

GAMES FOR CHANGE, THE NEW SCHOOL, AND THE NYC GAMES SCHOLARS PRESENT:

A New York City Games Salon on Ethics and Values in Games

--January 9, 2007 at The New School--

RESPONDENTS

Helen Nissenbaum

Associate Professor in the Department of Culture and Communication and Faculty Associate of the Information Law Institute at NYU

Values-at-Play: A Methodology for Bringing Values into the Design of Games (and other Information Systems)

<http://www.nyu.edu/projects/nissenbaum>

Jesper Juul

Assistant Professor, Centre for Computer Game Research Copenhagen; Visiting Scholar, The New School

The Problem with Games and Players and the Rest of the World: What happens when a player picks up a game? What is the boundary between what is in the game and what is outside the game? Does fiction or rules matter?

Half-Real (2005) Book Website: www.half-real.net

Blog: www.jesperjuul.net/ludologist

Website: www.jesperjuul.net

DEMO PRESENTERS

Lance Vikaros, Teachers College

Global Warming Interactive
(produced by Michael Hillinger)
www.globalwarminginteractive.com

Michael Edwards, The New School

Inspector Carbone
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NETWORK HOUR EXHIBITORS

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ABOUT GAMES FOR CHANGE

Games for Change, founded in 2004, is the central organization building the field of social change through and around digital games media. We act as the new movement's international nexus for visibility, community and best practices; like documentary film before us, we are building a new field: using game technology to address real world issues. We've been covered this year in the New York Times, NPR, and CNN, and in many other national and international media outlets and have a community of close to 600 members.



We are in partnership with the New School in creating an innovation lab for incubating games with social-issue aims with some of the brightest young game-makers in the field--PETLab is already underway with partners such as the EPA and the Woodrow Wilson International Center for Scholars. We are also creating a multi-million dollar games' portal with MTV to launch in the spring of 2007. Some of our funders include The MacArthur, Surdna and Robert Wood Johnson Foundations, as well as local and state agencies. We work closely with the Serious Games Initiative and lead one of their eight pillars. Dubbed "the Sundance of videogames" we will have been featured at the IFP, Margaret Mead and Sundance Film Festivals by February 2007 and consulted on a panel for Davos. Our fourth annual festival set for early June will draw more than 300 activists, non-profits, academics, artists, and of course, innovative game designers.

Organizational Premise: Many of today's social issues--from poverty to racism to rainforest destruction--are increasingly pressing. The role of social change organizations is crucial, but most are heavily burdened and need support in considering new media solutions. Yet the world's problems mean we can't afford to pass up the opportunities behind digital games. Already, games deeply and broadly connect our youth. Perhaps the most powerful engagement technology available today, games offer an unsurpassable environment for rich learning and engaged participation for all age groups. We need to bring together the best game designers, the social-issue content experts, and the power and visibility of large-scale community participation to address the world's most pressing issues.

Programming: As the sector leader, G4C serves both immediate and longer term needs through a wide range of programming by:

- opening up new avenues of **distribution** through our high-profile and well-trafficked media partnerships such as MTV;
- shaping a new and more informed **public dialogue** about games through sharing research, highlighting well-known speakers such as Stephen Johnson, and making headlines
- spurring what many are calling the "most promising area of **innovation** in games" by creating an incubation lab for games with "real-world" content.
- enlisting the expertise, credibility and resources for these new games from "**serious**" **institutions** such as the World Bank, the International Center on Non-violent Conflict, the UN, and of course, some of the most established foundations in the world: MacArthur, Ford, and Gates, to name a few. *And finally,*
- providing a high-visibility, state-of-the-field **festival** for the most innovative game designers, forward-thinking non-profits, well-informed academics, and students and activists of all stripes, showcasing cutting-edge programming, high-profile key notes such as Raph Koster and Bob Kerrey, and providing many opportunities for visibility through our extensive media relationships and expertise.

ABOUT THE NEW SCHOOL

THE NEW SCHOOL
A UNIVERSITY

The New School is our co-host and a leading progressive university comprising eight schools bound by a common, unusual intent: to prepare and inspire its 9,300 undergraduate and graduate students to bring actual, positive change to the world. Within the school, Parsons is one of the premier degree-granting colleges of art and design in the nation. Its graduates and faculty appear on the short list of outstanding practitioners in every realm of art and design - creative, management, and scholarly.

THANKS!

Games for Change National Coordinators: Suzanne Seggerman and Benjamin Stokes

Games for Change New York City Salon Coordinators: Karen Schrier and Jeff McHugh

New School/Parsons Coordinator: Colleen Macklin

New York City Games Scholars Coordinator: Gus Andrews

NYC Salon Volunteers: Brendan Giordano, Mark Grob, Sheila Paige, Nick Smolney

For more information on G4C and upcoming salons, visit www.gamesforchange.org