

## Curriculum Vitae

Celia Pearce

Assistant Professor of Digital Media  
School of Literature, Communication & Culture  
Director, Experimental Game Lab  
Director, Emergent Game Group  
Georgia Institute of Technology



### Biographical Summary

Dr. Celia Pearce is game designer, artist, researcher, teacher and author of *The Interactive Book: A Guide to the Interactive Revolution* (Macmillan, 1997), the forthcoming *Communities of Play: Emergent Cultures in Multiplayer Games and Virtual Worlds* (MIT, 2009), as well as numerous writings on game design and culture. She began working in the interactive media field in 1983, designing games and interactive attractions for the museum and theme park industries. In 1993, she served as Creative Director for *Virtual Adventures: The Loch-Ness Expedition*, a pioneering and multiple-award-winning virtual reality attraction created by Iwerks Entertainment and Evans & Sutherland. Other clients have included Universal Parks, Walt Disney Imagineering, and Purple Moon Software. In 1998, she began working as a researcher and teacher at the University of Southern California and, later, the University California Irvine. She received her Ph.D. in 2006 from the SMARTLab Centre, Central Saint Martins College of Art and Design, London. Currently, she is an assistant professor in the school of Literature, Communication and Culture at Georgia Institute of Technology where she directs the Experimental Game Lab and the Emergent Game Group {egg}. She is also co-founder of Ludica, a women's game collective, and Festival Chair for the IndieCade International Independent Game Festival.

Personal web site: [www.cpandfriends.com](http://www.cpandfriends.com)

Emergent Game Group web site: <http://egg.lcc.gatech.edu>

Experimental Game Lab web site: <http://egl.lcc.gatech.edu>

Ludica web site: <http://www.ludica.org.uk>

IndieCade web site: <http://www.indiecade.com>

## Research

- **Experimental Game Lab** (Fall 2007-present): Director of shared lab/research community of games-related research groups. <http://egl.gatech.edu>
- **Emergent Game Group** (Fall 2006-present): Director of research group devoted to designing social gaming experiences that promote and leverage emergent behavior. <http://egg.lcc.gatech.edu>
- **Mermaids Massively Multiplayer Online Game** (2006-present): Co-designed and built by a group of students, the design goal of *Mermaids* is to develop software affordances that promote emergent behavior. <http://www.mermaidsgame.net>
- **Ellis Island: The Immigrant Experience** (Fall 2008): Currently developing with students a tabletop roleplaying/card/board game that will be used as the basis for a digital multiplayer game.
- **Global Warming ARG** (Fall 2008): An alternate reality game designed to promote real-world action to help mitigate global warming.
- **Next Generation Play**: Collaborator on Experimental Television Group project creating trans-media games that integrate television and mobile gaming experience.
- **Creative Collaboration in Online Games & Virtual Worlds** (May 2008-present): NSF-sponsored research on The University of There, a player-created university in the virtual world *There.com*.
- **ActionQuest: ATL: Activist Big Game for the U.S. Social Forum** (Summer 2007): Activist “big game” commissioned by the U.S. Social Forum. <http://www.actionquest.us>
- **Uru Diaspora (Spring 2004-present)**: Ongoing ethnographic research into emergent behavior focusing on inter-game immigration among players of the defunct MMOG Uru.

## Events Organized

- **Living Game Worlds IV: InterPlay**, December 1-2, 2008: Fourth annual Digital Media symposium on multiplayer game design.
- **Productive Play – Convergence of Work and Play in Online Games and Virtual Worlds** (Spring 2008): NSF-funded conference organized with Bonnie Nardi and Jason Ellis the outcome of which will be featured in a special issue of *Artefact*. (Held at UC Irvine)
- **Games as Expressive Medium** (Spring 2007): Visiting Artists Residency, including one course, three lectures and three exhibitions.
- **Living Game Worlds III: Playing with Reality**, March 29: Third annual one-day symposium on game design.
- Guest Lecture, Bernie DeKoven, March 2007.
- Guest Lecture, Mary Flanagan, January 2008.

