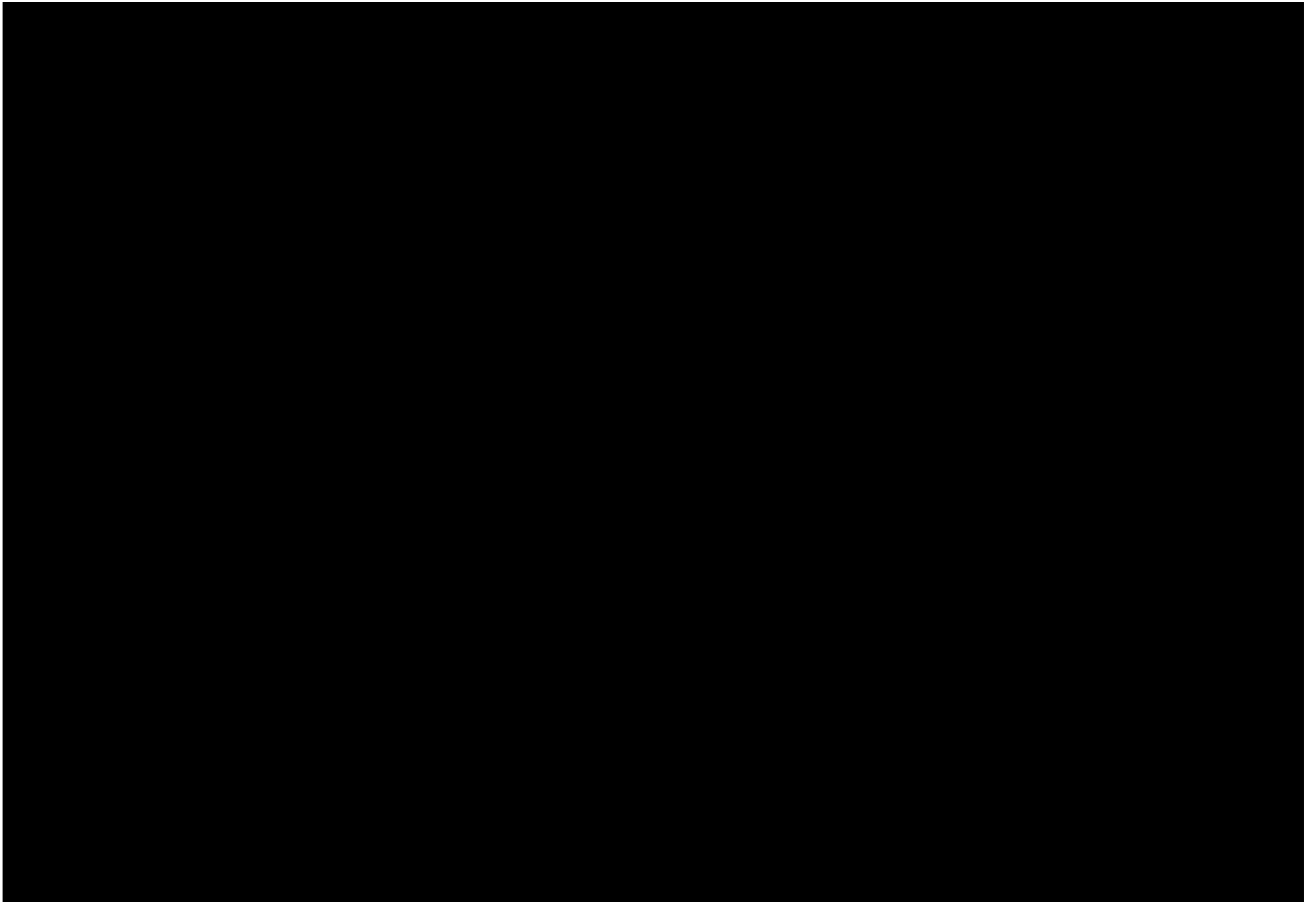


PLAN



The World Is Our Playground

Speakers

Jesper Pedersen, Concept
developer

Working with theatre and
filmfestivals

Teach pervasive game design and
theory at The Danish Design
School

MA in literature

www.ready-made.dk

Jakob la Cour, reality designer

Creates micro universes in the
intersection between performance
theatre, reality games and
interactive technology

