

# **Play in the Museum Format**

## **Encouraging Make-Believe in Young Adults**

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## What is Knowledge Integration?

- One-of-a-kind!
- Interdisciplinary Studies Bachelor Program
- Based out of the University of Waterloo in Ontario, Canada

Core courses are designed to develop highly transferable and desired professional workplace skills, namely - **Communication, Collaboration and Problem Solving**

## The Museum Project

To put their skills to the test, 3rd-year students complete an 8-month capstone project - designing a museum exhibit.

A well-received final project isn't the *true* goal - museums are chosen because they are a multidisciplinary subject that often requires intense collaboration between departments - or as our Prof. says...



“

Large enough to be too much for one person, and long enough that group conflict is unavoidable.

”

## So, why are we here?

The topic chosen for our exhibit is on the benefits of pretend play for young adults (as a lifelong activity).

We were drawn to this topic as people who like to play, but more importantly as emerging adults who experienced pressure to leave the playfulness of youth behind.



## The Case for Pretend Play

To persuade our audience to rediscover play, we chose to address the concern of play “lacking value”.

Our answer in a productivity-driven society was to give visitors a “productive” reason to play pretend - hence the pairing of wellbeing benefits.

It is common for individuals to reinvent themselves in this life stage, as well as regain lost self-confidence from teen years.



## Design Challenges

- Limited space, time, & attention spans
- Variable buy-in
- No avenue to intervene or clarify



## Research Challenges

- A majority of play research done is concerning young children. Our interest was reviving interest in play - something that children seldom struggle with.
- No one reads all the text!
  - Layering
- Making the text easy to read can be difficult





