

Contributors

Matt Adams works as an artist in the Brighton artist collective Blast Theory. Their relevant works include *Kidnap* (1998), *Desert Rain* (2000), *Can You See Me Now?* (2001), *Uncle Roy All Around You* (2003), *I Like Frank* (2004), and *Rider Spoke* (2007). Blast Theory has won several awards and nominations, including the Golden Nica for Interactive Arts at Prix Ars Electronica 2003 and the Maverick Award at the Game Developers Choice Awards 2005.

Rafael “Tico” Ballagas (Ph.D.) is an interaction designer and human-computer interaction researcher at Nokia Research Center (NRC) in Palo Alto, California. Before joining NRC, he earned his Ph.D. in computer science from RWTH Aachen University in Germany where he developed *REXplorer*, a pervasive game for tourists that “sounds like magic” (*N.Y. Times*). Tico has a long history of working with mobile devices, originally in 1997 as a member of the development team of Motorola’s *Pagewriter 2000*—the world’s first two-way pager, which has been ranked #13 on *PC World’s* “The 50 Greatest Gadgets of the Past 50 Years.”

Joe Belfiore is vice president of the Zune Software and Service Team at Microsoft, where he has worked for many years to create user experiences that are widely used, including Windows 95, Windows XP, Internet Explorer, and Windows Media Center. Belfiore is also one of the founders and guardians of *The Game* puzzle hunt tradition. As part of Team Silver he has organized many of these games, including *Shelby Logan’s Run*.

Staffan Björk (Ph.D.) works as an associate professor at Göteborg University and as a senior researcher at the Game studio of the Interactive Institute. He conducts research within the areas of pervasive games, ubiquitous computing, information visualization, gameplay design, and interaction design. Results from his work have been published at UIST, ACE, DiGRA, TIDSE, and INTERACT, and he has published *Patterns in Game Design* together with Jussi Holopainen (www.cs.chalmers.se/~staffanb).

Eric Clough is originally from the Midwest, but spent his formative years in Brussels and London at the International School of Brussels and the American School of London, returning to St. Louis for a Bachelor of Art Major in Architecture from Washington University. He made the move to the East Coast in 1995 to get his Master of Architecture from Yale University. His European upbringing and constant travel have enriched his sense of texture, exquisite craftsmanship, pattern making, and intricate detailing. Clough moved to New York in 1999 and, with his entrepreneurial spirit, worked five jobs simultaneously for a year and a half. He founded 212box LLC in the fall of 2000. 212box approaches architecture, public projects, graphic design, film, advertising, and product design with a singular mix of detail-oriented commitment and a rigorously developed sense of play.

Martin Ericsson works as a creative director in The Company P in Stockholm. After creating a number of ambitious and successful traditional larps, most notably *Carolus*

Rex (1999) and *Hamlet* (2002), he became a trailblazer of pervasive larp with his *Prosopopeia*-series: *Där vi föll* (2005), *Momentum* (2006), and *Sanningen om Marika* (2007). *Sanningen om Marika* won the iEmmy for Best Interactive TV Service in 2008.

Jussi Holopainen is currently working as a principal scientist at User Experience & Design Team at Nokia Research Center, Finland. He has authored or coauthored several papers on games research and is a coauthor of the book *Patterns in Game Design*. He has presented his work in conferences such as Game Developers Conference, Consciousness Reframed, Doors of Perception, ISAGA, and UbiComp. His recent work includes looking at the design principles of pervasive games in IPerG-project, and now he is focusing on his Ph.D. dissertation on cognitive and aesthetic foundations of gameplay. He is one of the founding members and a member of the executive board of the Digital Games Research Association.

Fredrik Lange (Ph.D. in Business Administration) works as an assistant professor at the Stockholm School of Economics (SSE). He has been working at SSE and Stockholm University since 1996. Currently, he is director of studies at the Nordic School of Retail Management, which is a bachelor's program at SSE. He specializes in marketing communications and consumer behavior. He is coauthor of two text books in marketing communications and has also published 10 articles in scientific journals on various topics within the field of marketing.

Frank Lantz is a creative director at area/code, a New York-based developer that creates cross-media, location-based, and large-scale social games. He has created numerous games with pervasive and real-world elements, including *Big Urban Game* (2003), *ConQwest* (2003), *Chain Factor* (2007), and *Plundr* (2007). He teaches game design at NYU's Interactive Telecommunications Program, where his pioneering big games class resulted in *PacManhattan* (2004). area/code has won various awards at the Clios, the One Show, OMMA, and Future Marketing Summit.

