

This Is Not A Game / Это не игра

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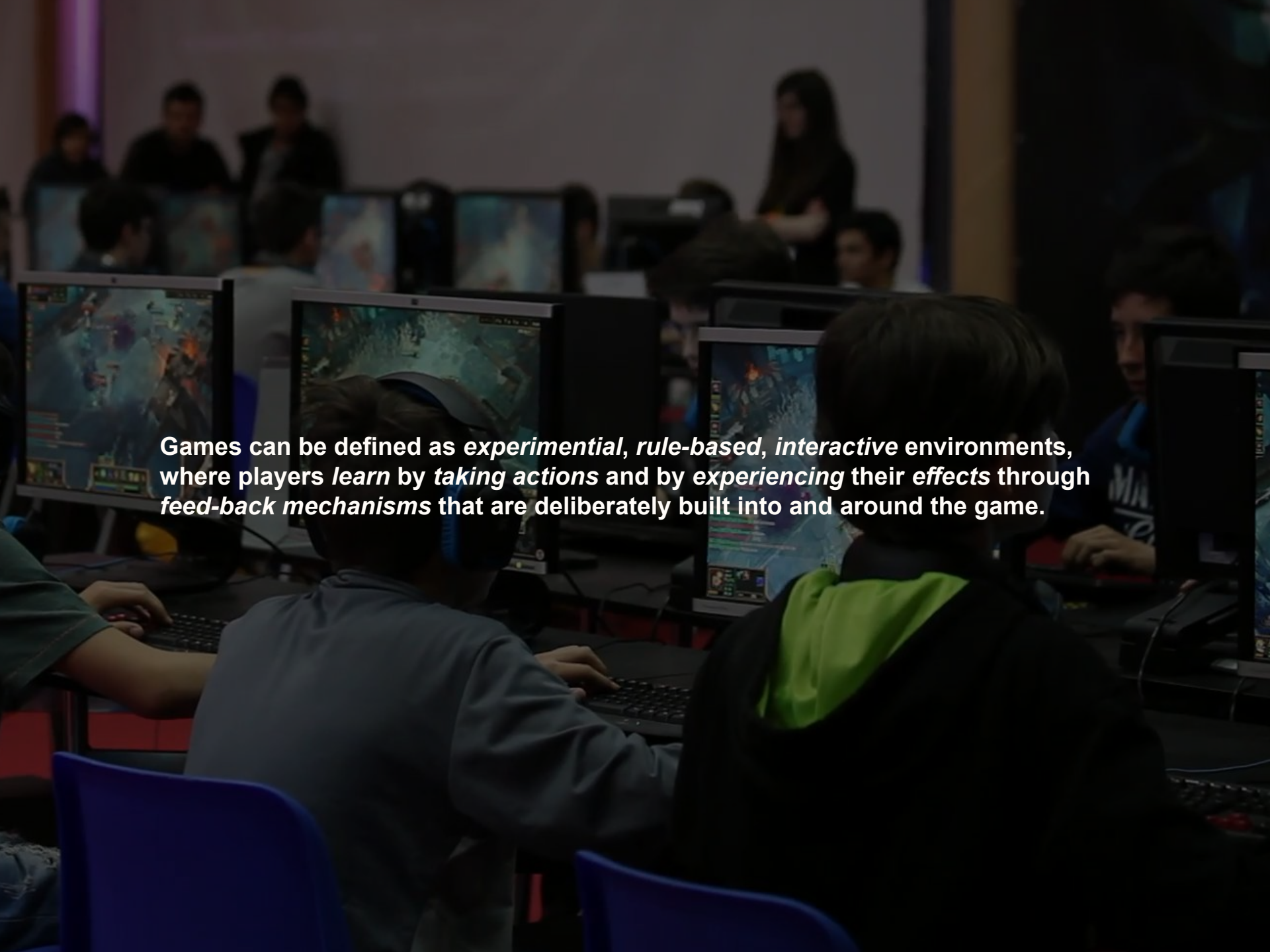


