

Playfool

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Playfool is a design / art unit established by Daniel Coppen (UK) and Saki Maruyama (JP). Both graduates from the Royal College of Art, their interests lie in the interplay between play and human agency. Spanning across product, installation and multimedia, their work blends thorough research, technology, and thoughtful aesthetics, emphasising play's unique and ageless quality to encourage experimentation and discovery.

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

Exhibitions

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

2023 - Deviation Game - Now Play This, Somerset house, London, UK

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

2022 - Forest Crayons - Rethinking Material Futures, V&A Museum, London,

2022 - Sign Up - For Cities, Tokyo, Japan

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

2019-2024 - Multiple works - Design Lab, MAK, Vienna, Austria

2019 - Multiple works - 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

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

2023 - Building Arts Programme - Queen Elizabeth Scholarship Trust, Scotland
2021 - Wood Change Camp - Loftwork Inc & Ministry of Forestry and Fishery, Hida, Japan

Workshops & Teaching

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

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