

'ARCADIA, JUEGOS DESDE UNA CULTURA DE LA INNOVACIÓN,' THE FIRST EXHIBITION OF LA MEDIATECA EXPANDIDA

THE EXHIBITION, WITH JOSÉ LUIS DE VICENTE AS CURATOR, EXPLORES
THE MAIN LINES OF RESEARCH BEING FOLLOWED UP IN
CONTEMPORARY LUDIC CULTURE

IT WILL BE OPEN AT LABoral UNTIL DECEMBER 7.

Arcadia: Juegos desde una cultura de la innovación [Games from a culture of innovation] is the inaugural exhibition of la Mediateca Expandida [Expanded Mediatheque], a new format for researching and exhibiting audiovisual projects that, subsequently, will form part of the Mediatheque archive of El Centro de Arte y Creación Industrial.

With José Luis de Vicente as its curator, the exhibition is an observatory that marks out the principal lines of research being followed today in the various domains of contemporary ludic culture: from toy design to the independent development of video games, passing through *gameart* to what are known as 'serious games.'

The more than thirty selected projects - most having been produced in the last three years - are categorised into four sections: **The science of fun, Expanding videogames, Constructing and sharing** and **Playing seriously**. These are all a sign of an emerging sensibility that overturns our preconceived notions about the function and form of play.

Amongst the works presented at this exhibition, there are new genres, such as the "slow games" of Tale of Tales that avoid adrenaline rushes, seeking, instead, to submerge us in enveloping atmospheres. There are the works by designers like Jason Rohrer and thatgamecompany whose emotionally turbulent games go beyond the adolescent imagination of commercial releases. There are sensual anti-narrative experiences such as the exceptional *Eliss* by Steph Thirion. And there are games that comment on contemporary social, political and environmental crises. Beyond software, *Arcadia* enters into territories like product, gadget and toy design, the autoconstruction culture and leisure hacking.

ARCADIA

JUEGOS DESDE UNA CULTURA DE LA INNOVACIÓN [GAMES FROM A CULTURE OF INNOVATION]

CONCEPT: *Arcadia* is an observatory of the various domains of contemporary ludic culture: from toy design to the independent development of video games, passing through *gameart* to what are known as 'serious games.' This exhibition is the first presentation of the Expanded Mediatheque, a space in LABoral that experiments with new presentation formats that promote sociability and that go beyond the traditional exhibition

CURATOR: **José Luis de Vicente** is an independent curator. He has been the sub-director of ArtFutura since 2001. In previous editions he has been the curator for projects such as the 8X8 exhibition on abstraction and videogames (CCCB, 2002), the retrospectives dedicated to Chris Cunningham (Sevilla CAAC, 2000), Tomato (CCCB, 2001) and the symposia *Realidad Aumentada*, *Objetos Vivos*, *Espacios Sensibles* and *Estética de Datos* (Mercat de les Flors, 2004-2006), amongst others. In ArtFutura he is part of the *RES-FEST* organisation, the world-wide digital film festival held every year in over 20 countries.

In 2004, he joined the artistic directorate of OFFF (2004, Valencia; 2005-06-07 CCCB, Barcelona), the software and visual communication festival, and he is curator of its exhibition area. He is currently a member of the programming board for Sónar, the advanced music and multimedia art festival, where he was curator for the software selection of *Processing* (2004) and the exhibitions *Sonarmática 2005: Randonée*, *Sonarmática 2006: Always On* and *Sonarmática 2007* (Barcelona, CCCB).

He was editor of *Barrapunto.com*, the internet's most important Spanish-speaking community on free software, and is one of the organisers of *Elastico.net*, one of the most widely read weblogs in Spanish dedicated to digital culture. He has been giving classes on interaction design, history and new media theory in La Escuela de Diseño Elisava in Barcelona, as well as in other centres, since 2003.

DATES: 02.10.2009 – 07.12.2009

OPENING HOURS: from Wed. to Mon., from 12:00 to 8:00 PM.