**Games are unquestionably social
/participatory and *thus* political.**

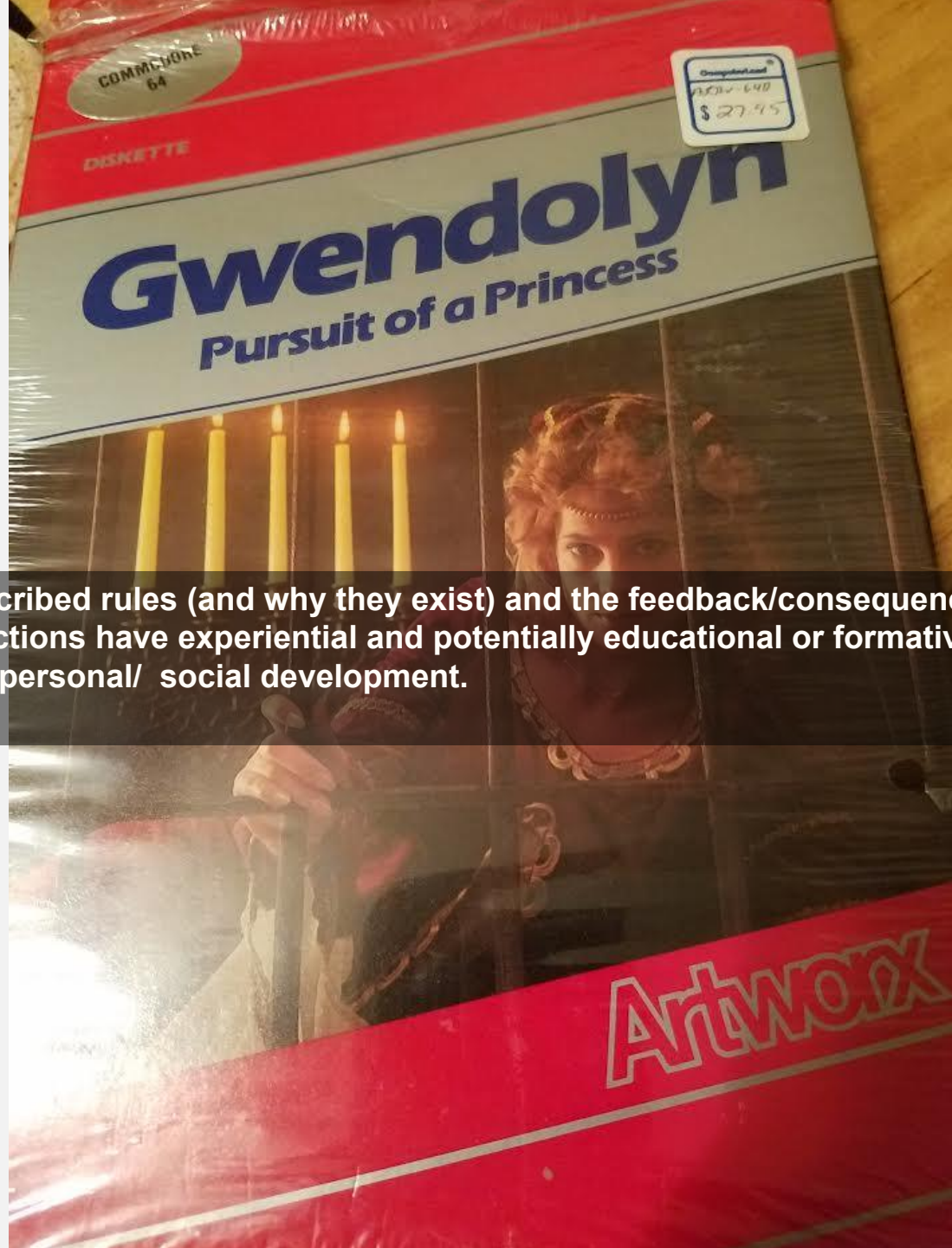
Roger Caillois (1961) interpreted that many social structures are elaborate forms of games. For small children, playing games teaches them ways to ascertain rules and to interact with others appropriately.

A young girl and boy are lying on a light-colored carpet, smiling and playing video games together. The girl is in the foreground, holding a black game controller. The boy is behind her, also smiling. In the background, a man and a woman are sitting on a couch, watching them play. The scene is brightly lit, suggesting a living room setting.

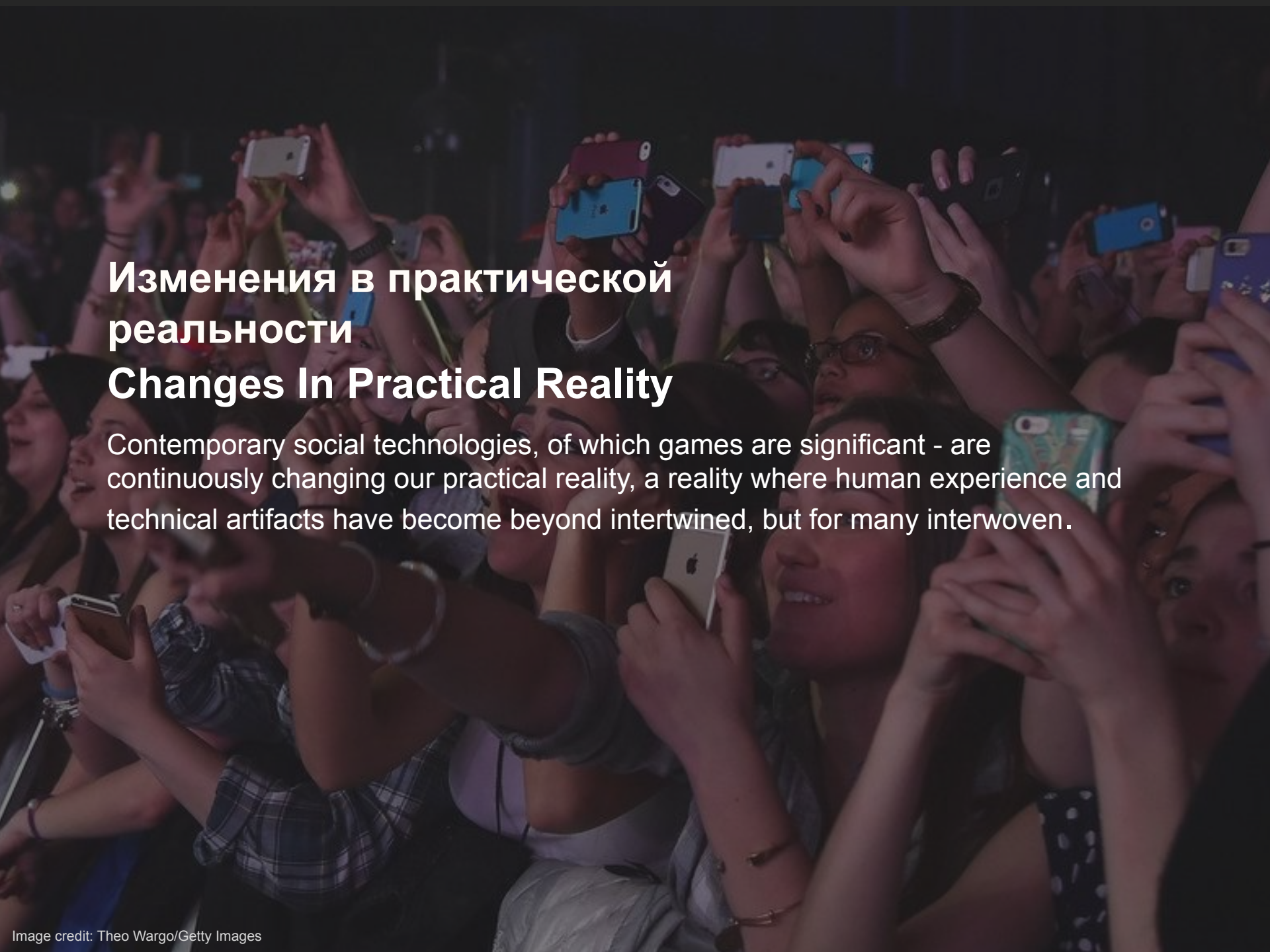
Contemporary Context: Ludus/Agon/Competitiveness has become a modern virtue? .



