

## CONFÉRENCE *SERIOUS PLAY* Allocution de la rectrice Magda Fusaro

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*La version prononcée fait foi.*

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Bonjour, good morning,  
Chères et chers partenaires,  
Chères et chers amis de la communauté de l'Université du Québec à Montréal (UQAM),  
Distingués invités et invitées,  
Bonjour à toutes et à tous et bienvenue à l'UQAM, welcome,

Quel plaisir et quelle fierté, en tant que rectrice de l'UQAM, de vous accueillir aujourd'hui! Bienvenue au 10<sup>e</sup> colloque international sur l'apprentissage par le jeu *Serious Play*.

Nous sommes d'autant plus honorées et honorés qu'il s'agit d'une 1<sup>re</sup>! En effet, ce sera la 1<sup>re</sup> fois que ce colloque se déplace à l'extérieur des États-Unis, où il a été, ces dernières années, accueilli par de prestigieuses universités. En ce sens, permettez-moi de continuer mon mot de bienvenue en anglais.

*As we all know, the Serious Play Conference is a major event. UQAM supports, and even propels, ambitious projects like this one, especially when they involve innovative fields and new technologies.*

*This year, UQAM is celebrating its 50<sup>th</sup> anniversary. Some of you may think it's a young university. Nevertheless, it's one of the largest French-language universities in North America, which has always been a pioneer in defining and experimenting with learning.*

*Therefore it's a pleasure and a privilege to welcome such creative and visionary professionals, teachers and researchers, who will share their experience in the use and design of serious play and even share their research findings.*

*This privilege is due in particular to the energy and dedication of Gabrielle Trépanier-Jobin, professor at the UQAM's School of Media. Chère Gabrielle, as the co-developer of the event, you understood how dear to UQAM are the topics covered today.*

*Gabrielle is a teacher whose dynamism, knowledge and daring inspire students and the University to meet our challenges and exploit our full potential. She's also one of those who support vital and stimulating projects.*

*Ten years ago, she and I organized, with my dear colleagues Charles Perraton and Maude Bonenfant, a symposium on socialization and communication in video games. That should give you an idea of how long play has been central to my concerns, to those of Pr. Trépanier-Jobin, and, by extension, to UQAM.*

*I would also like to greet the audacity of the international organizer of the conference, Sue Bohle. By launching the Serious Play Conference in 2011, she anticipated, even predicted the full learning potential of play. What brings us together today is the evident belief that play can revolutionize and transfigure learning.*

*Together, we'll take a scientific and technological look at the issues and challenges facing society, universities, museums and health care institutions. We'll make a connection between technology and education. We'll prove that play, whether fun or serious, has positive impacts and that it can help society by exerting a beneficial influence in the most varied and surprising fields.*

*This is where universities can demonstrate their expertise and make a valuable contribution: in the thinking behind the design of serious play and in the analysis of its benefits. It requires scientific insight, which universities possess, and in which UQAM excels with its research deeply rooted in action and focused on major societal issues.*

*Recent evidence of this is the launch of the interactive smart phone application "Clit-moi." Born of a partnership between UQAM and the National Film Board of Canada, it's a playful, educational game created by our students.*

*Learning through play is also the business of Ubisoft. I fully expect that their presentation in tonight's lecture will expose us to a reality more than virtual. This company – one of the pride of Montréal – is a frequent partner of UQAM and I'm delighted that Ubisoft is attending Serious Play.*

*Can you sense the excitement here? Surely, I'm not the only one to feel it. You'll be taking part in fascinating discussions and even igniting them. Today and for the rest of the week, you'll constitute an effervescent hub of ideas and reflection. Thanks to the researchers and professionals taking part in the panels, lectures and activities.*

Et c'est ainsi que j'aimerais conclure mon mot de bienvenue. En affirmant que, dans quelques mois, nous assisterons aux retombées de nos discussions, dans les grandes entreprises, mais aussi dans le domaine de l'éducation, de la santé, des pouvoirs publics, des arts et des autres secteurs émergents.

Je remercie Gabrielle ainsi que les organisatrices et organisateurs, et je vous souhaite à toutes et à tous une belle conférence, riche en interactions et en découvertes.