



L*unchBox Workshop - International Design Innovation Workshop 2017

March 13st – 17th 2017 Ecole des Mines and Préfabrique de l'innovation – Saint Etienne, France

Work Hard, Play Hard. The gamification of work

Gamification is the process of applying game mechanics and game design techniques in non-gaming environments. It is one major trend affecting both online and offline social interactions. With the blurring of the boundaries between work and private time and spaces, it no surprise that work and the workplace(s) are being greatly affected by this trend.

Constant feedback and instant reward, making repetitive tasks fun and engaging, encouraging failures and learning from them, clear goals and rules, true meritocracy, "coopetition" ... are among the promises conveyed by the gamification of work. Empirical studies seem to validate these assumptions, but the gamification of work and everything around us also raises serious concerns about consent and the merits of total transparency. Online working environments seem to be completely sold to the idea and comprehensive recipe books are being made available to anyone who wants to jump in the wagon. The last step in this evolution seems to be the advent on cyber-physical systems and interfaces. Drones, exo-skeletons, immersive-sensitive interfaces: one does not know for sure if they are physical offsprings of the last video-game blockbuster or true revolutions in the accomplishment of difficult and dangerous tasks.

How will we be able to separate work from private life if - like the laptop computer already is – all tools, artefacts, implements and interfaces become identical in both spheres ?

Will the social pressure for commitment be bearable or simply manageable if it is after all "just a game" ?

If work becomes fun, then what will fun become ?

During this week, we will explore our immediate future of young professionals and addicted players through scenarios and visions that elaborate on the ones offered by the [10th Biennale Internationale du Design](#) in Saint-Etienne, under the theme: "Working Promesse – shifting work paradigms".

Final presentations will be hosted by the [Préfabrique de l'innovation](#) of [Université de Lyon](#) and open to the public, next door to the main exhibition.

L*unchBox Workshop is a brand of [Mines Saint-Etienne](#). It is a hands-on experience in multi-cultural, multi-discipline design-led innovation, devised in 2009 in association with [Brunel University of London](#), joined in 2010 by [Politecnico di Milano](#), [Saint-Etienne School of Arts and Design](#), in 2013 by [Auburn University](#), and in 2014 by [Université Jean Monnet](#). It connects international graduate students in Engineering, Design, Brand and Innovation strategy with 'co-creation' and emerging industry practices in innovation.

[Mines Saint-Etienne](#) is one of the major French graduate schools of engineering science, part of [IMT](#).

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