Owner of experience bureau
Obtentus (www.obtentus.com)

Graduate student at The Danish
Design School

www.jakoblacour.dk

**"We will play on topophobia
to create topophilia"**

GEOCACHING



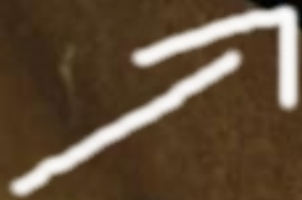
GEOCACHE Versteck - Bitte lesen
Herzlichen Glückwunsch, Du hast es gefunden! Beachte: Es ist nicht
das ganze Geocache Ding.
Dieser Behälter ist Teil eines verteilten Spiels, das sich über die Nutzung des GPS
oder Geocaching (Das Spiel besteht darin einen "Schlüssel" zu verstecken und
anderen GPS-Geräten zu veröffentlichen, so dass andere GPS-Benutzer
auch diese Spielsteine und andere Dinge finden können.)
Bitte beachte: Du bist ein Teil des Spiels, das sich über die Nutzung des GPS
oder Geocaching (Das Spiel besteht darin einen "Schlüssel" zu verstecken und
anderen GPS-Geräten zu veröffentlichen, so dass andere GPS-Benutzer
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anderen GPS-Geräten zu veröffentlichen, so dass andere GPS-Benutzer
auch diese Spielsteine und andere Dinge finden können.)



GEOCACHING



GEOCACHING



BOOYAH!!!

