



MUSEUM OF POSSIBILITIES BY DAILY TOUS LES JOURS



PRESS RELEASE

PLAY ALONG / JOUE LE JEU AT LA GAÏTÉ LYRIQUE JUNE 21ST > AUGUST 12TH 2012

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GIANT GAMES, NEW ARCADES, TALKS... :

JOUE LE JEU / PLAY ALONG INVITES VISITORS TO EXPLORE THE GAÏTÉ LYRIQUE, AS IT TRANSFORMS, FOR SEVEN WEEKS, INTO A GIANT PLAYABLE EXPERIENCE. DISCOVER NEW WAYS OF PLAYING AND SHARING AND A NEW SENSE OF WONDER.

All summer long, *Joue le jeu / Play Along* at the Gaité lyrique showcases new forms of gaming, as entertaining as they are aesthetic, that are at the heart of the current golden age of creative game design. This is not a static or retrospective exhibition, but one that actively celebrates all types of playful interaction: from innovative, cutting edge video games, to mixed digital/physical, social and even board games. We invite you to explore this rapidly growing cultural phenomenon via an international community of creators producing new narrative forms, play styles, and innovative aesthetics radically different from the familiar industry blockbusters.

Joue le jeu / Play Along uses the Gaité lyrique's hybrid spaces, where architecture goes hand in hand with technology, to create conversations between bodies, space around them and virtual worlds. *Joue le jeu / Play Along* creates a dynamic, accessible connection between physical and digital worlds through a set of collaborative, theatrical and interpersonal interactions.

From the purely joyful to the radically experimental, from simple games to the most elaborate aesthetic experiences: the Giant games of *Joue le jeu / Play Along* will bring the Gaité lyrique's physical space to life. The show's re-envisioned Arcades shine a light on indie and contemporary artistic games, and the new ways of playing they encourage. And don't miss the talks, films and concerts presented during *Joue le jeu / Play Along* which promise to stimulate discussion, reflection, and present unforgettable stories and spectacles.

The Gaité lyrique becomes an immense playworld where there is something for everyone.

A PREVIEW OF **JOUE LE JEU / PLAY ALONG** WITH

GIANT GAMES

NEW TECHNOLOGIES AND INNOVATIVE APPROACHES TO GAMES ARE CALLING US TO GET OUT OF OUR CHAIRS, LEAVE OUR DESKTOPS, AND ENGAGE IN PLAY USING MORE THAN JUST OUR THUMBS.

***JOUE LE JEU / PLAY ALONG* FEATURES EXCITING PLAY EXPERIENCES COMMISSIONED ESPECIALLY FOR THE UNIQUE ARCHITECTURAL SPACES AT LA GAÎTÉ LYRIQUE. THESE ORIGINAL GAMES ARE INTIMATELY MARRIED TO THE PHYSICAL CHARACTERISTICS OF THE BUILDING, AND HIGHLIGHT HOW GAMES CAN EXPLOIT A WIDE RANGE OF TECHNOLOGIES TO RECONNECT THE MATERIAL AND VIRTUAL ASPECTS OF OUR WORLD.**

THESE GAMES ASK US TO MOVE, TO JUMP, TO EXPLORE—AND THEY OFTEN ASK US TO DO THOSE THINGS TOGETHER. IN SHORT, THEY CRAFT ENERGETIC, CAPTIVATING AND SHARED PLAY. THIS EXUBERANT GENERATION OF GAMES DELIBERATELY EVOKES OUR CHILDHOOD AND OF GENERATIONS OF FOLK GAMES. THEIR APPEAL IS ENDURING AND UNIVERSAL.

INTERFÉRENCE BY ERIC ZIMMERMAN AND NATHALIE POZZI

Game designer Eric Zimmerman and architect Nathalie Pozzi are designing a singularly elegant large-scale sculptural game especially for the very public Entre-foyer of the Gaité. Pozzi and Zimmerman are a perfect example of an ongoing collaboration between a game designer and an architect. Together they are well known for designing big, dramatic physical games that cross game design and architecture to sculpt beautiful spaces and engender provocative social play.