Games can be defined as *experimental, rule-based, interactive* environments, where players *learn by taking actions and by experiencing their effects* through *feed-back mechanisms* that are deliberately built into and around the game.



These prescribed rules (and why they exist) and the feedback/consequences from a player's actions have experiential and potentially educational or formative meaning in terms of personal/ social development.

A large crowd of people at night, many holding up their smartphones to take photos or videos. The scene is dimly lit, with the primary light source being the screens of the phones, which are glowing in various colors like blue, white, and red. The people are mostly young adults, and their expressions are focused on their devices. The background is dark, suggesting an outdoor event at night.

Изменения в практической реальности

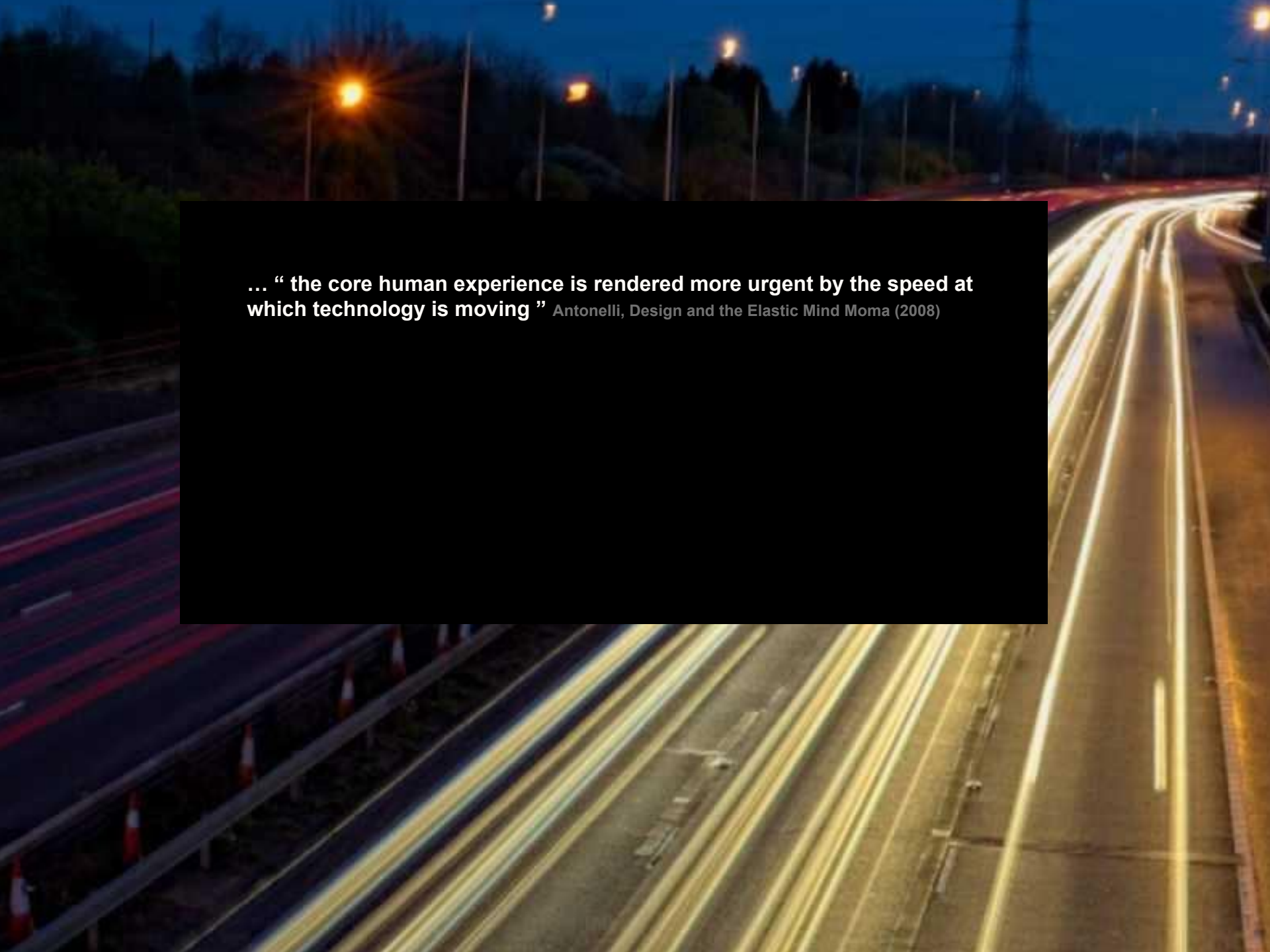
Changes In Practical Reality

Contemporary social technologies, of which games are significant - are continuously changing our practical reality, a reality where human experience and technical artifacts have become beyond intertwined, but for many interwoven.

EAT. SLEEP. WORK. REPEAT.

