



Workshop title: The CityOne Game Design Workshop: Using Videogames to help educate people and design the city of the future

Workshop date and Venue: September 14, 2010 • The Hyatt Convention Center Denver, tentative times: 12:30 pm – 3:00/3:30 pm

Registration: \$25/delegate Registration via www.CityDesign.com

Presented by: [Phaedra Boinodiris](#), Serious Games Program Manager, IBM

Short description: IBM's Smarter Planet campaign demonstrates how our planet is more interconnected, intelligent and Instrumented than ever before. Technical innovations are being leveraged across industry to revolutionize and optimize businesses, cities, and the environment. How can serious games be used to explain the potential of these complex technical innovations on a city? How can serious games cauterize the experience and lend to a better understanding via personal discovery? CityOne is IBM's first city sim style game that showcases how industry solutions and their underlying technology infrastructures revolutionize industries and help businesses and organizations become smarter. Join IBM's Serious Games program manager Phaedra Boinodiris as she discusses this innovative initiative.

Ms Boinodiris will showcase case studies on how serious games at IBM are being used to explain how system innovations can make cities smarter, how different systems interconnect and work, and what the impact is on profitability, environmental impact and customer/citizen satisfaction.

The session will include a detailed explanation of the broad 360 degree rollout for these games and how they are being used internally, by business partners, schools, and customers. Following the session will be a CityOne focus group and a white-boarding workshop where you

get to give early feedback to help shape the game and brainstorm on how the envelope can be pushed to leverage this medium to its full capacity.

Setup requirements: Participants need to bring their own laptops, with wireless internet connectivity card and the following tech requirements:

OS: Microsoft Windows Vista/XP/2000/Me/98

RAM: 128 MB RAM

Disk space: Approximately 750MB

Processor: Pentium III or Athlon 800 MHz or greater

Sound: 16-bit DirectX 9.0c-compatible sound card and drivers/ Headphones

CD-ROM: 4x CD-ROM drive and drivers

Video card: 3D hardware accelerator card, for optimal performance:

- nVidia GeForce2 or equivalent ATI card (or higher);
- DirectX 9.0c (compliant 32 MB Video card and drivers)

Note: During this workshop, participants may be requested to be filmed for short testimonial videos. Some of this session may be taped.

IBM Gaming Session @ CityDesign Tentative Outline:

1: Intro to serious games @ IBM (30 minutes)

2: The making of CityOne (30 minutes)

(break)

3: Focus group/play (30 minutes)

In this 30 minute session, participants will spend 30 minutes on their systems playing CityOne.

4. Self Survey (10 minutes)

Focus group participants fill out a short online survey

5. City Discovery via Games Workshop (30 minutes)

In this workshop, we will imagine and whiteboard where this approach could take us. Can we use games to collaborate on how to solve geo-specific problems associated with cities? Could city sim games be a layer on top of real-streaming data to allow citizenry to not only visualize their city in a new way but also optimize it?

6. Closing Remarks and conclusion of Workshop

The CityOne Game Design Workshop

Tues Sept 14 from 12:30 pm to 3:30 pm. IBM's new CityOne "serious game" for engineers, architects, and designers. Such games are blending education, scenario-planning, role-playing, and entertainment. This workshop is being supported by such diverse groups as the Colorado School of Mines and the Denver Film Society.

Here is the IBM CityOne trailer:

<http://www.youtube.com/watch?v=Tmf0ugQrDFk>

From Fast Company:

"If SimCity introduced legions of gamers to the world of urban planning, then IBM's upcoming CityOne game looks to take that education to the next level. With real-time water management, microlending, and smartgrids, will there be any room for fun?"

"The game challenges players to take on many of the problems facing real cities today—overcrowding, inefficient energy infrastructure, stagnant small business economy, etc.—and design smarter cities that can sustain and encourage the growth of a prosperous population in the future.

"The idea here, presumably, is that it's always a good thing to educate the populace about these sorts of problems, and, hey, who knows, someone might unwittingly stumble on a solution we can actually use. At the most recent TED conference, Jane McGonigal gave an impassioned talk on games and their potential to solve real world problems, and IBM's CityOne certainly seems to be what she had in mind."
— **Fast Company**

Jane McGonigal TED talk referenced above:

<http://www.avantgame.com/>

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