

01 November

Joyrnl

News from Playful Paradigm Second Wave



4th Transnational Meeting in Igalada, Spain, finally in presence! Partner shared placemaking and educational experiences

During the TNM in Igalada various encounters with local experts from the Municipality of Barcelona

5th Transnational Meeting in Lousã, Portugal, between creativity, learning and visting museums and places of natural interest

The Project Final Meeting will be held from 23rd to 25th November in Udine with a conference and many initiatives with the Partners

5th Quarterly report

July - September 2022

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“PLAY IS A SERIOUS MATTER AND CAN MAKE THE DIFFERENCE in the future of our cities, by helping to re-think the community welfare”, by engaging local communities and enhancing their cohesion and resilience.

Playful Paradigm II in a nutshell

The Transfer Network funded by URBACT so called “Playful Paradigm II” is led by the Municipality of Udine (Italy) which is committed to **transfer the Philosophy of PLAY** to the other European Cities, that are **Jelgava** (Latvia), **Grosuplje** (Slovenia), **Lousa** (Portugal) and **Igualada** (Spain).

Promoting PLAY at city level means to foster the **social inclusion, healthy life-styles & Sustainability, Cultural mediation, place-making & economic prosperity**.

The present project is willing to foster the sustainable integrated urban development through games and playful activities, exploring four dimensions of PLAY:

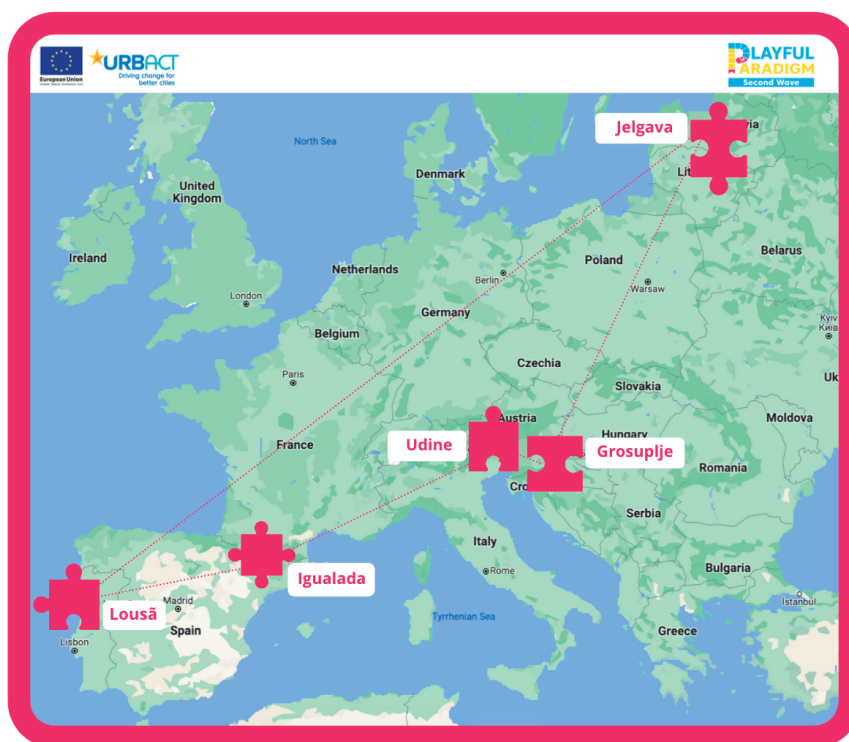
1. Play for Sustainable Urban Regeneration

2. Play for Inclusion and Participation

3. Play for Education

4. Play for Health and Wellbeing

The present project benefits also by the first edition of “Playful Paradigm” which involved:
Klaipėda (Lithuania),
Larissa (Greece),
Katowice (Poland),
Cork (Ireland),
Esplugues de Llobregat (Spain),
Novigrad-Cittanova (Croatia)
and
Viana do Castelo (Portugal).



