

THINK DESIGN PLAY

LUNCH LECTURE WITH ALICE TAYLOR (MAKIEWORLD, UK)

19 MAY 2011 12:30 - 14:30

Doors open at 12:00. Includes lunch.

Location: Oude Amersfoortseweg 131, Hilversum

Register [here](#).

Toys, games, statues, chips, figurines? We can make those ourselves now!

A human-sized doll? Spare monopoly parts? Lego figs? Think, design, press print and your idea rolls out of the printer in 3D. Let's play!

Great for kids, of course. But also an extremely interesting - and challenging - development for the creative industries. After all, it changes everything: The products and services designers are expected to deliver, the design process and the interpretation of interaction, play and games.

Alice Taylor is the founder of Makieworld. Before this venture, she worked as a designer of playful products (games, interactive TV programmes) for clients such as Channel 4 and the BBC. In her talk, she gives examples of her work and inspires the creative industry to take a new look at itself.

Think Design Play: 14 to 17 September

This lunch talk is being given in the run-up to the international conference: *Think Design Play*. During the conference, the Utrecht School of the Arts (HKU) Faculty of Art, Media & Technology will be transformed into a playground for games and play.