Huizinga's book (*Homo Ludens*, 1938) describes play as a:
**free and meaningful activity, carried out for its own sake,
spatially and temporally segregated
from the requirements of practical life,
and bound by a self-contained system
of rules that holds absolutely.**

EAT. SLEEP. WORK. REPEAT



... “ the core human experience is rendered more urgent by the speed at which technology is moving ” Antonelli, *Design and the Elastic Mind* Moma (2008)

Cognitive
Head

Affective
Heart

Motor
Hand



= the human experience

Orr, D. (1992). *Ecological literacy: Education for a post modern world*. Albany, NY: State University of New York.,

Puge, K. J., Linnenbrink-Garcia, L., Koskey, K. L. K., Stewart, V. C., & Manzey (2010). Motivation, learning, and transformative experience:

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Sipos, Y., Battisti, B., & Grimm, K. (2008). Achieving transformative sustainability learning: Engaging head, hands and heart. *International Journal of Sustainability in Higher Education*, 9, 68-86.

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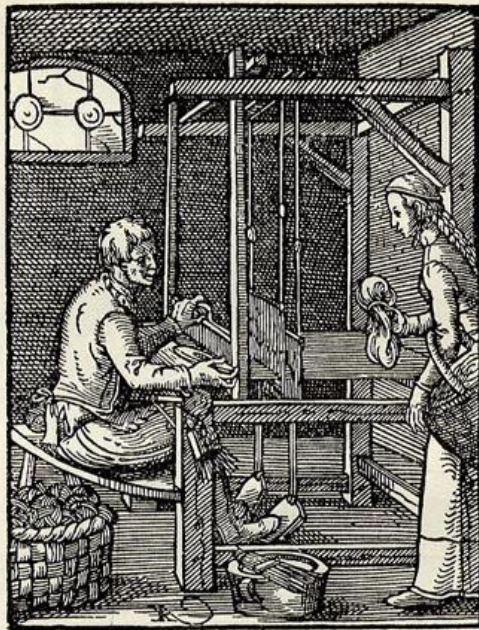
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Der Weber.



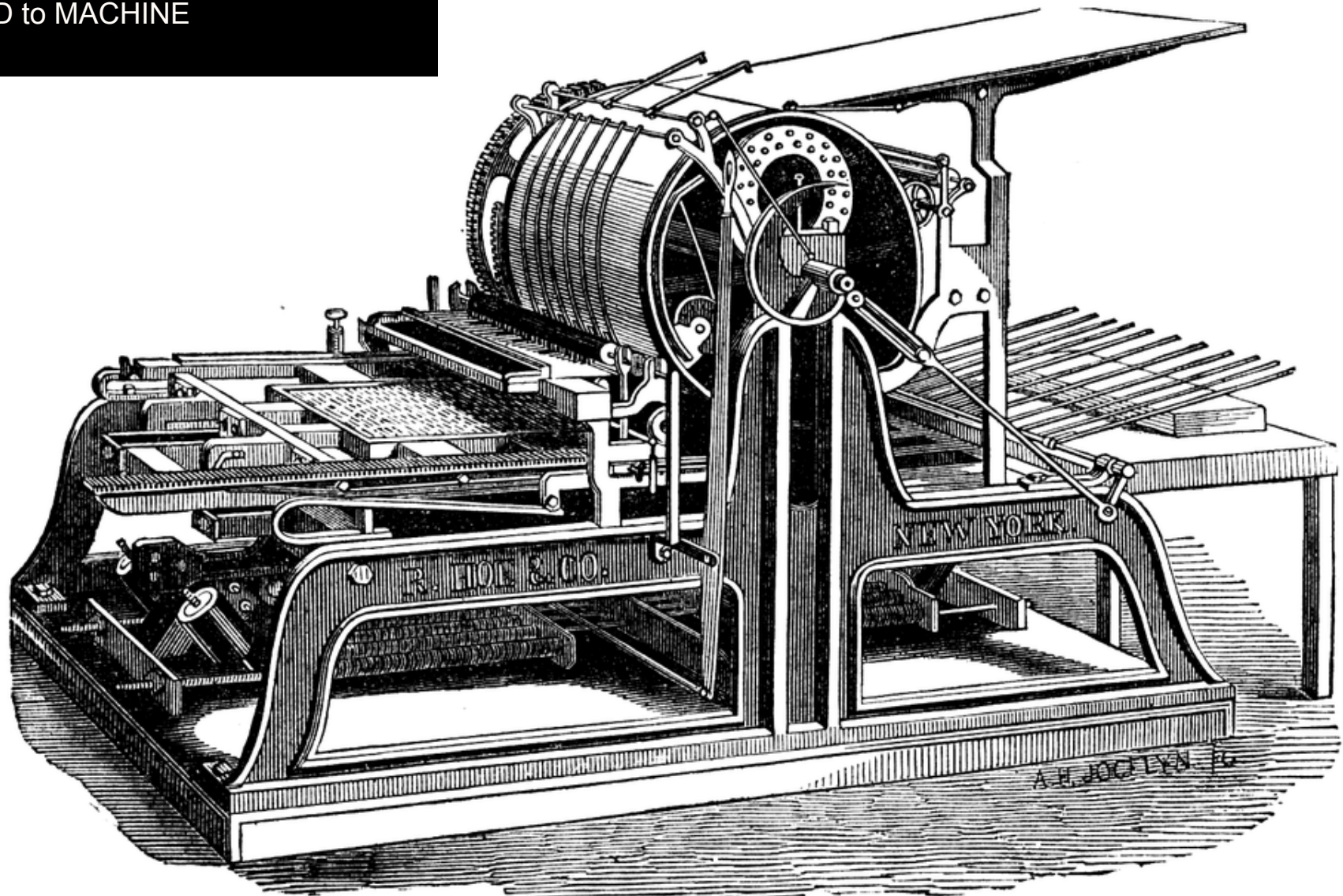
Ich bin ein Weber zu Leinen Wat/
Kan wircken Barchent vnd Sponat/
Tischhücher/Handzwehl/Facilet/
Vnd wer lust zu Bettziechen hett/
Gewürffelt oder Kamaca/
Allerley gmödelte Thücher da/
Auch Flehsen vnd wircken Hausstuch/
Die Kunst ich bey Aragnes such.