WWW.ERICZIMMERMAN.COM

MORE INFORMATIONS ABOUT ERIC ZIMMERMAN

Eric Zimmerman is a veteran game designer and scholar. He has worked in the industry for nearly 20 years, including running his own company Gamelab for a decade. His work ranges from award-winning commercial games, such as Diner Dash, an online hit that helped invent casual games, to educational work such as Gamestar Mechanic, an online site that lets kids create games, to more experimental projects such as Leela, a game about mediation and play created with Deepak Chopra for the Xbox Kinect. Eric is a founding faculty at the NYU Game Center, where he currently teaches. His diverse activities have made him one of the New York Observer's "Power Punks," one of Interview Magazine's "30 To Watch," one of International Design Magazine's "ID 40" influential designers and one of The Hollywood Reporter's "Digital 50" Along with Stephen Spielberg and Will Wright.



VIRTUAL CUT OF THE GAÎTÉ LYRIQUE © MANUELLE GAUTRAND



STARRY HEAVENS PAR NATHALIE POZZI AND ERIC ZIMMERMAN AT THE MOMA, NEW YORK CITY - KILL SCREEN ARCADE EVENT - 27 JULY 2011 PHOTO CREDITS: PHILIP REUTA, RAYMOND YEUNG



LA MEZZANINE DE LA GAÎTÉ LYRIQUE, © MAXIME DUFOUR ^

✓ INSTALLATION BY HIDE&SEEK, © JOHN NEED



WWW.NAKWORKS.COM/

MORE INFORMATIONS ABOUT NATHALIE POZZI

Nathalie Pozzi is an architect whose projects cross the boundaries of art installation, architecture, and landscape. Trained in Venice, Stockholm and Helsinki, Pozzi explores the classical design of space and light and the elegant use of materials, while also incorporating social and ethnographic elements into her work. Her projects expand the possibilities of architecture from building beautiful structures into a global and cultural act. Recent work with game designer Eric Zimmerman involves the creation of large-scale physical games, including *Starry Heavens*, exhibited at the Museum of Modern Art in New York City in 2011.

OPÉRETTE BY DAILY TOUS LES JOURS

Inspired by the history that made the Gaité lyrique theatre's reputation when it opened in 1862, *Daily tous les jours* (Canada) in collaboration with the composer Krista Muir (Canada) is creating a singularly playful installation which invites the visitor to slip, for a brief moment, into the skin of characters in an operetta. The *Petite salle* will be transformed into an experience involving dancing and singing so as to conjure up, both physically and virtually, an interactive operetta. A game will lead the visitors to discover different characters as they explore and enjoy the augmented stage set. As they participate they will create a play together – one that will evolve Along with their participation.

WWW.LIVINGWITHOURTIME.COM

MORE INFORMATIONS ABOUT DAILY TOUS LES JOURS

Daily tous les jours researches new modes of interaction Along with ways to tell stories which give the public an important role to play. The experiences they create bring magic to everyday places, behaviors and objects. The founders, Mouna Andraos et Melissa Mongiat, come from backgrounds in interaction and narrative environment design. Their approach marries participation, design and technology and their innovative, multidisciplinary projects may be on the scale of a city or slip into the hollow of a hand. The final result can be an object, urban design or installation, an exhibition, social intervention, software application or even a film. The studio has presented projects at PSI MoMA, Eyebeam Technology Center in New York, London's Southbank Centre, the Victoria & Albert Museum, Berlin's Transmediale Festival, the *Nuit Blanche* and *Quartier des spectacles* in Montreal and at the MUTEK and Elektra festivals. Krista Muir is a multidisciplinary artist –composer, performer, producer, sound engineer, costume designer and teacher. She has produced independant albums for the last ten years and taken them on internaional tours. Between *Atoms* is her fifth and most ambitious album.

THE BUILDING IS BY HIDE&SEEK

The building wants to play Along! Devised by London-based game creators *Hide&Seek*, *The Building Is...* will transform the Gaité Lyrique into large scale interactive gaming experience. Extending throughout the Gaité Lyrique and into the heart of Paris, visitors to the Gaité can interact in unexpected and completely new with the familiar architecture of the building. In turn, the building senses them and grows to trust them – and perhaps reveals the secret to its thoughts and feelings..

WWW.HIDEANDSEEK.NET

MORE INFORMATIONS ABOUT HIDE&SEEK

Hide&Seek are a game design studio dedicated to inventing new kinds of play. They founded the UK's first festival of pervasive games in London in 2007, which is now the *Hide&Seek Weekender*, taking place every summer on London's South Bank. They run the *Sandpit*, a series of events around the UK and a thriving network of artists, game designers and players. And they create social games and playful experiences for clients in the commercial, public and cultural sectors. Founder Alex Fleetwood has produced projects including *Rose d'Or* winner *The Eternity Man*, a film opera for Channel 4 / ABC Australia, and he recently won the British Council UK Young Performing Arts Entrepreneur of the Year Award. *Hide & Seek's* values are centred around the belief that play, as a theme, a way of being, and design tool, is integral to understanding how culture will develop in the 21st century.