## Independent Projects

- **Ludica**: Ongoing independent research, design and publication on games and gender with the Ludica women’s game collective. <http://www.ludica.org.uk>
- **IndieCade International Festivals & Showcases of Independent Games (Festival Chair/co-curator)**:
  - Showcase, E3, July 11-13, 2007
  - Showcase, E for All, October 18-23, (co-curated but did not attend), 2007
  - Showcase, Nottingham Game City, October 24-28, 2007
  - Showcase, E3, July 2008

- Independent Game Festival, Seattle, October 10-17, 2008
- Showcase E for All, October 3-5, 2008
- Showcase, Nottingham Game City, October 30-November 1, 2008
- **AbTeC Skins (Co-developer)**
  - First Nations Game-Building Initiative, Hexagram, Concordia University

## **Teaching, Georgia Institute of Technology**

Fall 2006

- 6311: Visual Culture & Design
- 6650: Project Studio (Mermaids MMOG)

Spring 2007

- 4730: Experimental Digital Art
- 8910: Games as an Expressive Medium (Artist's Residency)
- 6650: Project Studio (Mermaids MMOG)

Summer 2007

- 6650: Project Studio (ActionQuest:ATL Activist Big Game)

Fall 2007

- 4730: Experimental Digital Art
- 8823: Multiplayer Game Design & Analysis
- 6650: Project Studio (Mermaids)
- 6650: Project Studio (Dragon\*Con Ethnography)

Spring 2008

- 4725: Game Design as Cultural Practice
- 6630: Expressive Virtual Space
- 6650: Project Studio (Mermaids)

Fall 2008

- 4725: Game Design as Cultural Practice
- 6650: Project Studio (Mermaids)

## **SMARTLab Digital Media Institute**

- Adjunct faculty; currently supervising Ph.D. students

## Publications

- Pearce, Ca. (2009 [forthcoming]). *Communities of Play: Emergent Cultures in Multiplayer Games and Virtual Worlds*. Cambridge, MA: The MIT Press.
- Pearce, C. (2008). "Spatial Literacy: Reading (and Writing) Game Space." In Proceedings, Future And Reality of Gaming (FROG), Vienna, October 17-19, 2008.
- Pearce, C. and Artemesia. (2008). "Identity-as-Place: Trans-Ludic Identities in Mediated Play Communities—The Case of the Uru Diaspora." In Proceedings, Internet Research 9.0: Rethinking Communities, Rethinking Place, Annual Meeting of the Association of Internet Researchers, October 15-18, Copenhagen.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (Forthcoming 2008). "Getting Girls Into the Game: Towards a Virtuous Cycle." In *Beyond Barbie and Mortal Combat*. Yasmin Kafai, Carrie Heeter, Jill Denner and Jen Sun (eds). Cambridge, Mass.: The MIT Press.
- Pearce, C. (2008). "The Truth About Baby Boomer Gamers." *Games & Culture*, Vol 3, Issue 2.
- Pearce, C. "Fictive Ethnicities in Online Games and Virtual Worlds." Proceedings, *Virtual Cultures*, University of California, Irvine, April 2008.
- Pearce, C. (Forthcoming 2008). "The Truth About Baby Boomer Gamers." *Games & Culture*, Vol 3, Issue 2, Spring 2008.
- Pearce, C. (2007). "Girls Just Wanna Have Fun: Video Game Makers Should Take a Lesson from Nintendo and Market to Women." *Game Daily*, December 12, 2007.
- Pearce, C. (2007). "Narrative Environments from Disneyland to World of Warcraft." In *Space, Time, Play: Computer Games, Architecture and Urbanism: The Next Level*. Friedrich von Borries, Steffan P. Walz, and Mattheas Bottger (eds). Basel: Birkhauser.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (2007). "The Hegemony of Play." In *Situated Play: Proceedings of Digital Games Research Association 2007 Conference*. Tokyo, Japan.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (2007). "A Game of One's Own: Towards a New Gendered Poetics of Digital Space." Proceedings Digital Arts and Culture 2007, Perth, Australia.
- Pearce, C., Ashmore, C. (2007). "Principles of Emergent Design in Online Games: Mermaids Phase 1 Prototype." In Proceedings SIGGRAPH Sandbox, July 2007.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (2007). "Sustainable Play: Towards A New Games Movement for the Digital Age." (Reprint) *Games & Culture*, Volume 2, Number 3, July 2007.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (2007). "Playing Dress-Up: Costume, roleplay and imagination." *Philosophy of Computer Games Online Proceedings*, January 2007.
- Pearce, C. (2007). "Communities of Play: The Social Construction of Identity in Persistent Online Game Worlds." In *Second Person: Role-Playing and Story in Games and Playable Media*. Noah Wardrip-Fruin and Pat Harrigan(eds). Cambridge, The MIT Press.
- Pearce, C. (2006). *Playing ethnography: emergent behaviour in online games and virtual worlds*. Ph.D. Thesis, SMARTLab Centre, Central Saint Martins College of Art and Design, University of the Arts, London, May 2006.