Der Hüter.



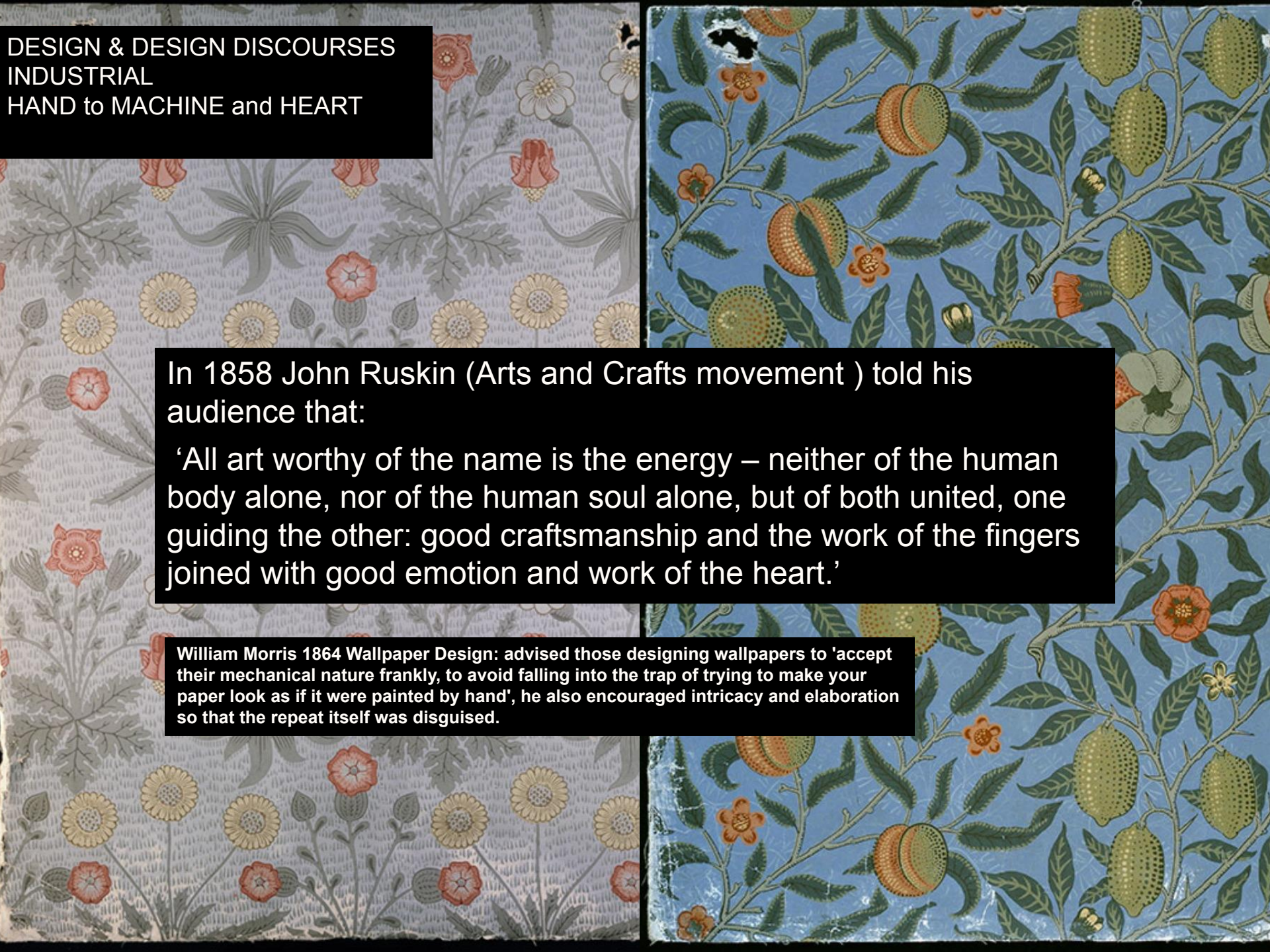
Rehrt hie hereyn jr Kauffleut all/
Schawet /ob mein arbeit euch gefall/
Von guter Wolln/sauber/nicht bilzet/
Wol gschlagen/gwalcken vnd gefilzet/
Auch wol geformbt vnd zugericht/
Gezogen Hüt vnd auch gebicht/
Auch mach ich der Silksocken viel/
Wenn der kalt Winter anbrechn wil.

DESIGN & DESIGN DISCOURSES
INDUSTRIAL
HAND to MACHINE



HOE'S ONE-CYLINDER PRINTING PRESS.

