



DIGRA 2018

Digital Games Research Association Conference

25 - 28 July 2018

Turin, Italy

the Game is
the message

University of Turin
Campus Luigi Einaudi

SPONSORBOOK

DIGRA
Digital Games Research Association

Organized by **DIGRA ITALIA**

In collaboration with



and the

UNIVERSITY OF TURIN
Department of Humanities Studies



UNIVERSITÀ
DEGLI STUDI
DI TORINO



11
Chapters
from the whole
world



DIGRA:
15
years of
history



www.digra2018.com

DiGRA

Founded in 2003, DiGRA is the premiere international association for academics and professionals who research digital games and associated phenomena. It encourages high-quality research on games, and promotes collaboration and dissemination of work by its members. Its Executive Board is made up of a variety of international scholars.

Since DiGRA's founding, game studies has grown into a large, interdisciplinary community of researchers around the world. These researchers have worked to advance the field of game studies in multiple ways, including through the development of rigorous scholarship, the establishment of game studies and game development programs at multiple colleges and universities, and the continued growth of our field. In response, DiGRA recognizes senior scholars who have been at the forefront of such actions including significant contributions made to DiGRA itself as an organization.

Conference Services

- DiGRA's **Digital Library** provides an open access archival service for research papers and proceedings from a variety of academic venues including DiGRA's flagship and regional conferences.
- Seminar & conference organisers who would like to **archive papers** into DiGRA archive, please contact coordinator [at] digra.org
- DiGRA's '**Gamesnetwork**' mailing list serves as a high quality venue for academics and professionals to stay abreast of the latest developments in games research. It's also a great place for high quality discussions.
- Easily join, leave or manage your subscription to '**Gamesnetwork**', the main DiGRA mailing list through its web interface
- **Other DiGRA mailing lists**
- DiGRA, in partnership with ETC Press, publishes the open access, refereed, quarterly journal **Transactions of the Digital Games Research Association (ToDiGRA)**

DiGRA 2018 Turin Conference:

- will be guided by principles of social and environmental sustainability
- will respect the criteria of inclusiveness and gender equality
- will participate in the project Food for Good against the food waste in the events



University of Turin

The University of Turin is delighted to welcome you to the 2018 Conference of the **Digital Games Research Association** in Turin, Italy.

DiGRA's Conference offers a venue for game research from all disciplines, welcoming researchers from around the globe. Founded in 2003, DiGRA is the premiere non-profit international association for academics and professionals who research digital games and associated phenomena. It encourages high-quality research on games, and promotes collaboration and dissemination of work by its members.

Funded in 1404, the University of Turin is one of the most ancient and prestigious Italian Universities. Hosting about 70.000 students, 4.000 academic, administrative and technical staff, 1800 post-graduate and postdoctoral students and with 120 buildings in different areas in Turin and in key places in Piedmont, the University of Turin can be considered as "city-within-a-city", promoting culture and producing research, innovation, training and employment.

Department of Humanities Studies

The **DiGRA 2018 Conference** is organized in collaboration with the Department of Humanities Studies of the University of Turin.

The course "History and theory of gaming forms" is part of the master's degree in cinema and new media.

This course is an introduction to the main theories regarding the study of video games, and to the history of the medium. The course will present the critical and analytical toolset developed by game studies in the last twenty years through the use of relevant case studies.

The monographic section will address the relation between cinema and video games, and will highlight the aesthetic, technical and historical convergences of the two media.

DIGRA 2018

Conference Chairs

Riccardo Fassone
University of Turin, Turin, Italy



Matteo Bittanti
IULM University, Milan, Italy



Program Chairs

Torill Elvira Mortensen - IT-University of Copenhagen, Copenhagen, Denmark

Martin Gibbs - University of Melbourne, Australia

DIGRA International Executive Board

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Local Organizing Committee

Italian Digital Games Research Association

Organizing Secretariat

Symposia Srl

The Game is the message

Following Marshall McLuhan, we see games as *extensions* of ourselves. They recalibrate our senses. They redefine our social relationships. Their "content" is less important than the environment they create. As dramatic models of our psychological lives providing release of particular tensions, they reveal a lot about society. Their message is their effect. Games *change* us.