- Pearce, C. (2006). "Games as Art: The Aesthetics of Play." In *Fluxus and Legacy*, special issue of *Visible Language*, Ken Friedman and Owen Smith, issue eds.; Sharon Poggenpohl, series editor and publisher.
- Pearce, C. (2006). "Productive Play: Game Culture from the Bottom Up." *Games & Culture*, Issue 1, Volume 1, Winter 2006.
- Fron, J., Fullerton, T., Morie, J. & Pearce, C. (aka Ludica) (2005). "Sustainable Play: Towards A New Games Movement for the Digital Age." Digital Arts & Culture Conference Proceedings, Copenhagen, December 2005.
- Pearce, C. (2005). "The Art of Worldbuilding: A Conversation with Raph Koster." *Game Studies*, Volume 2, Issue 1, October 2005.
- Pearce, C. (2004). "Towards a Game Theory of Game." in Wardrip-Fruin, N. & Harrigan, P. (eds.). *First Person: New Media as Story, Performance and Game*. Cambridge, MIT Press.
- Pearce, C. (2003). "Game Noir: A Conversation with Tim Shafer." *Game Studies*, Volume 3, Issue 3, May 2003.
- Pearce, C. (2002). "Story as Play Space: Narrative in Games." King, L. (ed.) *Game On Exhibition Catalog*. London, Lawrence King Publishing Limited.
- Pearce, C. (2002). "The Player with Many Faces: A Conversation with Louis Castle." *Game Studies*, Volume 2, Issue 2, December 2002.
- Pearce, C. (2002). "Emergent Authorship: The Next Interactive Revolution." *Computers & Graphics*, Winter 2002
- Pearce, C. (2002). "Sims, BattleBots, Cellular Automata, God and Go: A Conversation with Will Wright." *Game Studies*, Volume 2, Issue 1, July 2002.
- Pearce, C. (1997). *The Interactive Book: A Guide to the Interactive Revolution*. Indianapolis, Macmillan Technical Publishing.
- Pearce, C. (1997). "Beyond Shoot Your Friends," *Digital Illusion*, ed. Clark Dodsworth. New York, Addison-Wesley.
- Pearce, C. (1994). "The Ins & Outs of Nonlinear Storytelling." *Computer Graphics*, Volume 28, Number 1, May 1994.

## Lectures & Presentations

- Cultures of Virtual Worlds, UC Irvine, Irvine, California, April 25-26, 2008
- Indie MMO, Minneapolis, Minnesota (Panelist), March 29-30, 2008
- February 18-22: Game Developers Conference, San Francisco (Panelist), February 18-22, 2008
- Chelsea College of Art and Design, London, UK, October 2007 (Guest Lecture)
- SIEGE (Southern Interactive Entertainment and Game Expo), Atlanta, Georgia, October 2007
- Digital Games Research Association, Tokyo, Japan, September 24-28, 2007
- Digital Arts and Culture, Perth, Australia, September 15-18, 2007
- Austin Game Developers Conference, Austin, Texas, September 5-7, 2007
- SIGGRAPH Sandbox, San Diego, California, August 4-5, 2007
- Cultural Studies Now, University of East London, July 19th – 22nd, 2007:
- Guest Lecture, Savannah College of Art and Design, Savannah, Georgia, April 24, 2007
- Indie MMO Conference, Minneapolis, Minnesota, April 14-15, 2007
- Game Developers Conference, San Francisco, California (Presented *Mermaids* in Multiverse Booth), March 2007
- Philosophy of Computer Games, Reggio-Emilia, Italy, January 25-27, 2007

