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Urban Jamification

Gincanas as location-based mobile games in Brazil

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Location-based mobile games

Blast Theory, "Can You See Me Now" (2001)

It's Alive, "Botfighters" (2001)

(de Souza e Silva & Hjorth, 2009; Sklovski & de Souza e Silva, 2012; Chang & Goodman, 2006)

Gamification and LBMGs

A.I., "The Beast" (2001)

Halo 2, "I love bees" (2001)

(McGonical, 2007; Hojorth, 2008)

Location-based mobile games

- Transform urban space into game boards
- Merge physical and digital spaces through mobility of players
- Transform mobility in everyday life
- Players rediscover local surroundings

(de Souza e Silva, 2006; Gordon & de Souza e Silva, 2011; Liccico and Inada, 2006)

Global South

Implicações sociais e espaciais do uso de mídias locais

(Bar et. al., 2007)

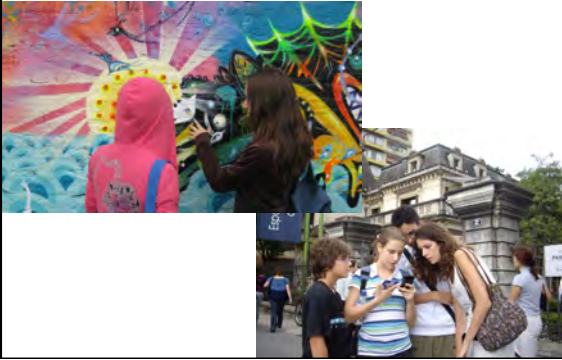
Brazil

Blast Theory's Can You See Me Now? In Belo Horizonte (2008) / Art.Mov

Audi's The Art of the H3ist (2005)

Global Gincana

MobileFest (Brazil) and Waag Society (Netherlands)



Gincanas

1970s and 1980s



Gincanas

1970s and 1980s



Gincanas

1970s and 1980s



Net Locality