The first Transnational meeting in presence...

Playful Paradigm II organised on the **7-9 July 2022** the first in person transnational meeting in **Igualada**. The meeting was scheduled during the **European Balloon Festival**, which took place every year in Igualada in the first week of July, to offer the opportunity for partners to visit it and discover the connections with Playful Paradigm.

Considering that since this meeting, the Playful Paradigm partners exchanged information and knowledge mainly online, this TNM was designed entirely as an **interactive funny experience** by meeting people, visiting interesting places and avoiding pptx presentations.



We focused on:

- **Play for urban regeneration and placemaking** by joining a **Ludobus initiative** organised for the Balloon Festival and visiting the neighbourhoods of Barcelona regenerated through the “Super blocks” programme using a play placemaking approach;
- **Play for Inclusion and Participation** by visiting the **toy library of Igualada** and co-designing a novel approach for toy library living labs;
- **Play for Education** by meeting the “**Childhood Department of Barcelona**”.

...held in Igualada, Catalonia (Spain)!

Moreover, the Municipality of **Esplugues de Llobregat**, project partner of Playful Paradigm 1st wave, as a guest for this meeting, shared an important contribution about the upscaling potential of Playful Paradigm at local and regional level.

The last day was dedicated to a wonderful study visit in Barcelona, where the urban planners and project officers of the **Municipality of Barcelona** guided Playful Paradigm project partners to discover how play can concretely contribute to urban regeneration and promote equality through a gender sensitive approach for public spaces and schoolyards.



Toy library study visit

The Municipality of Igualada presented their **Toy Library of Igualada**, called **Saint Miguel**.

The toy-librarians, uncharged to manage the toy library and organise play activities for the city, shared their experience on play methodologies for youth, children, and families.

The Balloon flight!

The Balloon festival is a tradition for Igualada, that has become a **European event**.

The Balloon experience perfectly represented the spirit of “playful paradigm”.

Some lucky Playful Paradigm people also experienced a balloon flight early in the morning on 8th July!



The first Transnational meeting in presence...



Living Labs: Methodologies and Participation

To explore the concept of “Living Lab”, the ad hoc expert **Raffaella Lioce**, facilitated a funny **interactive session focusing on the “system thinking”**.

Project partners experimented the system thinking by **play a role game**.

Each participant was asked to be **a character uncharged to provide a concrete contribution for a playful initiative** to be developed by their city.

With the help of space moving and the support of a rope, PPs experienced the sound relationship between stakeholders, which concretely contribute to the success or unsuccess of a playful initiative.

Boardgame for Playful Cities to exchange and learn together

Cities partner had the opportunity to discover the experiences developed by other cities through the “**Playful Paradigm boardgame**”.

This game was developed by **Altrementi** for the “World Game Day” targeted children with special needs.

We use the boardgame to play a storytelling game to share stories of local implementations done by partners.



...held in Igualada, Catalonia (Spain)!

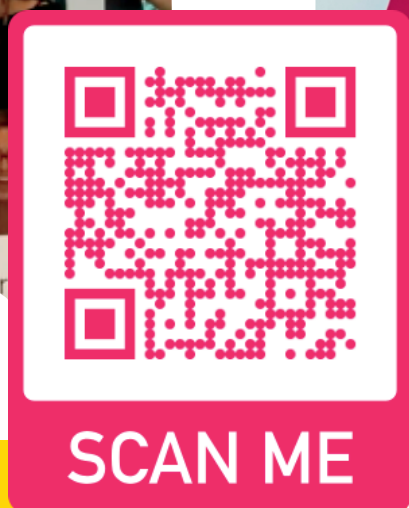
The Municipality of Esplugues de Llobregat (Catalonia, Spain), project partner of Playful Paradigm 1st wave, **shared their experience as a "transfer city"**.

They focused on the city strategy to ensure the upscaling process also after the end of the Playful Paradigm experience.