VENUE: GALLERIES 2 A and 2 B

PRODUCED BY: LABoral Centro de Arte y Creación Industrial

EXHIBITION DESIGN: Longo+Roldán

GRAPHIC DESIGN: The Studio of Fernando Gutiérrez

31 PROJECTS / 29 ARTISTS OR COLLECTIVES**LA CIENCIA DE LA DIVERSIÓN [THE SCIENCE OF FUN]**

The projects in this section offer innovative perspectives on traditional play artifacts like the toy or the park through the domains of product design, architecture and interaction design.

Eliss (2008/2009). **Steph Thirion**. France, Portugal, EE UU
<http://www.toucheliss.com/>

Zen Bound (2008/2009). **Secret Exit Ltd.** Finland
<http://zenbound.com/>

Mr Jones's Tengu (2007). **Crispin Jones**. United Kingdom
<http://www.tengutengutengu.com/>

Snug (2008). **Sutcliffe Play Ltd.** United Kingdom
<http://www.snugandoutdoor.co.uk/>

Noby Noby Boy (2009). **Keita Takahashi**. Japan
<http://o--o.jp/>

World of Goo (2008). **2D Boy**. USA
<http://www.worldofgoo.com/>

Tuttuki Bako (2008). **Bandai**. Japan
www.tuttukibako.com

EXPANDIENDO LOS VIDEOJUEGOS [EXPANDING VIDEO GAMES]

This section demonstrates how there are ever-growing numbers of examples - both inside and outside of the commercial circuit - that construct a new vocabulary and praxis that goes beyond mere adolescent power fantasies.

The Night Journey (2009). **Bill Viola+USC EA Game Innovation Lab**. USA
<http://www.thenightjourney.com>

The Path (2009). **Tale of Tales**. Belgium
<http://tale-of-tales.com/TheGraveyard/>

Ruben and Lullaby (2009). **Erik Loyer**. USA
http://erikloyer.com/index.php/projects/detail/ruben_lullaby/

Linger in Shadows (2008). **Plastic**. Poland
<http://plasticdemo.nazwa.pl/wordpress/?p=242>

Flower (2009) **thatgamecompany**. USA
<http://thatgamecompany.com/games/flower/>

Blueberry Garden (2009). **Erik Svedang**. Sweden
<http://eriksvedang.wordpress.com/blueberrygarden>

The Graveyard (2008) **Tale of Tales**. Belgium
<http://tale-of-tales.com/TheGraveyard/>

Face-Off in the Magic Circle (2009). **Copenhagen Game Collective**.
Denmark
<http://www.inthemagiccircle.com/>

Passage (2007) **Jason Rohrer**. USA
<http://hcsoftware.sourceforge.net/passage/>

CONSTRUIR Y COMPARTIR [CONSTRUCT AND SHARE]

These projects define toys as tools for the imagination and blur the distinction between play and game design. From examples of traditional construction systems enhanced by new technologies to environments that are as much games as they are computer programming systems.

Little Big Planet (2008). **Mark Healey**. United Kingdom.
<http://www.littlebigplanet.com/>

Kodu (2009). **Microsoft Research**. USA
<http://research.microsoft.com/en-us/projects/kodu/>

OLE Coordinate System (2006). **Jun Fujiki**. Japan
<http://en.wikipedia.org/wiki/Echochrome>
http://imposs.ible.jp/fujiki/ole_coordinate_system/index.html

Crayon Physics Deluxe (2006). **Petri Purho**. Finland
<http://www.crayonphysics.com/>

Transformative Toys (1995/2008). **Hoberman Associates**. (USA)
(*Hoberman Sphere, Switch Pitch, Brain Twist, Boom-o-Ring, Tulu Rattle*)
<http://www.hoberman.com/portfolio.php>

Topobo (2004/2009). **Hayes Raffle, Amanda Parks & Hiroshi Ishii** USA
<http://www.topobo.com/>

JUGANDO EN SERIO [PLAYING SERIOUSLY]

These projects combine the introduction of less frivolous topics than the ones usually reserved for videogames with the old desire to "make education fun."