Moreover, games introduce new sets of relations between observers, modes of perception, textualities and technologies, within a broad network of power relations. They reconfigure our attention, establishing new patterns and forms of engagement. In an age of pervasive multitasking and constant distractions, games demand a great deal of scrutiny. (No) pun intended.

On the other hand, games produce meaning. If the game is – or carries – the message, how is this conveyed to the player? How do we know that a game is *about something*? More specifically what modes of signification or aesthetic devices are used by games that claim to be about serious topics or deal with political and social issues?

In other cases, games are the *content* of different media projects. Playthroughs, let's play videos, live streaming on platforms such as Twitch transform video games into messages to be delivered via alternative channels, turning players into spectators. How are games experienced in these scenarios? How can we describe and examine the complex interweaving of practices found in these hybrid media environments?

Finally, The Game is the Message acts as a provocation and an invitation to move beyond the idea that narrative is the main mode of communication of video games. In this sense, we ask participants to reflect on how contingencies such as material and economic constraints, production tools, and player interventions contribute to the process of signification.

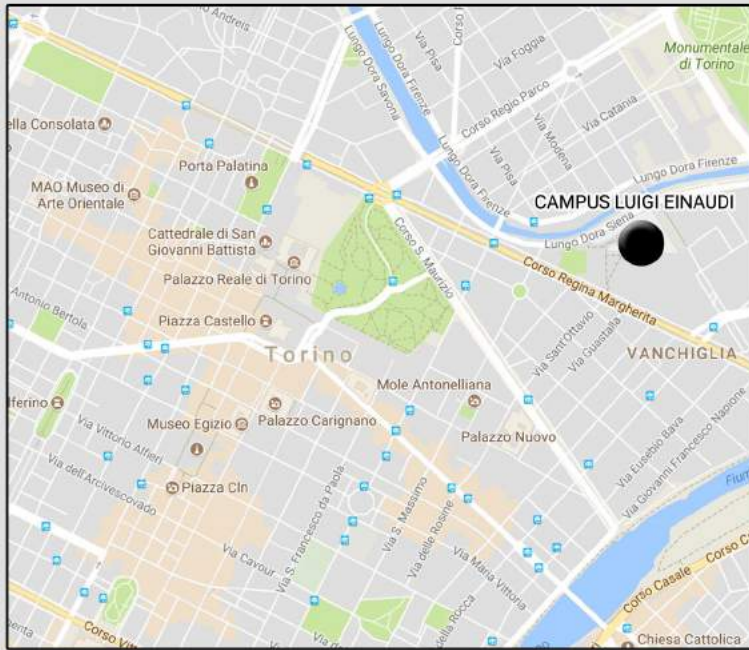
In other words, what is the language of games? How do they *speak*?