Frans Mäyrä (Ph.D.) has studied the relationship of culture and technology since the early nineties. He has specialized in the cultural analysis of technology, particularly on the ambiguous, conflicting, and heterogeneous elements in this relationship, and has published on topics that range from information technologies, science fiction, and fantasy to the demonic tradition, the concept of identity and role-playing games. He is currently teaching, researching, and heading numerous research projects in the study and development of games, interactive media, and digital culture at the University of Tampere, Finland. He has also served as the founding president of Digital Games Research Association. Publications include *Koneihminen* (Man-Machine, 1997), *Demonic Texts and Textual Demons* (1999), *Johdatus digitaaliseen kulttuuriin* (Introduction to Digital Culture, 1999), *CGDC Conference Proceedings* (2002), *Lapsuus mediamaailmassa* (Childhood in the World of Media, 2005), *The Metamorphosis of Home* (2005), *An Introduction to Game Studies* (2008), and a large number of articles and conference papers (www.uta.fi/~frans.mayra).

Markus Montola (M.Soc.Sc.) works as a researcher at the Nokia Research Center (NRC). Before joining NRC, he worked at the Hypermedia Laboratory of University of Tampere, Finland, focusing on the Integrated Project on Pervasive Games since 2004. He is also a doctoral candidate at the University of Tampere with a 3-year grant from the Finnish

Cultural Foundation. Before working with pervasive games, he coedited two books on larp with Jaakko Stenros: *Playground Worlds* in 2008 and *Beyond Role and Play* in 2004 (www.iki.fi/montola).

Johan Peitz (M.Sc.) works as a technical director at Muskedunder Interactive (MI). Before joining MI, he worked at the Interactive Institute in the Integrated Project on Pervasive Games focusing on game design and prototyping. Johan is also the founder of the game developer Free Lunch Design, which created the Internet cult classic *Icy Tower* in 2001.

Olli Sotamaa (M.A.) is senior assistant in the Department of Information Studies and Interactive Media, University of Tampere. He will defend his Ph.D. on player production among computer game cultures in the spring of 2009. Currently he teaches courses on game cultures, participatory media, and user studies. He has published articles on computer game modding and machinima in such international journals as *Convergence*, *First Monday*, and *Games & Culture*.

Jaakko Stenros (M.Soc.Sc.) is a game researcher at the Game Research Lab and a doctoral candidate at the University of Tampere, Finland. He has studied pervasive games in the EU-funded Integrated Project on Pervasive Games. He is passionate about role-playing games and larps as a player, game master, and researcher and has coedited two books on the subject: *Playground Worlds* (2008) and *Beyond Role and Play* (2004). Before finding his way back to academia he worked as a support manager, technical trainer, and film critic. Currently he lives in Helsinki.

Sean Stewart has worked as lead writer and designer on many of the most influential alternate reality games in history, including *The Beast*, which pioneered the genre in 2001. These projects have won numerous honors, including an Entertainment Weekly #1 Web site of the Year for *The Beast*, GDC and Webby awards for *I Love Bees*, and a Cannes Golden Lion for the Nine Inch Nails collaboration, *Year Zero*. Sean is also an award-winning novelist; his *Cathy's Book* series, which marries a traditional novel to many immersive gaming concepts, is an international best-seller available in 20 countries and a dozen languages around the world.

Mattias Svahn (LL.M. BA M.Soc.Econ.) is senior media analyst at the research company go/communication. Before this position he was the research manager for business sciences and for a period also project coordinator for the Integrated Project on Pervasive Games. He is also a doctoral candidate at the Stockholm School of Economics department for media and economic psychology, from where he has published on integrated-media strategies for advergimes and on game design for advergimes. Before researching pervasive and persuasive games he worked as a planner for advertising and public relations at agencies in Sweden (www.svahn.se).

Annika Waern (Ph.D.) works as a research leader in the Mobile Life center at Stockholm University and Game studio director at the Interactive Institute, both in Kista, Stockholm, Sweden. She has a long-standing career as a computer science researcher, focusing first on intelligent interfaces and most recently on pervasive games, and has published about 50 articles in conferences, journals, and books. She often supervises Ph.D. and master students and occasionally teaches courses at Stockholm University. She coordinated and led the Integrated Project on Pervasive Games 2004–2008. Her other merits include two

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and a half years as technical director of the company Gamefederation, developing a platform for online distribution of mobile games.

Steffen P. Walz (Ph.D.) is a cultural anthropologist-turned game and interaction designer and producer who earned his Ph.D. in Computer Aided Architectural Design from the ETH Zurich in Switzerland. Academically, and with his start-up company sreee!, Steffen scrutinizes and creates pervasive and cross-media games. He is coeditor of *Space Time Play, Computer Games, Architecture and Urbanism: The Next Level*, “one of the books of 2007” (*Frankfurter Allgemeine Zeitung*), and a cofounder of the B.A. Game Design study program at the Zurich University for the Arts. Steffen has been named a Forum Nokia Champion twice in 2007 and 2008. He enjoys playing music, playing games, and playing playing.