochester, Rochester, NY, USA*

#### 14. Whose Design for Whom?

ACTIVITY ROOM D

Facilitator: *Gilles Brougère, Université Sorbonne Paris Nord, Villetaneuse, France*

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 & Vi Tacq, Haute Ecole 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*

#### 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

WORKSHOP COMMONS

**2:00 – 3:15 Thursday Special Invited Panel Discussion with ITRA's Founders**

**K2. ITRA at 30: Rewind, Set, Go**

**PAYCHEX THEATER**

Facilitator: *Greta Pennell, University of Indianapolis*

ITRA Founders: *Kathleen Alfano, USA*

*Gilles Brougère, France*

*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**

**ACTIVITY ROOM B**

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 Iacillo 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**

**ACTIVITY ROOM C**

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**

**ACTIVITY ROOM D**

Facilitator: *Olympia Mathiapparanam, 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*

**5:00 – 5:30 PM Tea & Snacks**

**WORKSHOP COMMONS**

## Thursday, August 10

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

ISBN: 978-88-8109-511-7. [https://www.utorpheus.com/index.php?route=product/product&product\\_id=3450](https://www.utorpheus.com/index.php?route=product/product&product_id=3450)

Antonietta Loffredo

## The Toy Piano

From the Playroom to the Concert Platform



UT ORPHEUS



## 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, 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 Benfca\*, 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; Martha W. Alibali\*, University of Wisconsin-Madison, Madison, WI, USA

Assessing the Influence of Toys/Games Intervention on Children's Foundational Literacy and Numeracy Abilities

Harshul B Brahmhatt, 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

PAYCHEX THEATER

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

ACTIVITY ROOM C

Organizer: *Suzanne Seriff, University of Texas at Austin, Austin, TX, USA*

Facilitator: *Stephen Jacobs, Rochester Institute of Technology, Rochester, NY USA*

Presenters: *Suzanne Seriff, University of Texas at Austin, Austin, TX, USA*

*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

ACTIVITY ROOM D

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**

**PAYCHEX THEATER**

*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.*



**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**

**WITMER HOUSE, UNIVERSITY OF ROCHESTER**

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

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- public policy decisions impacting play
- play in schools and other educational settings
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*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.