FRED DEAKIN & COMPANY

Fred Deakin & Company will transform the Mezzanine and mûr mezzanine into an animated “interactive-instrument-machine.” This large-scale immersive work will not only present an outstanding visual spectacle, but will engage participation from casual free play, to puzzle solving, to collaborative musical play. Only together can visitors accomplish the multiple interactions that combine to « win », revealing the full dramatic audio-visual experience.

WWW.LEMONJELLY.KY
WWW.AIRSIDE.CO.UK

MORE INFORMATIONS ABOUT FRED DEAKIN

Fred Deakin was founder and director of innovative London design agency Airside which garnered many awards including a Cannes Golden Lion. Their story is told in the book *Airside By Airside* (Gestalten 2009.) He is also a founding member of electronica band Lemon Jelly, nominated for Mercury and Brit Awards and famous for their unique aesthetic and elaborate live shows. DJ and club runner since the eighties, he released *The Triptych* “the best mix album ever” (The Guardian) in 2007 followed by *Nu Balearica* which was *Mixmag*’s album of the month in 2008. He is currently releasing new music under the name Frank Eddie through his *Impotent Fury* record label. He has also taught (Central Saint Martins, London) and presented at many events and conferences internationally.

Fred Deakin & Company is a new venture, focused on creating art installations. For this project he will be joined by his fellow Airside director Nat Hunter as well as many of the colleagues he has collaborated with over the last two decades.

ARCADES

ALONGSIDE THESE GIANT GAMES, *JOUE LE JEU / PLAY ALONG* PRESENTS SEVERAL ARCADE AREAS, EACH WITH A DIFFERENT EMPHASIS AND ATMOSPHERE. THESE SECTIONS GIVE A TASTE OF THE KIND OF SOCIAL AND CREATIVE EXCITEMENT THAT NOW SURROUNDS THE DESIGN OF SELF-CONTAINED, SCREEN-BASED GAMES. THE TERM “NEW ARCADE” HAS BEEN COINED TO DESCRIBE THE RECENT WAVE OF ENERGY AROUND GAMES PRESENTED AT ELECTRONIC MUSIC EVENTS, ART NIGHTS, AND IN DINGY HACKSPACES. ON THESE OCCASIONS, GAMES BY (AND FOR) ARTISTS MINGLE WITH QUIRKY AUTEUR EXPERIMENTS; GAME INDUSTRY HOPEFULS RUB SHOULDERS WITH DJs AND MUSICIANS, ELECTRONIC ARTISTS, AND ARTISTIC VOYEURS. HIGHLY TAILORED TO THE PUBLIC VENUES IN WHICH THEY ARE SHOWN, THESE GAMES ARE DELIBERATELY SHORT AND EXPERIMENTAL. THEY ENCOURAGE FLUID MOVEMENT BETWEEN PLAY, SPECTACLE, AND THE SOCIAL EXPERIENCE UNITING THE TWO WITH, NOTABLY :

MEOWTON

Meowton, an installation by New York’s Babycastles, features their usual array of lo-fi and hacked experimental videogame madness, with a twist. *Meowton* is both a town and a distributed controller, conceived and built by Babycastles, exploring large scale arcade design for cooperative physical game play.

WWW.BABYCASTLES.COM **MORE INFORMATIONS ABOUT BABYCASTLES**

New York’s Babycastles (US) has reinvented the arcade as public gallery for independent game artworks and an overall social space for game culture. By encouraging and facilitating spaces to play independent games in museums, galleries, bars, music venues, parks, and other public places, Babycastles aims to build attention, accessibility, relevance, publicity, conversation, and economic support for independent video games activity.

FLX

WWW.HOGERBRUGGE.COM

In *FLX*., each player controls a character that is physically connected to three other characters by means of an elastic band. Players are forced to collaborate without any possible means of oral or written communication in order to navigate through a series of linked spaces. *FLX* was created by multi-media wizard Han Hoogerbrugge of HOTEL and Modern Living fame, in collaboration with game designer Sander van der Vegte, creator of Rocket Riot.