In this occasion, Esplugues de Llobregat presented the idea to create a **Catalan Playful Network** to foster the collaboration between cities that promote play.

Currently they have been organising the first playful Catalan cities meeting scheduled for the 17th November 2022 with the support of the cities of Igualada and Barcelona.

Playful Paradigm is so proud of this initiative because it started thanks to collaboration boosted during the Network lifespan!



SCAN ME



Play Experience in Barcelona

On the **9th July 2022** Playful Paradigm partners visited **Barcelona**.

The “**Adolescents and Childhood**” **Department** and the “**Urban Planning**” **Area** of the Municipality of Barcelona shared their knowledge on the promotion of “Play” to **re-design urban areas** and involve local communities.

They presented these initiatives promoted by Barcelona:

- The New “Play City Plan”;
- Barcelona Super blocks;
- “The 15 minutes city”;
- The Gender sensitive approach for designing public spaces and school yards;
- The use of Gamification in the Smart Cities strategy.



Play Experience in Barcelona

A walk in *Gracia* – Barcelona to experience how play boosted the Super block approach

Playful Paradigm project partners were **guided by architects and urban planner** of Barcelona Municipality in the “**Gracia neighbourhood**”, where was developed the first pilot project of the Super blocks approach.

Through a “**walkshop**” it was explained the importance of play to transform urban public spaces. Indeed, the Municipality of Barcelona promoted “**temporarily play spaces**” in the new pedestrian areas, with the purpose of inviting children and adults to experience no-cars opportunities.



Play Experience in Barcelona

The New City “Play Plan” of Barcelona

The City of Barcelona recognised the **importance of play as transformative tool to improve citizens life and re-generate urban public spaces.**

In 2022 the Municipality of Barcelona drafted a Play aimed at enhancing the value of Play at City scale for four reasons:

1. Because Play is a human right;
2. Because Play has benefits for physical and mental health;
3. Because Play enriches the community life;
4. Because Play improves public spaces.



Play Experience in Barcelona

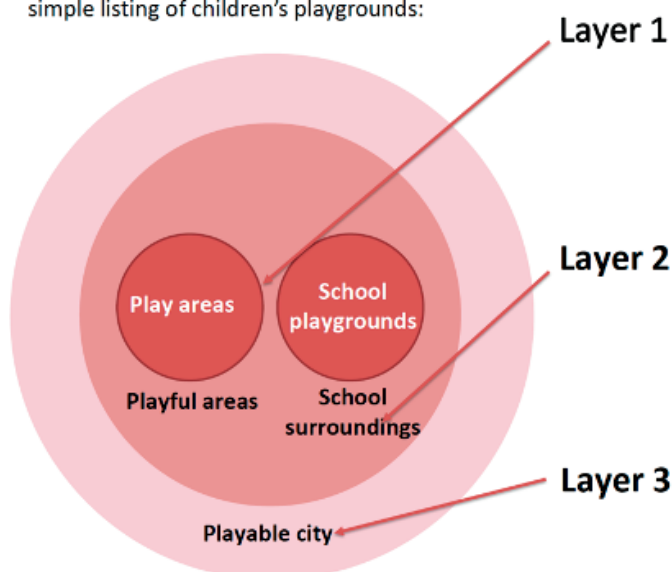
The Plan proposes to analyse **all opportunities to play in the city beyond playgrounds**.

It recognises the important of play in all the **open-air public spaces** for children and adolescents. It uses a “playful lens” to make for the first time a “**play diagnostic**” that focuses on three layers:

1. **Play areas**: playgrounds and school yards
2. **Playful areas**: Parks, squares, gardens, and school surrounding
3. **Playable city**: other urban spaces that offer opportunities for play (natural areas, pedestrian routes, traffic calmed areas).

