

Playfool

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Playfool is an art-design unit by Daniel Coppen (UK) and Saki Maruyama (JP). Their work intervenes in the relationships between society and technology through the medium of play. Their multidisciplinary and experimental practice comprises object making, installations and multimedia productions, which emphasise play's experimental, reflective and intimate qualities to create participatory spaces that engage critically yet whimsically with technology.

Education

Daniel Coppen

2015-2017: MA/MSc Global Innovation Design, Royal College of Art, UK (Distinction)

2012-2015: BEng Mechanical Engineering, Imperial College London, UK

Saki Maruyama

2016-2018: MA/MSc Innovation Design Engineering, Royal College of Art, UK (Distinction)

2016-2017: MSc Building and Urban Design in Development, The Bartlett, UCL, UK

2011-2015: BA Law, Keio University, Japan

Solo Shows

2024: a (re)imitation of life - Dareshack, Bristol, UK

2024: How (not) to get hit by a self-driving car - RAD (Research and Development), Asian Art Museum, San Francisco, USA

2022: Deviation Game - Civic Creative Base Tokyo, Tokyo, Japan

Group Shows (Selected)

2024: The Abney Effect - London Design Festival, London, UK

2024: HOPE – who will turn the tide - Ars Electronica Festival, Linz, Austria

2024: outdraw.AI - CCBT Compass 2024, Tokyo, Japan

2024: Invisibles in the Neo City - SusHi Tech Square, Tokyo, Japan

2023-2024: Japan: Myths to Manga - Young V&A, London UK

2023: Day of the Devs: The Game Awards Edition - Los Angeles, US

2023: Friday Lates: Defying the Code - Science Gallery, London, UK

2023: P.O.N.D. Dialogue - PARCO Museum Tokyo, Tokyo, Japan

2023: Who Owns the Truth? - Ars Electronica Festival, Linz, Austria

2023: How (not) to get hit by a self-driving car - Playable City Sandbox, Bristol, UK

2023: Now Play This, Somerset House, London, UK

2022: Rethinking Material Futures, V&A Museum, London, UK

2022: Sign Up - For Cities, Tokyo, Japan

2021: Forest Crayons - Wood Change Challenge, Tsutaya Daikanyama Gallery, Tokyo, Japan

2019-2024: Design Lab - MAK, Vienna, Austria

2019: Isola Design District, Milan Design Week, Milan, Italy

2017: HALF / FULL - YFood London Food Tech Week - London, UK

2017: Continuum - Imperial College, London, UK

Grants & Awards

2024: *More Than AI Sandbox*, Watershed - *a(re)imitation of life*
2024: S+T+ARTS Prize, Honorary Mention - *How (not) to get hit by a self-driving car*
2023: UK Games Fund - *Deviation Game*
2023: *Playable City Sandbox*, Watershed - *How (not) to get hit by a self-driving car*
2022: *Artist Fellowship Program*, Civic Creative Base Tokyo - *Deviation Game*
2021: *Dezeen Awards*, Product Design, Highly Commended - *Forest Crayons*
2021: *Dezeen Awards*, Product Design, Public Vote Winner - *Forest Crayons*
2021: *Wood Change Camp*, Best Camp Award - *Forest Crayons*
2019: *IXDA Interaction Awards*, Finalist - *Knotty*
2018: *GUGEN*, Grand Prix - *Knotty*
2018: *Good Design Awards*, Awarded - *PLAYFOOL Workshop*
2019: *Lexus Design Award*, Shortlisted - *Lulu*

Artist Residencies

2024: *More Than AI Sandbox* - Watershed, Bristol, UK
2023: *Building Arts Programme* - Queen Elizabeth Scholarship Trust, Scotland
2023: *Playable City* - Watershed, Bristol, UK
2022: *Civic Creative Base Tokyo* - Tokyo Metropolitan Foundation For History and Culture, Tokyo, Japan
2021: *Wood Change Camp* - Loftwork Inc & Ministry of Forestry and Fishery, Hida, Japan

Workshops & Teaching

2024: *More Than Human Workshop* - Young V&A, London, UK
2023: *Forest Crayons Workshop* - V&A Innovate, London, UK
2023: *Playing with forest* - Hidakuma, Gifu, Japan
2022: *Colour and Health* - The German Colour Centre
2022: *Introduction to play and design* - University of California, Berkeley, US
2022: *Introduction to play and design* - University of Chicago, US
2022: *Introduction to play and design* - Royal College of Art, UK
2022: *Forest Crayons Workshop* - V&A Museum, London, UK
2022: *Make Good: Rethinking Material Futures* - V&A Museum, London, UK
2021: *Making Matters* - Yamaguchi Center for Arts and Media, Yamaguchi, Japan
2021: *The role of Playfulness in Creativity and Design* - FabCafe, Tokyo and Kuala Lumpur
2019: *The role of Playfulness in Design* - SDDTalk, DesignIt Tokyo, Japan
2018-2020: *Future Play Factory* - The University of Tokyo, Tokyo, Japan

Publications (Selected)

2024: crayons made from recycled japanese trees and wood uncover different hues found in forests - designboom
2024: I learned how to trick self-driving cars at a San Francisco museum - SFGATE
2023: You win this street game by getting “hit” by a self-driving car - Freethink
2023: this street-based game challenges you to get hit by a self-driving car to outsmart its AI - designboom
2023: *Can you make an AI understand love? The experimental games festival about relationships*, The Guardian
2022: *Life in Green* - Stratus Journal
2022: *Forest Crayons bring alive the hues of the forest using natural colours from wood*, Stir World
2021: *Just 1 Thing* - Tired Of
2021: *Forest Crayons reveal the spectrum of colours within Japanese wood*, Dezeen
2021: *Turn 'Lego Super Mario' and 'Mario Kart Live' into one game with this DIY kit*, Input
2018: *Children's toy set encourages playfulness*, Dezeen

2018: *New material made from desert sand could offer low-carbon alternative to concrete*, Dezeen
2017: *Mirrored tableware tricks diners into thinking they're full*, Dezeen