DESIGN & DESIGN DISCOURSES
INDUSTRIAL
HAND to MACHINE and HEART

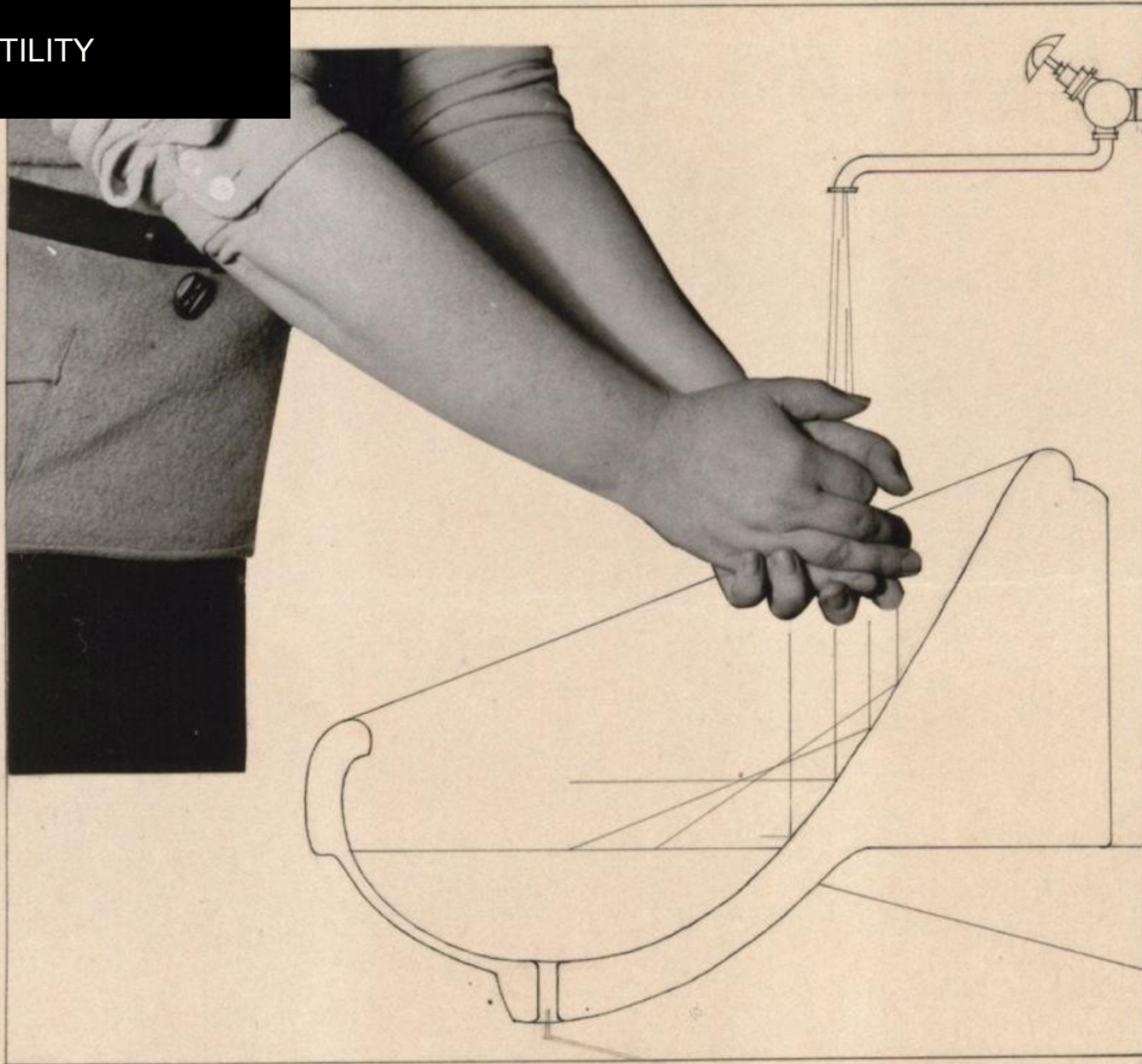


In 1858 John Ruskin (Arts and Crafts movement) told his audience that:

‘All art worthy of the name is the energy – neither of the human body alone, nor of the human soul alone, but of both united, one guiding the other: good craftsmanship and the work of the fingers joined with good emotion and work of the heart.’

William Morris 1864 Wallpaper Design: advised those designing wallpapers to 'accept their mechanical nature frankly, to avoid falling into the trap of trying to make your paper look as if it were painted by hand', he also encouraged intricacy and elaboration so that the repeat itself was disguised.

DESIGN & DESIGN DISCOURSES
MODERNISM
FUNCTION and UTILITY



Finland, Paimio: Sanatorium (1929-1933)
By Alvar Aalto



Finland, Paimio: Sanatorium (1929-1933)
By Alvar Aalto

DESIGN & DESIGN DISCOURSES
MODERNISM
FUNCTION and **COMMERCE**



The close connection between Modernism, consumerism and the photographic is illustrated by the above Mercedes Benz advertisement of a fashionable young woman riding the latest in modern machinery posed in front of Le Corbusier's Wiessenhof estate building from 1927.

DESIGN & DESIGN DISCOURSES
MODERNISM
FUNCTION and **COMMERCE**
COMMODITY FETISHISM



Apple Opera Store in Paris France



Walter Benjamin in "Capitalism as Religion" (1921) capitalism essentially serves to satisfy the same worries, anguish, and disquiet formerly answered by so-called religion."