3 LAYERS FOR A PLAYABLE CITY

The Plan offers a new concept of playful infrastructure and analyses for the first time everything the city offers in terms of play spaces and activity in the open air by going beyond the simple listing of children’s playgrounds:



Playful Paradigm moved to Lousã (Portugal)!

The **5th Transnational Network Meeting (TNM)** of the Playful Paradigm II wave was hosted by the **Municipality of Lousã in Portugal**. The meeting focused on “**Play for Health and Wellbeing**” and “**Play for Education**”.

The meeting was a great opportunity for Partner cities to meet again in presence and exchange the “state of the art” of the Playful Paradigm developed at local level.

The Municipality of Lousã organised different study visits for partners by involving their URBACT Local Group.



- The day 1 was dedicated to “**play for creativity**” and “**playful learning**”, by experiencing the Class plash, a video game to learn music instruments and by visiting Cerdeira Village, a “life-School of Arts and Crafts”.
- On the day 2 the experiences of “**Play with nature**” and “**Circus Museum**” initiative were shared through site visits.

A laboratory on **Play for Health and Wellbeing** was also delivered with the support of **Sandra Rainero**, ad hoc expert.

Playful Paradigm moved to Lousã (Portugal)!

Welcome to Lousã!

The meeting started with an official warm up at the presence of the **Mayor of Lousã in the City Hall**. Partner learnt about the history of Lousã and the strategic policies related to the topic of Playful Paradigm project.

Following, Partners were involved in an interactive session so called "**where we are**" to focus on what was done during the project implementation and what is missing. Partners shared the playful activities developed during the summertime and pointed the scheduled ones.



Playful Paradigm moved to Lousã (Portugal)!

Play for Health and Wellbeing laboratory

A laboratory on “Play for Health and Wellbeing” was organised to draft how cities can do to promote health and wellbeing through play for their citizens.

As a starting point, the ad hoc expert **Sandra Rainero** provided a lecture on “**Experiencing Play for Health and Wellbeing through culture and arts**”.

She inspired Partners Cities, firstly by sharing the many meanings of “PLAY”: play music, play a game, etc and defining Play as a “state of mind” condition.



Then, Sandra shared the knowledge generated by the URBACT Transfer Network called **ONSTAGE**, which was focused on music schools for social change.

She presented examples from Adelfia (Italy), Grigny (France), Katowice (Poland) and Aarhus (Denmark). She focused on **the methodology to play music group in a non-formal educational dimension** through a playful hands-on approach. This method promoted by the music schools allows to also involve youth with difficulties and foster inclusion and education.

Playful Paradigm moved to Lousã (Portugal)!

Following this presentation, a **laboratory** aimed at fostering **happy and healthy cities through play** and playful based approaches was launched.

Partners were asked to reflect on the different aspects of **Wellbeing** and **Happiness**:

1. Subjective wellbeing;
2. Relations, Health and Functioning;
3. Environment, Social-Economic, Setting, Community Engagement;
4. Policy, regulations, societal values.

Working in small groups, Partners contributed to the "Play for Wellbeing" Ecosystem.

This participatory workshop showed that cities and **urban dwellings are the PRIMARY ENVIRONMENT** to foster play for well-being.

City administrations can design and implement human-centric and playful well-being practice within urban development frameworks, which they can develop through an integrated and participatory approach such as the one adopted by the cities of the Playful Paradigm.



Playful Paradigm moved to Lousã (Portugal)!

In conclusion this interactive laboratory allowed co-drafting the contents for a **Position Paper on Play for Eco-systemic Well-being in Cities**, written by **Sandra Rainero**.

Here the Manifesto taken from the [Position Paper](#) with the Hints and Tips shared by Playful Paradigm:

“We, the partners of the Playful Paradigm II, have identified **key integrated urban policy approaches**, which represent our short final messages and **position on enabling playful well-being** at different levels and through various playful activities in integrated and sustainable urban development.”



Playful Paradigm moved to Lousã (Portugal)!



