

AoIRJ 25 October 2013

# 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)

## 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

Newt Games, "Mogi" (2003)

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

## Global South

Appropriation

(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)

## Gincanas

1970s and 1980s

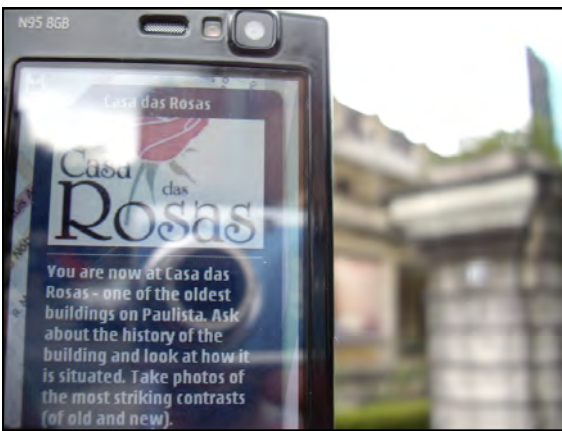
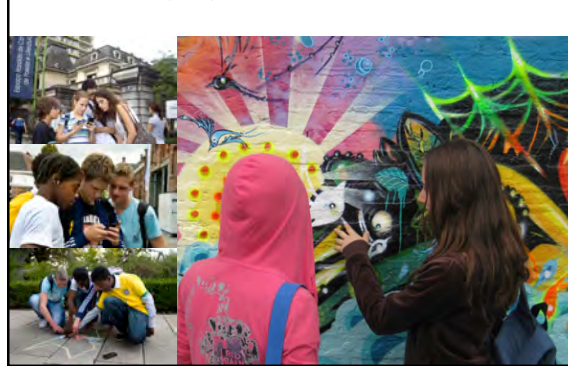
## Gincanas

1970s and 1980s



## Global Gincana

MobileFest (Brazil) and Waag Society (Netherlands)



## Net Locality

Gordon & de Souza e Silva (2011)



## Net Locality

The Internet is brought into public spaces



(Gordon & de Souza e Silva, 2011)

## Net Locality: Global South

## ICT4D / Development



(Chib, 2013; Donner, 2008; Donner et al., 2011)

## Appropriation

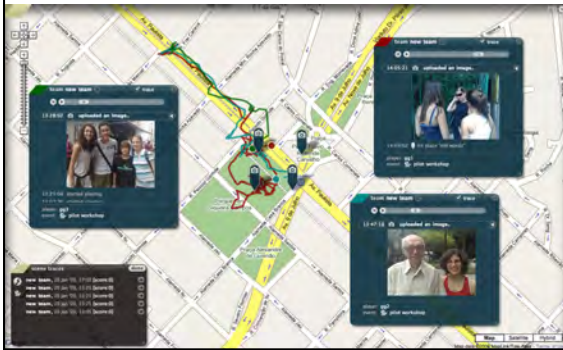


Claudio Bueno, "Redes Vestíveis" (2010)

Fabio Fon, "Captas" (2009)



## Concluding



Thank You!

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