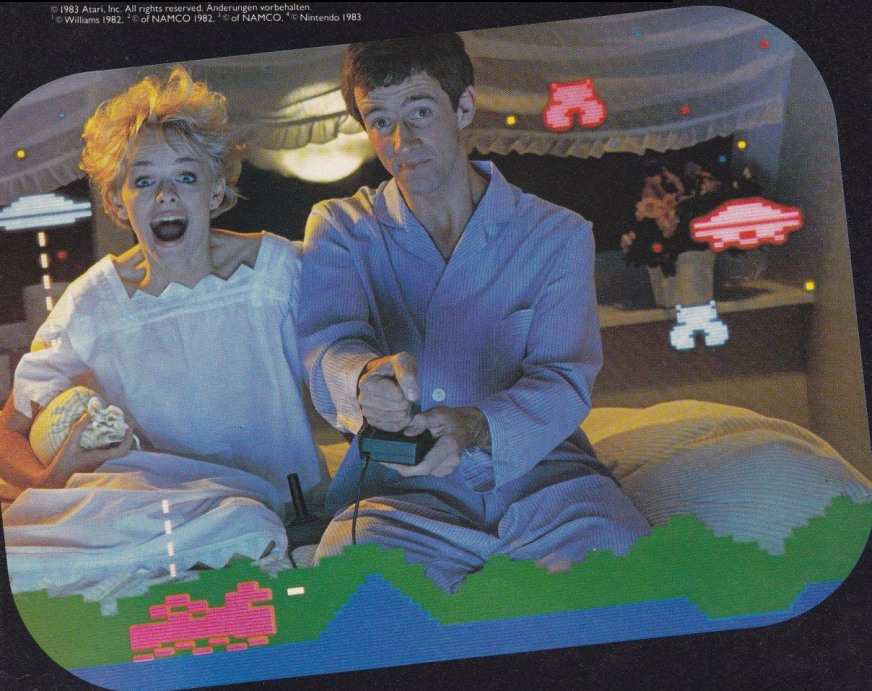
DESIGN & DESIGN DISCOURSES
MODERNISM
FUNCTION and **COMMERCE**
COMMODITY FETISHISM
POST MODERN



Accessories for Lonely Men (Noam Toran 2009) Heavy Breather, Sheet Thief.

DESIGN & DESIGN DISCOURSES INDUSTRIAL HAND to MACHINE

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© Williams 1982. © of NAMCO 1982. © of NAMCO. © Nintendo 1983



MOON PATROL, exklusiv von ATARI!

„So mondsüchtig waren wir noch nie.“

Alarm für Mond-Patrouille Beta 189 X. Gefahren und Attacken drohen von allen Seiten. Klaffende Krater, außerirdische Invasoren. Da hilft nur totale Konzentration. Denn die Besatzung muß durchkommen, die Mission muß erfüllt werden.

MOON PATROL ist der neueste Hit, den ATARI neben POLE POSITION², DIG DUG³ und MARIO BROTHERS⁴ aus den Spielhallen nach Hause bringt. Als Video-Spiel für alle ATARI Computer-Systeme.

ATARI hat jede Menge spannende und exclusive Computer-Spiele. Nicht umsonst sind wir die Nr. 1 auf diesem Gebiet. Und ständig kommen neue Spiele dazu. Damit der Spaß nie aufhört.

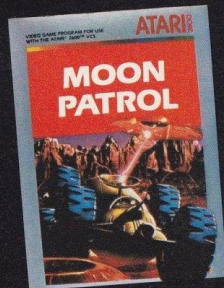
In Kaufhäusern, Spielwaren- oder Fernsehgeschäften können Sie ATARI ausprobieren. Sie werden begeistert sein. Auch in Österreich und in der Schweiz.

Werden Sie Mitglied im ATARI-Club.

Überzeugen Sie sich, was der ATARI-Club zu bieten hat. Senden Sie diesen Coupon bitte sorgfältig ausgefüllt zurück. Wir schicken Ihnen dann ein kostenloses Exemplar des ATARI-Clubmagazins. Sollten Sie sich dann entschließen, Mitglied im ATARI-Club zu werden, beträgt der Jahresbeitrag DM 13,-. ATARI-Club, Postfach 60 01 66, 2000 Hamburg 60.

Name: _____
Vorname: _____
Straße: _____

PLZ/Ort: _____
Ich bin Besitzer eines ATARI CX 2600 Computer-Systems, ATARI 800 XL Computer-Systems (bitte ankreuzen). TM 2



Offizieller Lieferant für Videospiele und Privat-Computer der Olympischen Mannschaft der Bundesrepublik Deutschland 1984.



ATARI
A Warner Communications Company
Mehr als Spaß.

hi-wah

- The ultimate driving experience
- Rugged, molded fiberglass construction
- 23" DurastressTM video monitor
- New all-metal gas pedal assembly
- Ideal for arcades, bowling alleys, etc.
- Realistic sound effects



DESIGN & DESIGN DISCOURSES
INDUSTRIAL
HAND to MACHINE



The 3D revolution of the mid-nineties



Still: Testing Arizona Sunshine (2017, Vertigo Game) - <https://www.youtube.com/watch?v=UxjaMwm2MEo>
Platforms: Oculus Touch, HTC Vive and PSVR

DESIGN & DESIGN DISCOURSES
MODERNISM
FUNCTION and COMMERCE
COMMODITY FETISHISM



Hugely Mainstream.

Accessible on mobile devices, Polished, short sessions, friend play/non real time non multiplayer

Candy Crush Saga is a free-to-play match-three puzzle video game released by King (2012) for Facebook, makes its money from in-app purchases. At its peak (2013) - 93m people were playing Candy Crush Saga more than 1bn times a day.

Монетизация видеоигр

Monetizing Video Games

1. Retail (bricks & mortar). Shops, online retailers.
2. Digital Distribution (direct download, direct to consumer).
3. In-Game Advertising (similar to screen product placement.)
4. Around-Game Advertising (basically making money from banner & skyscraper adverts that circle the gameplay window)
5. Velvet Rope / Member's Club (where the user pays for VIP access)
6. Episodic Entertainment (borrowing from the TV mode) pay per episode
7. Frictionless mobile payment; social gaming is part of the monthly phone bill.

Add-ons

Forza Motorsport 5 Tokens

★★★★★ (3)

Released: 22/11/2013

This pack of tokens can be used to purchase cars, upgrades, and game accelerators in Forza Motorsport 5.