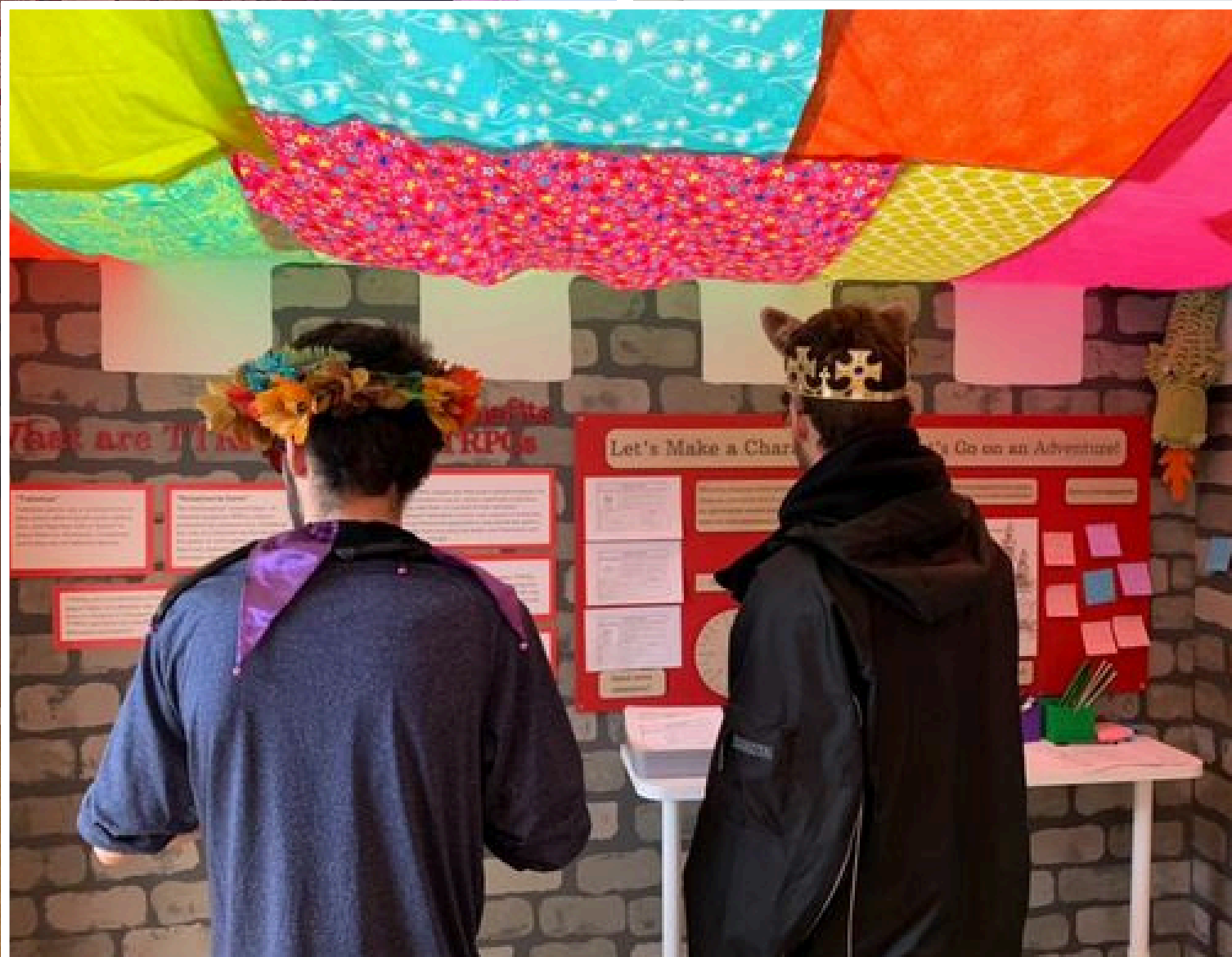
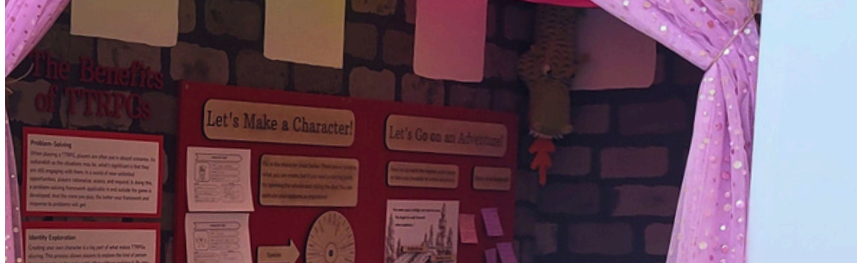
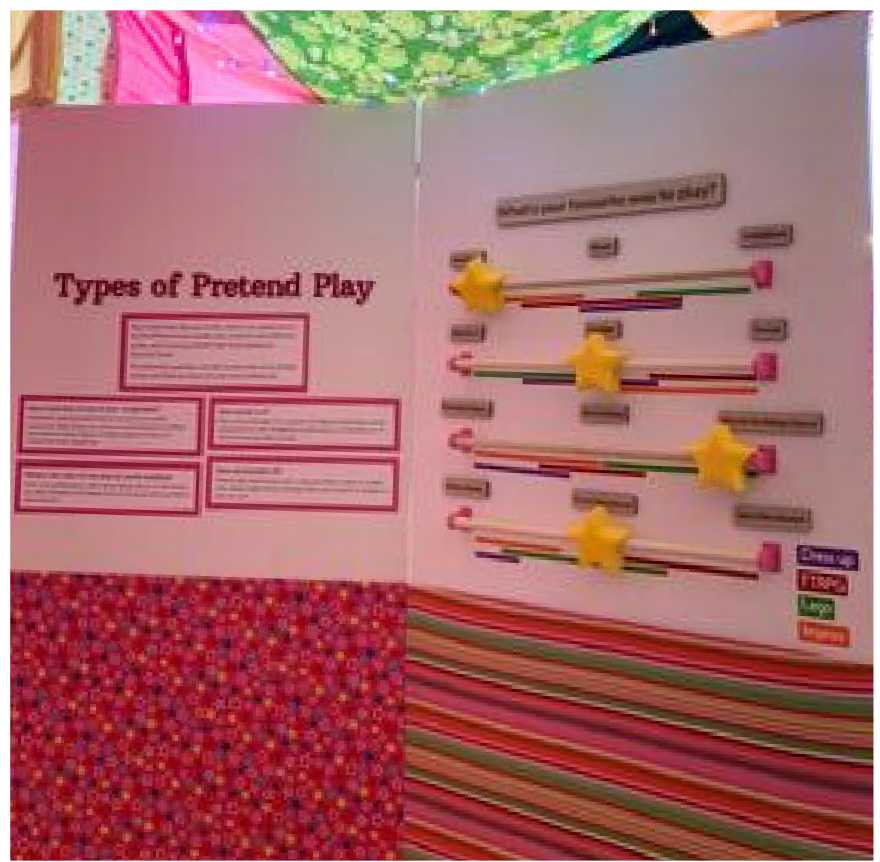
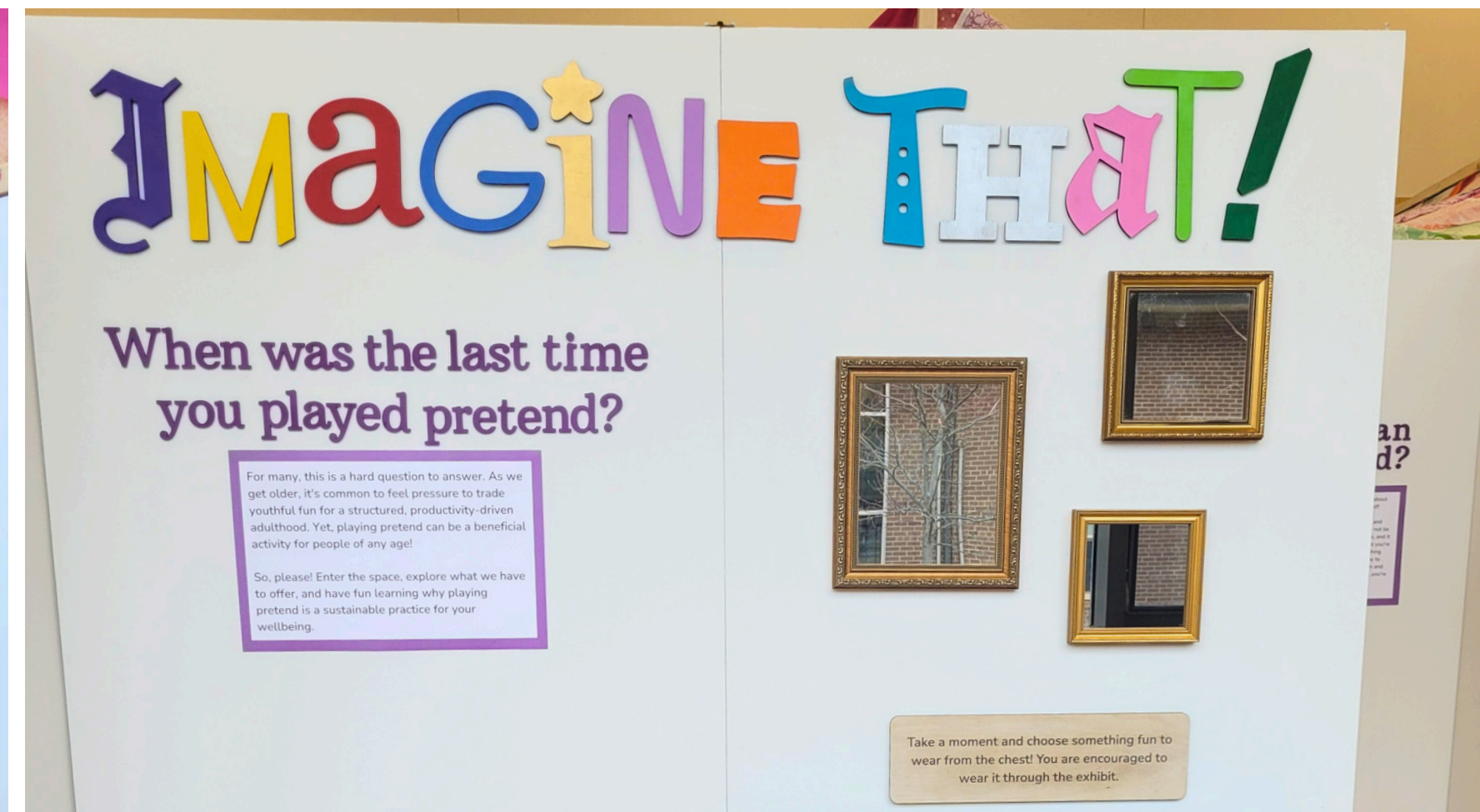
## Re-Introducing Play to Young Adults

Pretend Play is uniquely situated to fit within the exhibit format.

Four 'Case Studies':

- Dress Up
- Improv
- Tabletop Roleplay Games
- Lego





# Understanding Pretend Play as a Player

## Four Spectrums:

Individual → Social

Unstructured → Structured

Roleplay → World-Building

Imaginary → Actualized



## Peer and Visitor Reception

Surprised by how positive the reception was!

Many young adults were excited by the opportunity to play again.

Parents of teens and young adults immediately saw the need and correlation.



**Learn more about  
Knowledge Integration!**

**Keep up with this  
year's exhibits!**

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