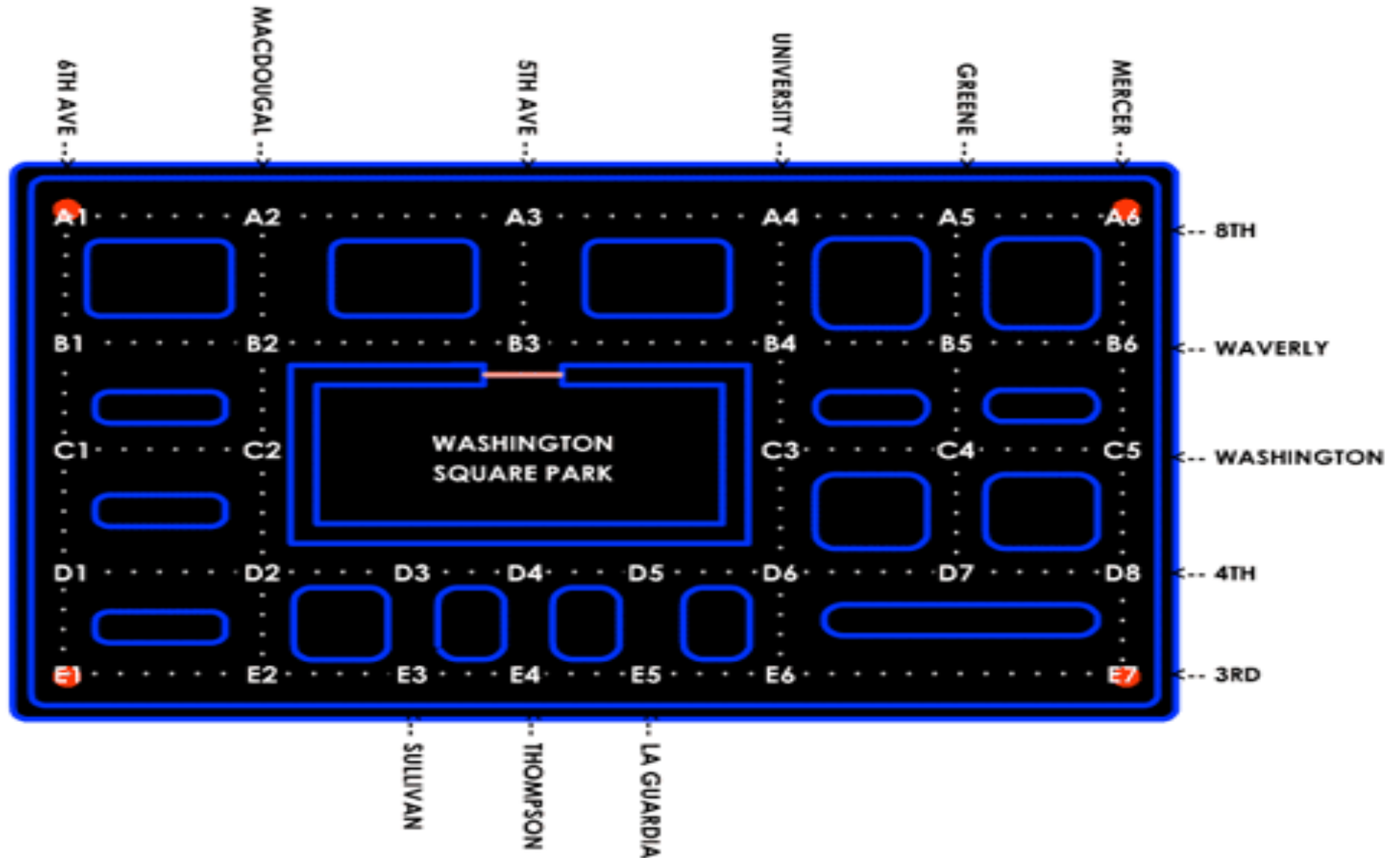


PACMANHATTAN

PACMANHATTAN



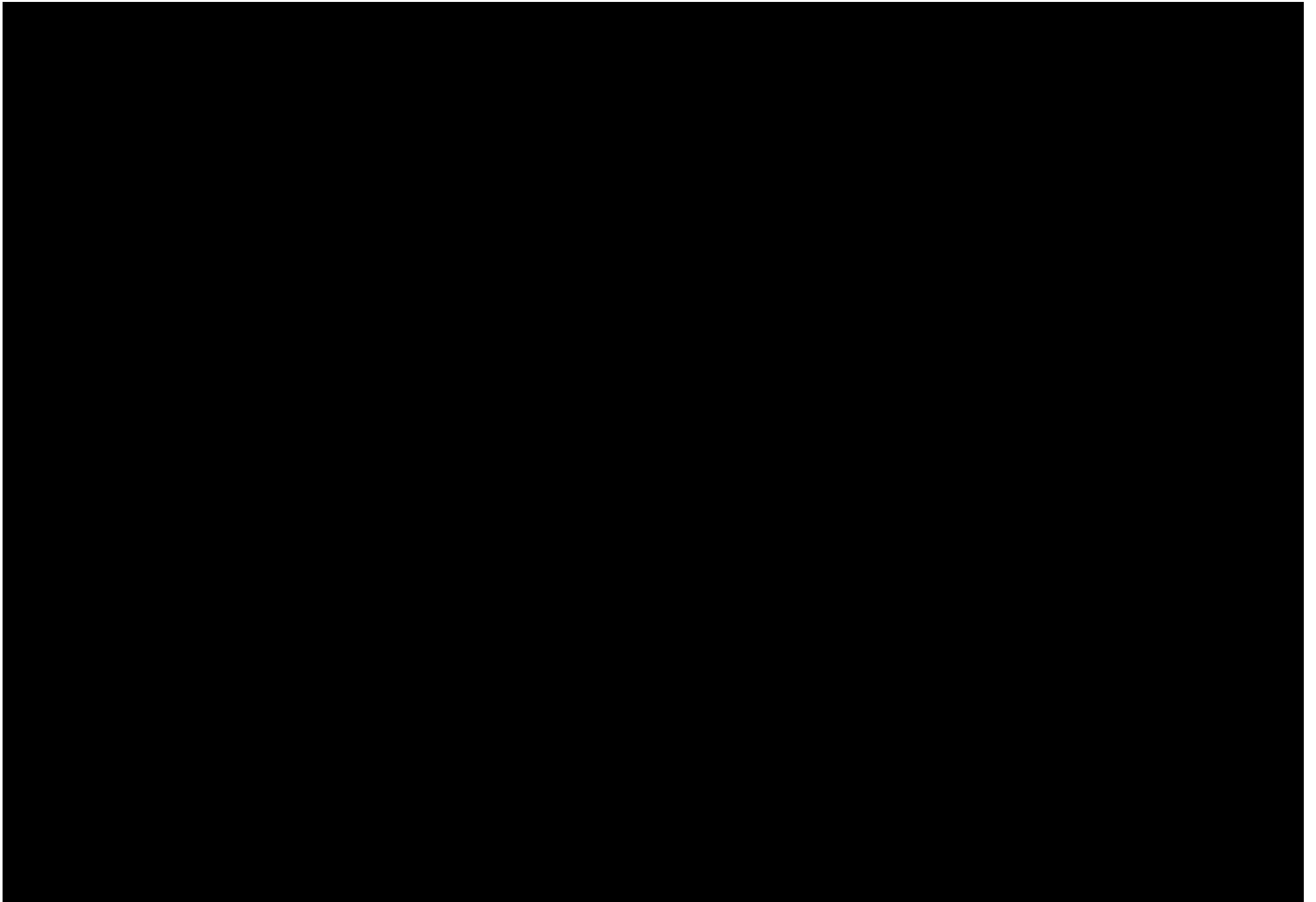
PACMANHATTAN



The World Without Oil



"PLAY THE FUTURE
BEFORE YOU LIVE IT"