Global Conflicts: Palestine (2007). **Serious Games Interactive**.
Denmark
<http://www.globalconflicts.eu/>

Global Conflicts: Latin America (2008). **Serious Games Interactive**.
Denmark
<http://www.globalconflicts.eu/>

A Force More Powerful. (2006). **York Zimmermann & The International Center of Non Violent Conflict**. USA
<http://www.afmpgame.com/>

Killer Flu (2008/2009)). **Persuasive Games**. USA

<http://www.persuasivegames.com/games/game.aspx?game=killerflu>

Jetset: a Game for Airports (2008). **Persuasive Games**. USA

<http://www.persuasivegames.com/games/game.aspx?game=jetset>

The Croopier (2008-actualidad). **Abelardo Gil-Fournier**. Spain

<http://www.croopier.com/oo/>

Play the News (2008-actualidad). **Impact Games**. USA

www.playthenewsgame.com

Darfur is Dying (2006) **Susana Ruiz, Ashley York and Huy Truong / University of Southern California and interFUEL**. USA

<http://www.darfurisdying.com/>

Civilization IV: Quality of Life (2009) **Ethan Kennerly**. USA

<http://finegamedesign.com/qualityoflife/>

ACTIVITY PROGRAMME

02.10.2009

DIÁLOGOS [DIALOGUES]

The *DIÁLOGOS* programme of LABoral brings the Asturian public closer to the art object by meeting the people that make them: artists and curators. José Luis de Vicente, *Arcadia* curator, will answer questions about the exhibition. The gathering will then proceed to the inauguration.

TIME: 8:00 PM

02.10.09 -07.12.09

SCHOOL VISITS

Expanded Mediatheque. *Arcadia*

The day-trip/workshop programme combines guided tours of the exhibitions with diverse activities that introduce school children to the work done by the participating artists, curators, designers and architects.

DATES: throughout the school year, Mondays, Wednesdays, Thursdays and Fridays.

TIME: from 10:00 AM to 8:00 PM

MAXIMUM NUMBER OF PARTICIPANTS: groups of 25

REGISTRATION: free of charge

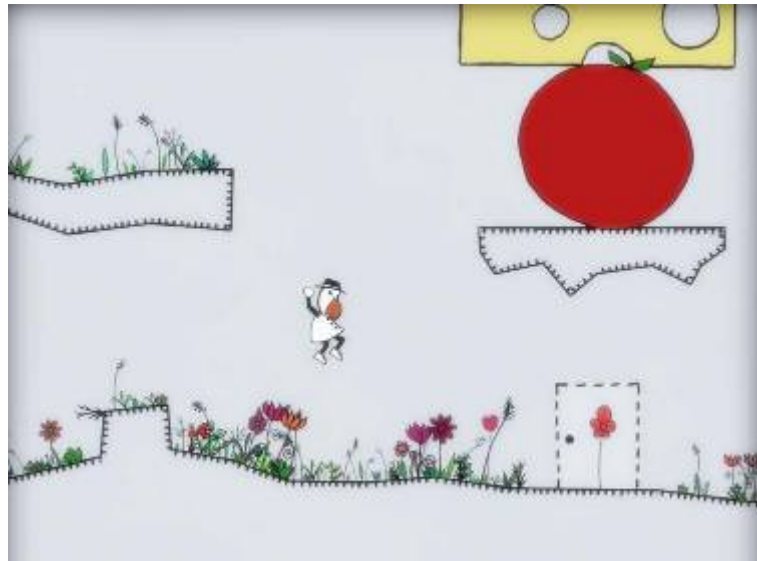
INTENDED FOR: school children, from infancy to high school

REGISTRATION AND INFORMATION:

T. 985 18 55 77 / talleres@laboralcentrodearte.org



That Game Company. *Flower*, 2009



Erik Svedang. *Blueberry Garden*, 2009



Ian Bogost. *Persuasive Games. KillerFlu*, 2008



Erik Loyer. Ruben & Lullaby, 2009



Ian Bogost – Persuasive Games. *Jetset*, 2008

THE CHILL-OUT ZONE, A NEW SPACE AT EL CENTRO DE ARTE

In conjunction with the inauguration of Arcadia, LABoral Centro de Arte y Creación Industrial presents a new project: the transformation of Gallery 2A and part of 2B into a chill-out zone, a meeting point or place for leisure and repose, alongside the Mediatheque, where visitors can take a break while visiting the exhibitions, to read up on El Centro de Arte, check the the internet or simply stop and have a cup of coffee and flip through a catalogue.

