When: Thursday, March 19, 2014: 2:30-3:30 pm
Where: Science and Engineering Building (SEB) #2251

“CITY AT PLAY: MERGING PHYSICAL AND DIGITAL PLAY TO CREATE CITY-SCALE INTERACTIVE EXPERIENCE AND ENTERTAINMENT”

Dr. Frank Lee
Associate Professor of Digital Media
Director, Entrepreneurial Game Studio
Co-Founder, Drexel Game Design Program
Westphal College of Media Arts and Design, Drexel University
http://egs.excite.drexel.edu/
fjl24@drexel.edu

Abstract: I’m currently passionate about three things: (1) merging physical and digital play to create city-wide interactive experience, (2) turning Philadelphia as into a major video game industry hub, and (3) getting more girls interested in STEM fields through game development. In my talk I will describe select initiatives in each of these areas. They include the Urban Game Project, the Entrepreneurial Game Studio, and The World's Largest Video Game Contest for Kids.

Speaker Bio: Dr. Frank J. Lee is an Associate Professor of Digital Media in the Antoinette Westphal College of Media Arts and Design at Drexel University with appointments in Psychology, Computer Science, and Biomedical Engineering. Lee received his Ph.D. in Cognitive Psychology in 2000 from Carnegie Mellon University, and his B.A. in Cognitive Science in 1994 from UC Berkeley. Lee co-founded Drexel's Game Design Program in 2008, currently ranked as one of the Top 5 Best Game Design Programs in U.S. He is also the founding director of the Entrepreneurial Game Studio at Drexel University, a unique university initiative to teach students entrepreneurship and gaming by helping them to create their own game companies. His past projects have won national and international awards and recognitions and have received extensive media coverage. His most recent project, Skyscraper Tetris, was mentions in over 1500 news stories worldwide with an estimated 2.2 Billion views. It was also recognized as a Guinness World Record as the Largest Architectural Videogame Display. He was selected as one of the 50 most admirable gaming people of 2014 by Polygon, and one of the Top Innovators in Philadelphia by Philadelphia Magazine in 2012.

POC: Dr. Paul Oh, Mechanical Engineering, paul.oh@unlve.du