University of Southern California, September 2005  
Interactive Screen, Banff Centre for the Arts, July 2005  
Living Game Worlds, Georgia Institute of Technology, March 2005  
University of Ohio, Aesthetic Technologies Lab, February 2005  
Game Innovation Workshop, Maastricht, Netherlands, 18 February 2005  
IT University of Copenhagen, 17 February 2005  
State of Play, New York Law School, 31 October 2004  
Education Arcade, Electronic Entertainment Expo, May 2004  
Simulations and Other Reenactments, Banff Centre for the Arts, April 2004  
Simon Frasier University, Vancouver, April 2004  
Game Developers Conference, San Jose, March 2004  
Digital Games Research Association, Utrecht, November 2003  
Skinning Our Tools: Designing for Context and Culture, Banff Centre for the Arts, October 2003  
Game Developers Conference Academic Summit, San Jose, March 2003  
b-playful, National Center for Popular Music, Sheffield, UK, November 2002  
Game Developers Conference Academic Summit, San Jose, March 2002  
SIGGRAPH 1994, 1996, 1997, 1998, 2000, 2001  
iHollywood Forum, Moderator, Spring 2001  
BRIDGES Summit, Organizer/Moderator, Spring 2001  
Digital Arts and Culture, Brown University, Spring 2001  
Entertainment in the Interactive Age, Organizer/Moderator, USC, Winter 2001  
Living Architectures, Banff Centre for the Arts, Fall 2000  
Banff Television Festival, Spring 2000  
Emotional Computing, Banff Centre for the Arts, Spring 2000  
Scopel: Information vs. Meaning, Vienna, Fall 1999  
Interactive Screen, Banff Centre for the Arts, (Keynote), Summer 1999  
Location Based Entertainment: The Experience Economy for Business Development, New York 1999  
Ecklein Communications Entertainment Retail Conference, Las Vegas 1998  
SIGGRAPH 1998 (Panels Chair)  
World Gaming 1998  
Urban Land Institute Entertainment Real Estate, Los Angeles, 1997-1999 (Panelist)  
Ecklein Communications Entertainment Real Estate Forum 1996, 1998  
Banff Television Festival 1998, Banff Canada  
Banff Centre for the Arts, Banff, Canada, 1997, 1998  
IAAPA (International Association of Amusement Parks and Attractions), Anaheim, 1997  
Fun Expo, Las Vegas 1997  
Family Entertainment Centers, Las Vegas 1997  
Showbiz Expo, Los Angeles 1996  
CyberDesigners, Denmark 1995  
Virtual Reality Symposium, Amsterdam 1995  
Mecklermedia VR World, San Jose 1995  
SIGGRAPH 1994-1999 (Panelist)  
Hypermedia for Museums, Pittsburgh 1990

## Positions Held

### August 2006-present

Georgia Institute of Technology, School of Literature, Communication & Culture

- Assistant Professor of Digital Media
- Director, Emergent Game Group
- Director, Experimental Game Lab (Fall 2007-present)

### 2005-present

Ludica

- *Co-Founder/Co-Director*

Game design, art & research collective focusing on rethinking gendered play patterns and methodologies

### 2005-present

IndieCade

- *Festival Chair*

Chair and co-curator for independent game festival and showcase series.

### August 2005-July 2006

University of Southern California

- *Lecturer, Interactive Media, School of Cinema-Television*  
Taught courses in multiplayer game design

### July 2001-April 2006

University of California, Irvine (*multiple appointments*)

- *Senior Research Associate, Game Culture & Technology Lab/Researcher, Institute for Software Research (2005-2006)*  
Produced "Massive," conference on massively multiplayer games, and contributed to interactive science museum exhibit design
- *Research & External Relations Manager, Calit2 (2002-2004)*  
Responsible for initiating and facilitating new media arts research projects and corporate relations
- *Consultant, Beall Center for Art & Technology (2002-2005)*  
Assisted with program development; co-curated two exhibitions: "Mapping the Unfidable: the work of Norman Klien" (Winter 2004) and "ALT+CTRL: Festival of Independent and Alternative Games" (Fall 2004)
- *Lecturer, Studio Art (2001-2002)*  
Courses taught: Interactive Art, Designing Imaginary Worlds, Game Design Workshop

### April 1998-June 2001

University of Southern California (*multiple appointments*)

- *Visiting Researcher, Information Sciences Institute (1998-2000)*  
Worked with computer science researchers to develop autonomous agents and games for learning applications
- *Visiting Scholar, Annenberg Center for Communication (Fall 2000-Spring 2001)*  
Produced two conferences: Entertainment in the Interactive Age <[www.annenberg.edu/interactive-age](http://www.annenberg.edu/interactive-age)> and Bridges Constorium Summit
- *Adjunct Professor, Interactive Media (1999-2001)*  
Taught introduction to interactive media and interactive writing
- *Interim Director, Interactive Division (2000-2001)*  
Ran program and designed curriculum package for MFA in Interactive Entertainment

1989-present

**Celia Pearce & Friends**

- **President/Founder:** Freelance consultancy specializing in location-based entertainment for theme parks and museums, with a special emphasis on multiplayer interactive experiences.