Pin to Home

Rate

AVAILABLE	COM
100 Tokens	\$1.35
575 Tokens	\$6.65
1250 Tokens	\$13.45
2700 Tokens	\$26.95
8000 Tokens	\$64.95
20000 Tokens	\$139.95

ORIGINAL GAME



**EXPANSION PACK
30\$**



**EXPANSION PACK
30\$**



1999

ORIGINAL GAME



**EXPANSION PACK
40\$**



2005

ORIGINAL GAME



DLC 15\$



DLC 15\$

DLC 15\$



NOW

*This image continues to float around internet bulletin boards like 4chan and 2ch..

Serious / Impact Games / Newsgames Independent /

Art-House & AAA Gaming /

Most if not all of the games in Goethe-Institut's 'Games and Politics' exhibition would be classified as a 'serious.' These games concern themselves with 'serious' topics and are intended not merely for use as entertainment but to offer specific content of a documentary or pedagogical nature. I will compliment these will detailing some newer higher production releases.

Inside (2016)

Designed by J. Carlsen, Directed by A. Jensen, Developed and published by Playdead for Xbox One and Windows
A beautifully bleak two button (left or right) puzzle with ambiguous goal / endings.



What Remains of Edith Finch (2017)

Produced by Giant Sparrow , Windows PS4

As a 'game' takes players through the tragic story of a family cursed by death, and with some magical realism puts you into the first person perspective of experiencing each of the family members various deaths. Like Inside the attention to detail in the rendering to the mainstream AAA video game release level.



Hell blade: Senua's Sacrifice (2017)

Produced by Ninja Theory. Is a thoughtful and more important masterful marriage of mechanics and story that breath life into a world full of trauma and bereavement. The game uses 3D binaural sound alongside its graphics engine to help represent the lead characters psychosis. Hell blade has received funding from the Wellcome Trust foundation and its creators worked closely with Prof Paul Fletcher a neuroscientist and psychosis expert at the University of Cambridge to have us emphasise more with those that live with different perceptions of reality.



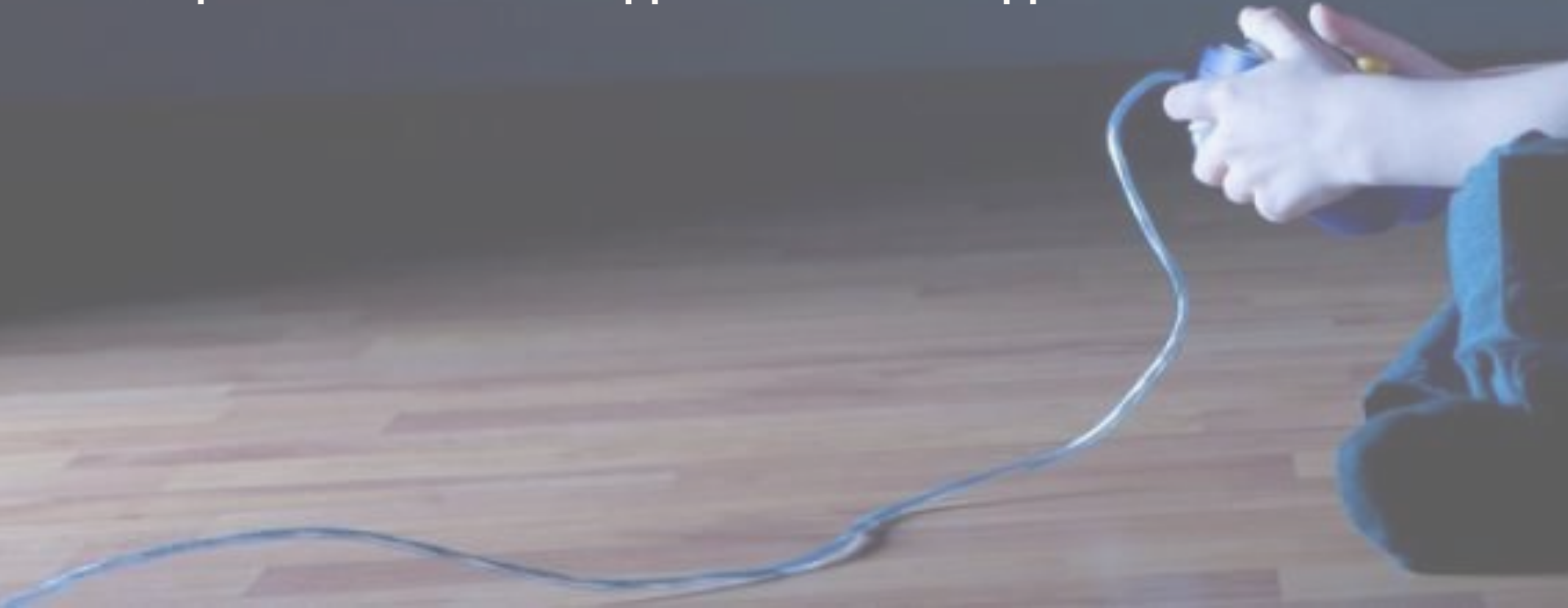
Paisajes de mi Abuela - My Grandmother's Landscapes (2015) by Julian Yuri Rodriguez and Andres Rivera
In which a Cuban refugee in Miami explores her home village in Havana through an Oculus Rift.



предостерегающий вывод Cautionary Conclusion

Even if Design at a meta discourse level sustains its recent emotion centric turn in its awareness that we need to build into design processes more consideration and problem solving based at the affective / emotional level, then we must also remember that – just like Modernist Design this can be co-opted into commercial pursuits, and used to better sell us the fantasies of salesman (or Hollywood franchise producers) rather than counter the crisis of cognizance and the emotional health needs of individuals and communities

The Emotional Turn in Design, for good and or bad?
эмоциональный дизайн навсегда или плохо?



**Спасибо
!**