Playfulness is a *Serious* Urban Cross-policy Tool

*“Since well-being is multidimensional, we deem important that different offices in the administration **overcome** the unplayful “silos mentality” and cooperate.”*

The creation of interdepartmental teams, working groups and commissions that understand how play can support the goals and work of health and social services, education, urban planning etc, become a fundamental step to start a play-based policy for well-being.



Playfulness is Educational

*“We promote the integration of **play-based education approaches and methods** – mostly drawn from non-formal education - allowing for purposeful and/or simply enjoyable play as a natural way for learning and experiencing life skills in **safe** contexts.”*

This playful educational approach can be used in collaboration with schools – integrating them in school curricula - and cultural/educational organizations, associations and volunteering, but also within adult and lifelong learning policy, encompassing all generations.

Playful Paradigm moved to Lousã (Portugal)!



Playfulness is for Inclusiveness, Equity and Equality

*“Playful activities in the city can be unstructured and have value even when they have no obvious goal. We recognize that **engagement and enjoyment** may suffice for well-being – no judgement is cast for purposeless or goofy play. However, they need to be age- and family friendly. They need to imagine a wide range of initiatives that are **accessible for a diverse society**, made up of individuals with special needs.”*

They need to make sure to removing all obstacles of physical and cognitive/mental – and economic - nature that prevent people to develop capability for and enjoying playing. They need to be engendered, facilitating **gender equality** and balance between work and family times.



Playfulness is for Open and Democratic City Planning

*“Placemaking for playful activities (playmaking) is another way to **engage stakeholders and citizens** in urban planning and development.”*

Co-designing the use of public space as places for playing (parks, gardens, playgrounds, but also temporary use of streets and squares or public buildings) can support **urban regeneration**, socialization, sense of identity and intercultural and intergenerational dialogue, and healthy relations in communities, especially those at the margin. We reach out to them though playing.

Co-planning public spaces for play also represents the **democratization** of play and of public places, that can become explorable and usable, as commons should be.

Playful Paradigm moved to Lousã (Portugal)!



Playfulness is for Healthy Environments

“Climate and demographic change pose many a challenge for the health of people and our environment. Playful policy and activities have the potential to prevent, reduce health risks and heal both people and nature.”

Play needs to always promote – or be accompanied by – **sustainable mobility**. It invites -always mindful of individual mobility impairments- the use of bicycles, other man-powered means of transport, including suitable sports gear and physical explorations, serving the double goal of a healthier lifestyle for all and reduction of GHG emissions.



Playfulness is for Digital Well-being

*“The digital revolution is pervasive in our lives. It has the potential to empower but also to harm. **Gaming and gamification** are very popular leisure tools, especially for the younger generations.”*

We need to **harness the power of digital play** to steer it toward more active uses, that may become educational (introducing games into schools as educational methods), more inclusive and smarter. We promote smart and hybrid digital well-being, where playing in the metaverse does not turn into isolation and addiction, but is rather used in smart, social and creative ways.

Cerdeira – Immersive art experience

Cerdeira, is an ancient, rehabilitated Village located in the mountains nearby Lousã, where there is a fusion between art and nature, tradition and modernity, sports and leisure.

Playful Paradigm partners had the opportunity to visit Cerdeira and meet **Kerstin Thomas**, the founder of Cerdeira project. In the 80's Cerdeira was completely abandoned.

Kerstin together with some friends decided to move there from Germany to live in the nature and start a process of rehabilitation of the whole village. **The bio-architectural approach was used to give a new life to Cerdeira.**

In the 2004, the Cerdeira association was created with the idea to promote art and nature as a lifestyle. Many **artistic laboratories** are offered to visitors. Among them there is a workshop inspired by an old tradition of modelling clay and creating sculptures

Playful people experienced this workshop and created Playful figures!



Cerdeira – Immersive art experience



Playful people experienced this workshop and created Playful figures!