Selected Projects

- ***Meet the Biospherians (Dennis Earl Moore Prods.)***  
Creative director 80-person interactive laserdisk theater presentation for Biosphere 2 Visitors Center
- ***Virtual adventures (Iwerks Entertainment and Evans & Sutherland, 1994)***  
Creative directed award-winning 24-player virtual reality underwater adventure using military flight simulation technology
- ***Second Nature: The VR Gallery (w/ Space Dynamics Laboratory, SIGGRAPH 1995)***  
Using a treadmill and infrared sensors to track navigation, allowed guests to walk through the frame of a series of paintings in a three-dimensional gallery
- ***VR Garden, IntermediaWorld (Reed Exhibitions, 1996)***  
1300-sq ft Showcase of cutting edge virtual reality projects in a garden-themed environment
- ***lounge@siggraph (SIGGRAPH, 1995, Los Angeles)***  
1200-sq ft showcase of experimental and international interactive art, music and VR projects
- ***Purple Moon Friendship Adventure Cards for Girls (1997)*** Developed trading card concept to complement CD-ROM product series
- ***Wizards Project, Darwin-SPU (LEGO, 1997-1998)***  
Served as a "Dragon," think tank consultant for LEGO's highly innovative Virtual Reality R&D group in Denmark
- ***bliss.com (Blitcom LLP/Silicon Graphics, 1997)***  
Wrote and creative directed streaming, live VRML (Virtual reality for the World Wide Web) performance.
- ***Electronic Cafe VRML BARN RAISING***  
Creative-directed three-day event creating a real-time web 3D version of the Electronic Cafe International.
- ***Virtual Universe Concept (1998-1999)***  
Served as Creative Director for concept development of interactive 45,000 sq-ft location-based entertainment center
- ***Lawry's Project Opus (1999)***  
Brand center concept for Lawry's Foods focusing on foods and flavor

**Freelance Teaching Experience**

- ***American Film Institute:*** Interactive Writing and Interactive Art
- ***UCLA Extension:*** Virtual Reality and Interactive Attraction Design
- ***San Francisco State University:*** "Exploring Spatial Media," three-day course taught regularly
- ***Space Invaders, Denmark:*** Game Design and Interactive Narrative
- ***Westminster University London:*** Board Game Design

**April 1983-November 1989**

**Edwin Schlossberg Incorporated**

Roles Included: Director of Playtesting, Project Manager, Senior Game Designer for interactive exhibit and attraction design company.

**Selected Projects:**

- ***IPL:*** Early location-based entertainment center; never completed, but extensively prototyped and tested; site included 25 multi-player social games for adults. (Writer, Game Logic Analyst, Director of Playtesting, Senior Game Designer)
- ***Fernbank Museum of Natural History:*** (Lead Writer, Researcher Conceptual Designer, and Assistant Project Manager)
- ***Museum of the City of New York:*** Concepts for interpretive exhibits (Lead Writer, Researcher, Conceptual Designer and Assistant Project Manager)
- ***Audubon Zoo:*** Conceptual design for interpretive elements to existing zoo. (Lead Writer and Project Manager)
- ***Tech 2000 Gallery:*** Award-winning museum dedicated to showcasing interactive media (Project Manager)
- ***Port Imperial:*** Conceptual design for large-scale mixed-use retail entertainment center on New Jersey shore of Hudson River, across from midtown Manhattan. (Lead Writer)
- ***The Innovation Station:*** Award-winning interactive exhibit; giant machine for kids at the Henry Ford museum designed to teach problem-solving and innovation. (Conceptual Designer, Writer)

**Service**

Invited Grant Application Reviewer, National Science Foundation, 2008

Grant Application Reviewer, Social Sciences and Humanities Research Council of Canada, 2008

Grant Application Reviewer, Singapore Government Educational Technology Division, 2007

Reviewer, DiGRA 2007

Reviewer, DAC 2007

Reviewer, Second International Conference on Tangible and Embedded Interaction, 2007

Values @ Play Advisory Board, 2006-present

Reviewer, CHI 2006

Reviewer, Computer Supported Collaborative Work 2006

Reviewer, *Games and Culture*, 2005-present

Founding Board Member, Digital Games Research Association, 2003

Reviewer, *Game Studies Journal*, 2001-present

Panels Chair, SIGGRAPH 1998

Panels Committee, SIGGRAPH 1997