



# LUND UNIVERSITY

## What is Game Love? Where is it?

### Design Workshop and panel discussion on GameLove Culture & Aesthetics

Enevold, Jessica; Brown, Ashley; Flynn-Jones, Emily; Lamerics, Nicolle; MacCallum-Stewart, Esther; Sturrock, Ian

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LUND UNIVERSITY

PO Box 117  
221 00 Lund  
+46 46-222 00 00

## **Under the Mask – Perspectives on the Gamer Conference at University of Bedfordshire, UK June 2012.**

### AUTHORS

Jessica Enevold, Ashley Brown, Emily Flynn-Jones, Nicolle Lamerichs, Esther MacCallum-Stewart, Ian Sturrock

### **What is Game Love? Where is it? Design Workshop and panel discussion on Game Love Culture & Aesthetics**

### ABSTRACT

In 2004, Koster, Spector and Right battled it out at the Game Developer's Conference in San Francisco: who could create the best love story? In 2012, a similar challenge is brought to Under the Mask (UTM) in Luton, UK. Who puts together the best love game? Building on our work with the anthology *The Game Love Reader: Playing with Affection*, we wish to pose the question that has been puzzling us to all game-interested conference goers at UTM: What is game love? Where does it reside? What makes a game romantic, what makes you love it? How do you build love into a game? How does the game make you a lover? Spector eventually gave up, will you?

Jessica Enevold and Esther MacCallum Stewart, editors of the anthology, will introduce the topic and act as chairs. Setting the stage for designing a love game, with the aid of cards, chocolate, and a playful and passionate audience, and three of our anthology contributors, we want to arrive at some game love definitions. Half of the session will be dedicated to putting together a number of love games. Ashley Brown will act as Game Master, assisted by Emily Flynn-Jones and Nicolle Lamerichs. They will raise questions particular to player-centric love, social dynamics and fan communities to spark the ensuing interactive discussion of the outcomes and shortcomings of our game, which makes up the other half of the session. We hope to harvest insights from a hopefully fun design exercise and to inspire an academically anchored discussion of the issues it has raised to help us in our endeavors to tackle the intriguing topic of game love.

Available at: <http://underthemask.wikidot.com/abstracts2012>)