



09:30	Registration, coffee and a playful snack	:30
09:50	Welcome Lene Nyhus Friis, Head of Design for Play, Design School Kolding	10
10:10	Play as a way of exploring possibilities Helle Marie Skovbjerg, Professor MSO Design for Play, Design School Kolding Play is a strangely, compelling and natural human phenomenon which we are all linked to by instinct. It is through play that we acquire our life skills, and being in play situations creates opportunities for exploring possibilities of life. In her keynote, Helle Marie Skovbjerg will present the mood perspective as a way to understand play with the aim of acknowledging the value of play.	11
11:10	Play track session introduction: choose between 3 student group tracks	11
11:15	Exhibition opening and mobile lunch boxes	11
11:45	Play track sessions go live (to be announced) Track 1 Track 2 Track 3	12
12:45	Coffee break	13
13:00	Play as a tool for creative strategies Krystina Castella, Professor ArtCenter College of Design, Pasadena As an industrial design practitioner and educator Krystina Castella uses play as a catalyst for the design process. She will discuss the benefits of play for enhancing collaboration, expanding our imagination and getting in touch with a designer's unique point-of-view for a project. She will share a few of the methods she uses, student corporate collaborations, and her insights on the future of play.	14
14:00	Panel discussion with 'specialist task force' Sune Gudiksen, Assistant Professor and Head of Camp 2018, Design for Play	14
14:30	Thank you and goodbye	15