Rider Spoke



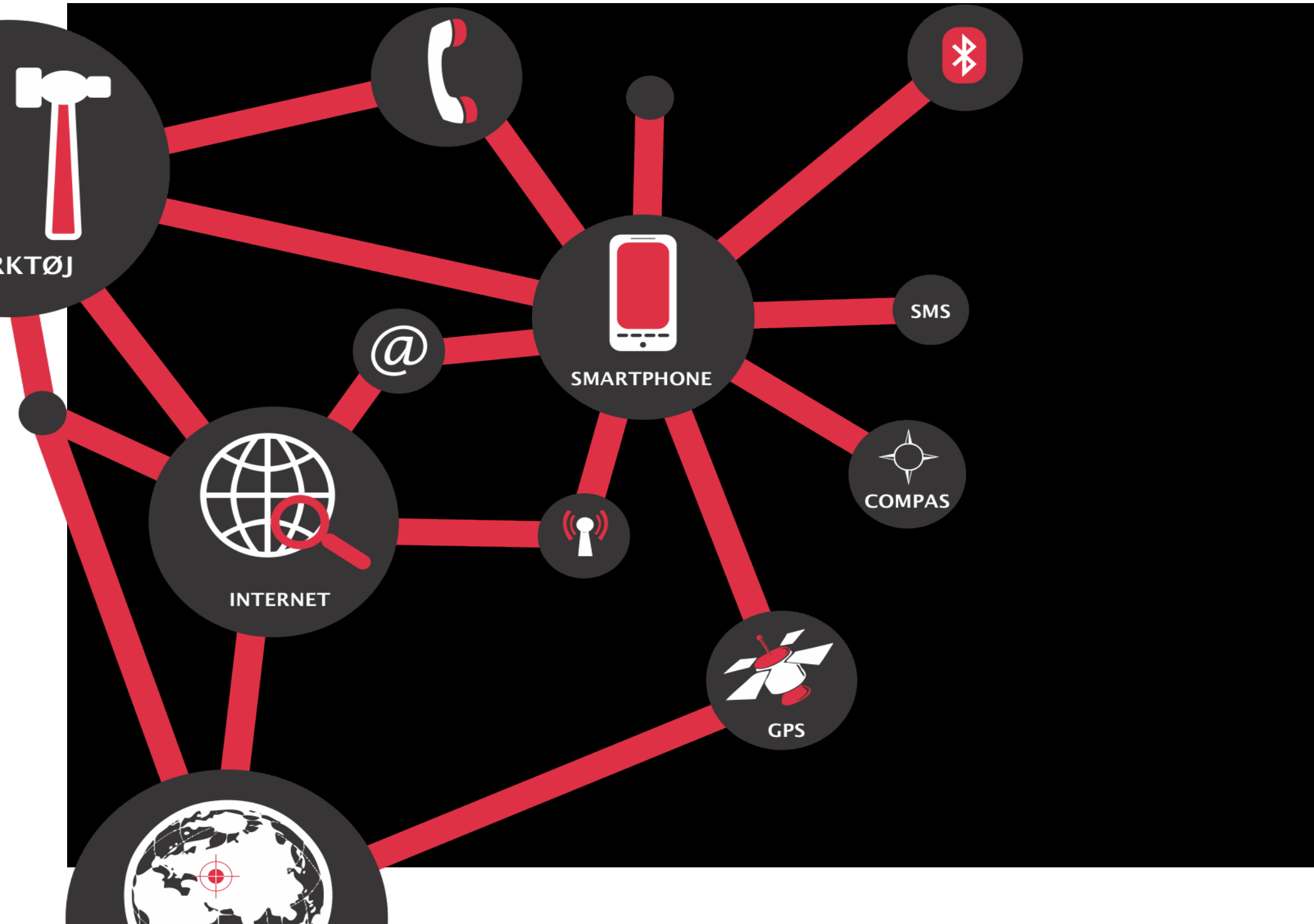
Pervasive Gaming

Public

Playful

Participatory

Pervasive Gaming Today



RKTØJ

SMARTPHONE

INTERNET

SMS

COMPAS

GPS

Evoke

Evoke

MISSION BRIEF

URGENTEVOKE

[Back to All Missions](#)

// 001 SOCIAL INNOVATION

Congratulations. You're off to a good start. You found your first EVOKE -- and you answered it. Most people won't come as far as you already have.

Now you must go further. You're ready for your first mission. You're ready to become a social innovator.

WHO WE ARE

Social innovators invent creative solutions to the world's biggest problems.

We don't wait for someone else to change the world. We do it ourselves.

Your mission this week:

Master the mindset of a social innovator

MISSION LEADER:
ALCHEMY



WHAT WE FIGHT:

poverty	climate change
hunger	inequality
water insecurity	ignorance
disease	apathy

WHAT WE CREATE:

- economic opportunity
- better education
- food security
- clean water access
- sustainable energy
- positive health outcomes
- happiness
- human rights
- justice
- community
- resilience



www.urgentevoke.com

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LOW BANDWIDTH

EVOKE
CLASS
2010

[VIEW AGENT LIST](#)

LEARN

ACT

IMAGINE

Evoke

MISSIONS



URGENT EVOKE: Social Innovation

You're ready, aren't you. Ready for a real challenge.

It's not enough for you to read our story. You want to be part of the action. You want to know how you can make a difference. How you can change the world.



URGENT EVOKE: Food Security

We saved Tokyo. Now it's your turn.

More than one billion people go hungry every day. This week, YOU have the power to change at least one of those lives.



URGENT EVOKE: Power Shift

Today, less than 10% of global electricity is produced by sustainable energy sources.