Riccardo Fassone

Matteo Bittanti

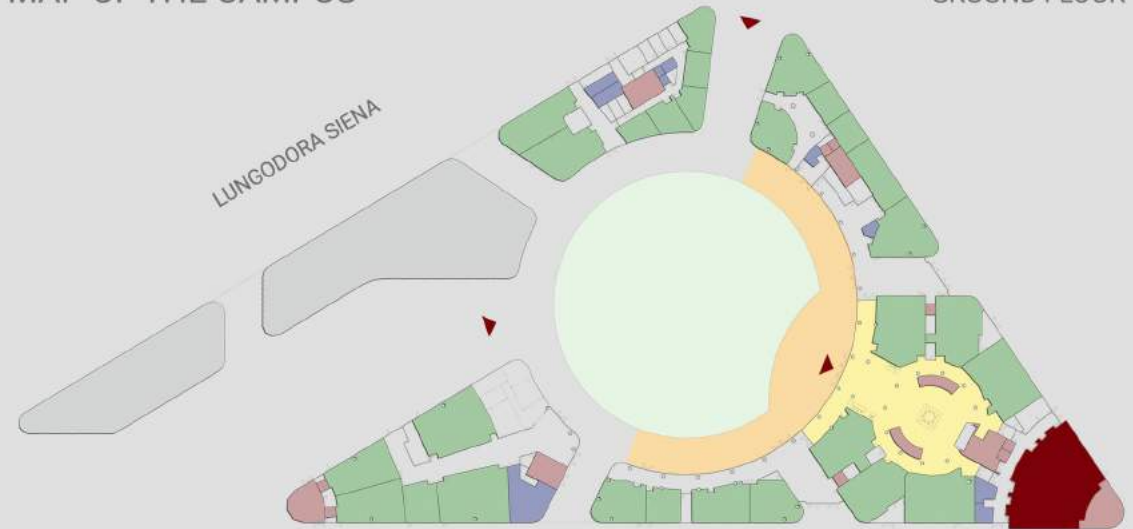
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UNIVERSITY OF TURIN CAMPUS LUIGI EINAUDI



MAP OF THE CAMPUS

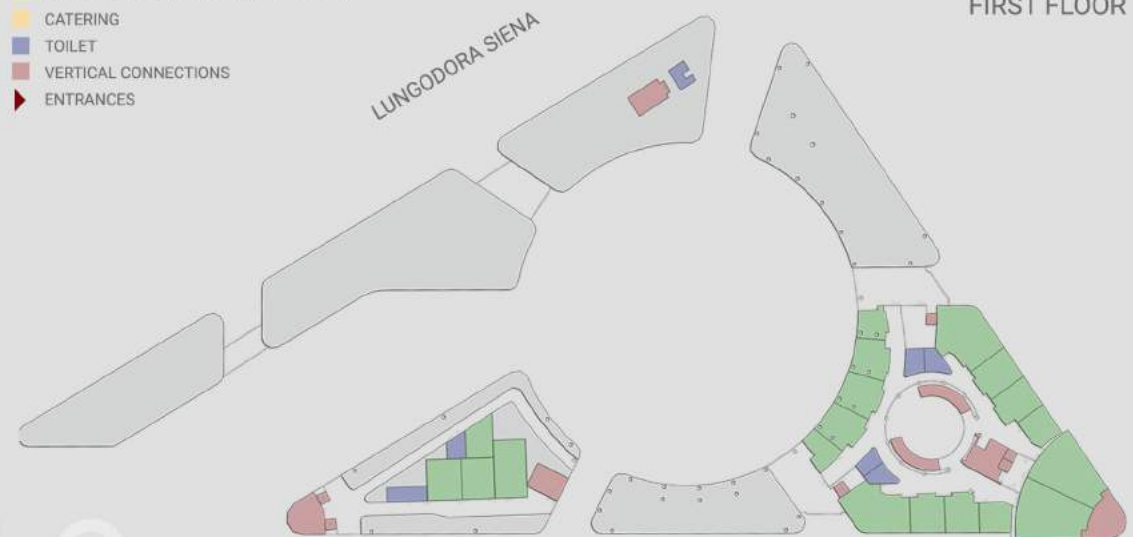
GROUND FLOOR



LEGEND

- MAIN HALL
- MEETING ROOMS
- REGISTRATION / SPONSORS / EXHIBITORS
- CATERING
- TOILET
- VERTICAL CONNECTIONS
- ▲ ENTRANCES

FIRST FLOOR



The Campus Luigi Einaudi is located in Lungo Dora Siena n. 100 and it's reachable through the following public transportation lines:

- from Porta Nuova Railway Station, take bus n. 68 in direction "Cafasso" and get off at the stop "Campus Einaudi";
- from Porta Susa Railway Station, take the subway in direction "Lingotto", get off at the stop "Porta Nuova" and follow the indications above.

