Toys ++.
AR embodied agents as tools to learn by building.

01. Motivation

Technology enables a vision of the world in which people, spaces, architecture and objects are interconnected, allowing for distributed flows of knowledge, information, experience, relation, emotion. Starting from this scenario we created FakePress, a next-step publishing house leveraging SPIMEs, location-based technologies, distributed interactions, emotional and experience design to instantiates new practices based on an ethnographic approach to the multi-layered, interconnected, multi-authored, cross-medial reality.

02. Approach

Augmented reality technologies define the possibility of reconsidering the ways in which we communicate, interact, relate, behave, including the ways in which we exchange, distribute, share, disseminate knowledge and information. In this scenario the ideas of "learning", "teaching" and "communicating" have been reinterpreted by extending the spaces and tools that can be used in these practices.

Toys++ merges the characteristics of real-life toys and web-based educational tools creating hybrid devices that work as tangible learning objects. Within this framework, new learning grammars, uses and strategies can be fostered, especially ones closely related to constructionist paradigms.

03. Proof of concept

- Augmented-reality enhanced toys, that foster new ways of education
- A 3D pattern recognition system reads and processes physical objects
- Physical components of the toys act as a trigger to launch additional content (text, video, music) to be displayed on mobile phones, handheld devices, PCs
- Kids learn by actively constructing new knowledge, rather than having information “poured” into their heads.

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