This week, discover YOUR power to help change that number.



URGENT EVOKE: Water Crisis



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EVOKE

FROM ANYWHERE. ANY TIME.



www.urgentevoke.net/m

Evoke

TOKYO. FEBRUARY 13, 2020



YOU'RE *CERTAIN* THEY EXIST?

BECAUSE WE NEED *REAL HELP*, NOT FAIRY TALES. EVEN WITH THE RATIONING, WE'RE ONLY *A MONTH AWAY* FROM A FAMINE.

MR. GOVERNOR, IT'S NOT JUST US. OSAKA, KYOTO, TOO. *EVERYONE* IS DOWN TO THEIR FINAL MONTH OF RICE RESERVES.

Evoke

Complete these 10 quests to write your origin story. Each week, a new quest unlocks. Remember: this is all about who you really are, so don't invent a fictional persona. Be yourself!

1



SECRET IDENTITY

Before you became a hero, you were just another ordinary person.

2



MOTIVATION

What's the spark that fuels your heroic effort?

3



ENVIRONMENT

Where you act matters as much as who you are. Heroes tackle the biggest problems they can find, wherever those problems are.

4



AMAZING STORIES

Awe. Wonder. Amazement. Do your best to provoke it.

5

PIVOTAL MOMENT

FROM ANYWHERE. ANY TIME.



www.urgentevoke.net/m

GLOBAL • MOBILE
LOW BANDWIDTH

EVOKE
CLASS OF

Evoke

Track your progress in the game! Your quest and mission runes will light up when your evidence is approved by Alchemy.

COMPLETE // ■ ACTIVE // ■ LOCKED // ■

	1	2	3	4	5	6	7	8	9	10
QUESTS										
MISSIONS										
LEARN										
ACT										
IMAGINE										
ACHIEVEMENTS										

Evoke

EVOKE POWERS



EVOKE Powers are the core skills, abilities, and talents that make successful social innovation possible. In other words, they are the key social innovation superpowers.

[Learn more](#)

0	COLLABORATION		0	COURAGE	
0	CREATIVITY		0	ENTREPRENEURSHIP	
0	KNOWLEDGE SHARE		0	LOCAL INSIGHT	
0	RESOURCEFULNESS		0	SPARK	
0	SUSTAINABILITY		0	VISION	

Evoke suggests pronouia

Immersion In A Playful Micro Universe

**Use the world as a
playground**

Augmented Reality



Parrot
AR.Drone
THE FLYING VIDEO GAME

> PHOTOS

> DEVELOPER ZONE



> THE STORY

> AR.GAMES

> TECHNOLOGIES

> HOW DOES IT WORK?

> INTUITIVE PILOTING

> WHERE TO BUY?

Experience Augmented Reality



Adventure Gaming the City



Playing the Plan

Planning to Play?

Let us play!

Q & A

PLAN

Invoke



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MISSION EIGHT: Caravan of Pillage

APRIL 28, 2010

by kipstar

'A house cannot be sold if squatters move in and destroy it.'
- Project for the New African Century proverb

FIRST, read the story by **clicking** on the image below:



SUBSCRIBE!

Enter your email address to subscribe to our game mission feed. We'll be posting a mission every week, for 10 weeks.

Sign me up!

**FOLLOW
INVOKE**
in Alternate Reality:

Invoke

TOKYO. FEBRUARY 13, 2020



YOU'RE CERTAIN THEY
WILL BUY IT?

I MEAN, WE REALLY NEED A POSITIVE
PIECE OF NEWS ABOUT THE WORLD
BANK. AFTER WE GOUGED HAITI FOR
BILLIONS DURING THE QUAKE..

Food Shortage
Imminent

DONT WORRY, SIR! "WE
CAN GIVE THEM A LOAN /
TO REFINANCE THE LOAN /
THAT THEY NEEDED TO
PAY / THE FIRST..."

What is Real?