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Classplash – Play for music learning

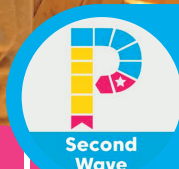
Is it possible learning to play music through a videogame?

Yes!

The school music teacher **João Carlos Ramalheiro** involved Playful Paradigm partners in a music laboratory to play music through the online videogame application **Classplash**.

João co-created this Creative common online application together with Microsoft. The purpose is a playful educational method to learn playing music. The beneficiaries are the **schoolteachers** that can access freely the application and use it during music classes.

The experience was great and Playful people felt in love with this clever video game!



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Play with Nature

The day 2 in Lousã was dedicated to an immersive **study visit** to discover the importance of “**Play in the Nature**”.

Vanda Vilela brought Playful Paradigm partners in the forest to experience an **original “Toy Library” created by wooden toys and natural installations**.

She presented the playful activities offered to children, boys and girls to learn about animals, plants and the importance to “feel nature and forest”.



Classplash – Play for music learning

Playful Paradigm partners also visited the **Circus Museum** based in Lousã.

The building, where the museum is located, **was an elementary school** delivered to a local Circus association with the purpose **to share the history of Circus** and organise Circus performances.

Playful people were enthusiastic about this experience and some of them were also engaged for a performative Circus show!



Final Meeting in Udine!

Playful Paradigm Second Wave Final Meeting

Invitation

Udine, Casa della Contadinanza
Novembre 25th 2022 - h 16.30

The Administration of the Municipality of Udine is pleased to invite you at the Final Event of the Playful Paradigm Second Wave Project.

Program

16.30 Official greetings

Pietro Fontanini, Mayor of the Municipality of Udine
Giulia Manzan, Councilor of the Municipality of Udine
to territorial planning and European funding
Kristijan Radojčić, Urbact Secretariat

Play & The City Dialogues

The Good Practice of Game in Udine
Bruno Grizzaffi, Municipality of Udine

Playful Paradigm Transfer Network: Cities, Themes, Reflections
Ileana Toscano, Urbact Lead Expert

From the experience of the Super Blocks of Barcelona to a City Plan for the Game
Emma Cortès, Institute of Childhood and Adolescence, Metropolitan City of Barcelona
Rosa López, Department of Urban Ecology, Metropolitan City of Barcelona

School courtyards as an "oasis" of adaptation to climate change
Raphaëlle Thiollier, Metropolitan City of Paris

18.30-18.45 Pause

Urbact cities tell their stories

The game in the cities of Playful Paradigm:
Igualada (ES), Grosuplje (SI), Jelgava (LV) e Lousã (PP)
moderates Raffaella Lioce, Urbact Ad Hoc Expert

How cities can initiate positive change
Simone D'Antonio, ANCI - Urbact National Point
Anamaria Vrabie, Urbact Ad Hoc Expert

20.00 Aperitif Playful

- A simultaneous translation service will be provided during the event.
- 4 CFPs foreseen for architects upon registration on Im@teria
- The event is organized by the European Projects and Participation Office of the Municipality of Udine.
Per informazioni T 0432 1272022
- Free admission subject to availability

Here the programme of the **Final Meeting in Udine** scheduled for **24 – 25 November 2022**.

The **Municipalities of Paris and Barcelona** will be present as special guests!

Paris will share the **Oasis project**, an initiative funded by the Urban Innovative Actions programme aimed at regenerating the school yards by demolishing concrete and creating natural playground areas.

Barcelona will talk about the **Super blocks programme** and how play helped in boosting the urban transformation. Barcelona also will share their innovative City Plan focused on Play.

Let's...



... Together!