NINJA SHADOW WARRIOR

NINJASHADOWWARRIOR.COM
NINJASHADOWWARRIOR.TUMBLR.COM

Ninja Shadow Warrior, by Kaho Abe, is an arcade game based on movement recognition, where one or more “ninjas” come together to imitate various objects to win. This quirky game experience will appeal to all age categories: adults and children play with equal enthusiasm!

JOUE LE JEU / PLAY ALONG IS ALSO EXCITED TO SHOWCASE SEVERAL HOTLY ANTICIPATED NEW GAMES, SUCH AS FEZ, PAPO Y YO AND THE WITNESS, SHARE THE FACT THAT THEY ARE ALL DEEP, COMPLEX, POLISHED GAMES DESIGNED BY WELL KNOWN INDEPENDENT GAME DESIGNERS. THEY REPRESENT A NEW GENERATION OF AMBITIOUS FULL-LENGTH GAMES THAT ARE INNOVATIVE THEMATICALLY, AESTHETICALLY, AND IN TERMS OF GAMEPLAY. THESE NEW WORKS TAKE GAMES INTO VERY SUBTLE AND SOPHISTICATED TERRITORY NOT OFTEN ASSOCIATED WITH THE CURRENT GENERATION OF BLOCKBUSTER GAMES. ALL THREE GAMES ALSO LINK STRONGLY TO THE EXHIBITION'S FOCUS ON GAMES AND SPACES OR ARCHITECTURE.

FEZ

WWW.POLYTRONCORPORATION.COM/WHAT-IS-FEZ

Fez is a 2D platformer set in a 3D world. You are Gomez, a 2D creature on a voyage of discovery into the mysterious 3rd dimension. Conceived by outspoken indie game designer Phil Fish, *Fez* is a game for Xbox LIVE Arcade set to release in 2012. *Fez* is the winner of multiple game awards including Audience Choice Award at Fantastic Arcade 2011, and the Grand Jury Prize at IndieCade 2011. This year, *Fez* won the Seamus McNally Grand Prize at the Independent Games Festival-one of the industry's most prestigious awards.

PAPO Y YO

WWW.WEAREMINORITY.COM

Papo Y Yo is the story of a young boy, Quico, and his best friend, Monster. It is based on an autobiographical experience of growing up with an alcoholic parent and takes place in the favelas of Brazil. The creative director of Minority and lead on this game, Vander Caballero, is a leading member of the Canadian video game community.

THE WITNESS

WWW.THE-WITNESS.NET

The Witness is an exploration-puzzle game, to be released on multiple platforms sometime in 2012. The game is being developed by a small, independent team, headed by noted game veteran Jonathan Blow designer of the internationally acclaimed game *Braid*.

... TALKS AND CONCERTS

Joue le jeu / Play Along gives the floor to high profile game designers, artists and scholars, for a lively discussion about the way games are connecting in surprising ways with the architecture around us.

Joue le jeu / Play Along will also feature musical, film and other events linked to, and inspired by current and emerging game culture.

BIOGRAPHIES FOR CURATORS OF **JOUE LE JEU**

LYNN HUGHES

WWW.TAG.HEXAGRAM.CA

Lynn Hughes is a digital media researcher, artist and designer who holds the Chair of Interaction Design and Games Innovation at Concordia University in Montreal. She was instrumental in the founding and financing of the Hexagram Institute for Media Art and Technology, which is the largest new media hub in Canada. More recently she co-founded the Technoculture, Art and Games (TAG) Research Centre, which fosters game research and design both at the university and in the broader independent games community. Her own production currently focuses on the design of full body, sensor based games.

HEATHER KELLEY

WWW.PERFECTPLUM.COM
WWW.KOROMI.ORG

Heather Kelley is a media artist, curator, and game designer. She was named by Fast Company magazine as one of 2011's thirty most influential women in technology. Ms. Kelley is co-founder of the experimental game collective Kokoromi. Ms. Kelley heads her experience design studio Perfect Plum, whose original product is the OhMiBod Remote app, an intuitive and beautiful iPhone interface to control a connected vibrator. She holds a Master's in Communication from the University of Texas at Austin.

CINDY POREMBA

WWW.SHINYSPINNING.COM

Cindy Poremba is a digital media researcher, creator and curator, exploring the intersection of documentary, videogames and interactive art. She holds a PhD in Humanities from Concordia University, and currently holds a Postdoctoral research-creation fellowship at Georgia Tech. Cindy organizes non-traditional exhibitions, workshops and "new arcade" events as an independent artist/curator and member of the kokoromi game collective.