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PROGRAM AT A GLANCE

	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MORNING		Conference Opening Conference Sessions	Conference Sessions	Conference Sessions Conference Closing
AFTERNOON	Registrations	Conference Sessions	Conference Sessions	Farewell lunch
EVENING	Welcome party at CLE	Informal dinner and visit of Turin by night	Gala dinner at "Museo dell'Automobile"	

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SPONSORSHIP PACKAGES

This important Conference provides an

exclusive networking and branding opportunity



	Exhibitors	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Sponsorship of the Round Table: participation of one representative of the Company to the Round Table				X	X
Sponsorship of one Parallel Session: participation of one representative of the Company to one of the Parallel Sessions			X	optional	optional
Dedication of prizes for the best presented papers in one or more Sessions of the Conference					X
Exhibition space of mq ...	2				6
Free conference accesses	1	2	2	3	5
Invitations for the Conference Gala Dinner			1	3	5
Company logo on the Conference kits				X	X
Company banner in the Conference website					X
Company logo in the Conference website			X	X	optional
Company logo on the Conference lanyards					X
Company advertising card in the Conference kits	optional	X	X	X	X
Company advertising page in the abstract book or in the Conference programs					X
Special thanks on the sponsor slide		X	X	X	X
Company logo on the Conference program	X	X	X	X	X
Company logo on the Conference Gala Dinner menu				X	X
	€ 750	€ 1.500	€ 2.500	€ 3.000	€ 5.000

DIFFERENT SPONSORSHIP OPTIONS

A. Company advertising page in the Conference programme	€ 500
B. Discounted cost for a package of 10 early delegate registration	€ 2.200
C. Discounted cost for a package of 10 regular delegate registration	€ 2.800
D. Company logo on volunteers t-shirt	€ 350
E. Company logo on gadget	€ 550

* all prices are excluding legal VAT (22%) as applicable

** different sponsorship options available on request

ORDER FORM

Please complete and return to secretariat@digra2018.com.

We wish to purchase the following sponsorship package(s):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLATINUM	GOLD	SILVER	BRONZE	EXHIBITORS	A	B	C
€ 5.000	€ 3.000	€ 2.500	€ 1.500	€ 750	D	E	€

We hereby accept the General Terms and Conditions outlined in this sponsorbook.

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All sponsorship packages are subject to legal VAT (22%) as applicable.
The final balance is due by June 22nd, 2018 for Sponsorship of the DIGRA Conference 2018.

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General Guidelines for Sponsors

- Companies must accept all financial and logistical responsibilities for all aspects of their involvement with the conference.
- The construction and dismantling of any exhibition stands must take place within the time slot booked.
- The conference logo may be used only after the receipt of written authorisation from the Conference Presidents.

General Information and Next Steps

- Enquiries for Sponsorship opportunities will be collected until June 1st, 2018.
- Please note that the Platinum and Exhibitors Sponsorship Packages are very limited in number, and will be allocated on a 'first come, first served' basis.
- The choice of the exhibition spaces will be based on the arrival order of the requests.
- Allocation of sponsor supported sessions and/or sponsorship items will be based on total sponsorship contribution.
- All prices quoted are in EURO and are excluding local VAT (22%) as applicable.

Payment Conditions

- All payments must be made in Euro (EUR).
- The final balance is due by June 22nd, 2018.
- To guarantee the reservation, a deposit of 50% of the total Sponsorship cost will be invoiced upon receipt of the completed sponsorship order form and is due for payment upon receipt of the invoice.
- The conference organisers will send an invoice for the 50% down payment and will send the remaining balance invoice one month before the final balance deadline.

Cancellations Policy

- Cancellations and changes to your original booking must be made in writing to the Organizing Secretariat.
- The conference organisers will be liable for a refund of Sponsorship monies should the event be cancelled according to the pro rata cancellation policy below.
- Cancellation by Sponsors will be subject to the same pro rata cancellation charge breakdown as below.

Days remaining to event	Cancellation charge
More than 121 days	25 %
91-120 days	35 %
69-91 days	50 %
Less than 69 days	100 %