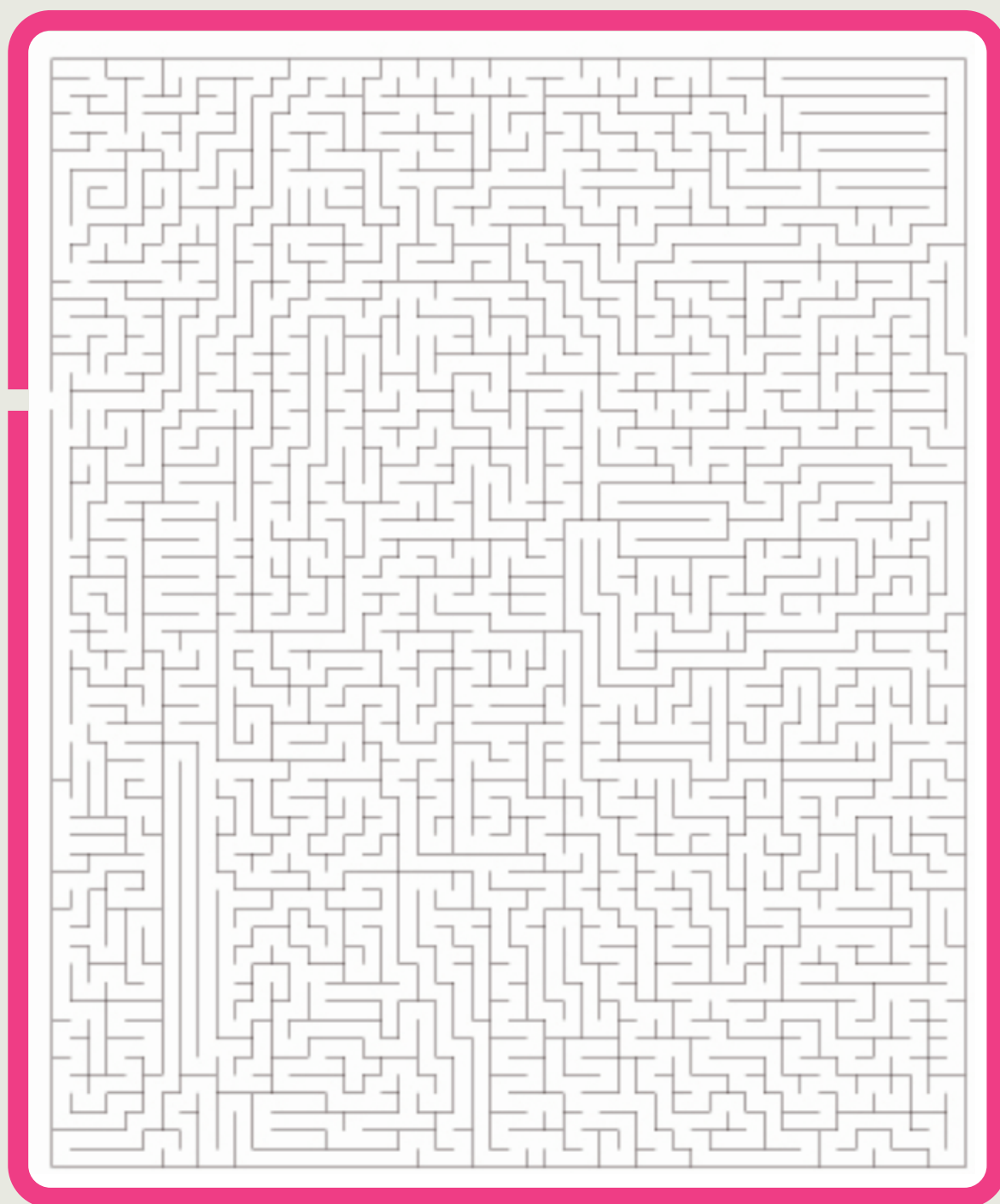
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**1# Solve the maze
and discover the artwork that will appear!**



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2# Blacken only the shapes with the dot and discover the nice cartoon!



Playful City

Start

Udine

Jelgava

Grosuplje

Igualada

Lousot