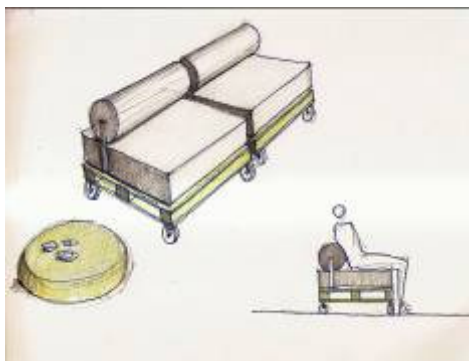
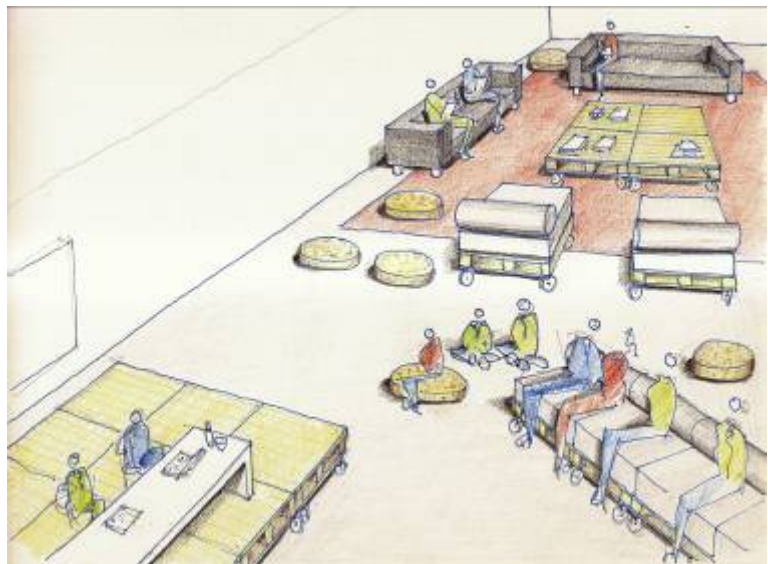
Víctor Longo y Ester Roldán, have achieved wide acclaim for their work, including the bestowal of El Premio Asturias de Arquitectura on two occasions. They were charged with the redesign of the space's configuration, to produce a human intervention on the same large scale as the gallery itself, to invite the visitor into an environment that favours his or her enjoyment of it, encouraging experimentation and fun, while being dedicated to rest.

Various areas are offered as ideal locations for different activities that might take place there: to read catalogues and specialised magazines, to consult programming guides, to check the internet in the wifi area, to attend a conference or a presentation, to watch a movie or even to dance at an invited dj session - all of this with the possibility to have a drink to be served from wheeled trays.

Looking to establish a flexible, transformable, informal space that participates in the spirit of LABoral, the studio longo+roldán have built the furniture out of material imported from the industrial world: wooden pallets and recycled electrical cable reels. The addition of another series of elements - wheels, cushioned seats, pillows,... - is assembled into an area furnished with tables of different heights, reading chairs, sofas, platforms, drink carts, dj table...

The use of the space will be eldt in the hands of the visitor. Thanks to the wheels upon which the furniture is mounted, it can be displaced freely throughout the room according to the specific needs of the moment. But the visitor will also be able to use the pallets to assemble a platform, or to add or take away cushions to transform a low table into a reading chair, or to gather various reading chairs together to build a sofa, or even to sit directly on the floor with a cushion.

The renovation is completed with the construction of an acoustic bell, also out of wood, that will significantly improve sound conditions in the room, allowing for concerts, press conferences, conferences and presentations...



The first two images are general views of LABoral's new Chill-out space and the other three show the furniture in detail, as sketched by Longo+Roldán.

A PRODUCTION OF:

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