

ATHE 2013, Orlando, Aug. 1-4
PLAYdates Seminars: Call for Participants

Brave the Florida sunshine to explore a terrain of consumer excess; Embark on a voyage to a past that never existed; Feast upon the exotic tastes of manufactured experience . . . Dare to be playfully analytical in Orlando.



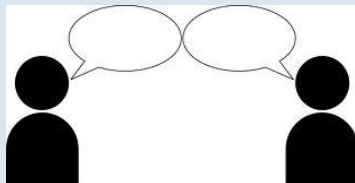
The 2013 ATHE Conference Committee valiantly searches the association for a band of adventurous members to participate in a series of facilitated excursions to local destinations in our host city of Orlando. During these offsite seminars, Adventurers will leave the safety (and air-conditioning) of the conference hotel to visit five selected sites along with a facilitator and two tour guides/discussion leaders.

Excursion groups will participate in three stages of activity:



Stage 1, Study: Adventurers will examine pre-excursion reading materials selected by the discussion leaders, two respected scholars whose research brings insight to the excursion site.

Stage 2, Play: Individuals will travel to and experience the excursion site.



Stage 3, Discuss: Individuals will reconvene at the hotel during a conference session to critique the site and analyze their experience in a roundtable discussion.

The five following excursions are available. Transportation will be provided by ATHE, but please note that some require an admission fee that will fall outside of conference fees and must be paid by individual adventurers.

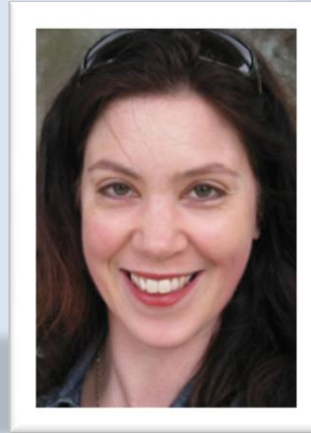
Adventures in Brandscaping (no mandatory charge):

Discussion leaders: Marlis Schweitzer & Susan Bennett.

Excursion: Sat, 8/3/13 from 8:30–11:45am

Discussion: Sat, 8/3/13 from 2:15–3:45pm

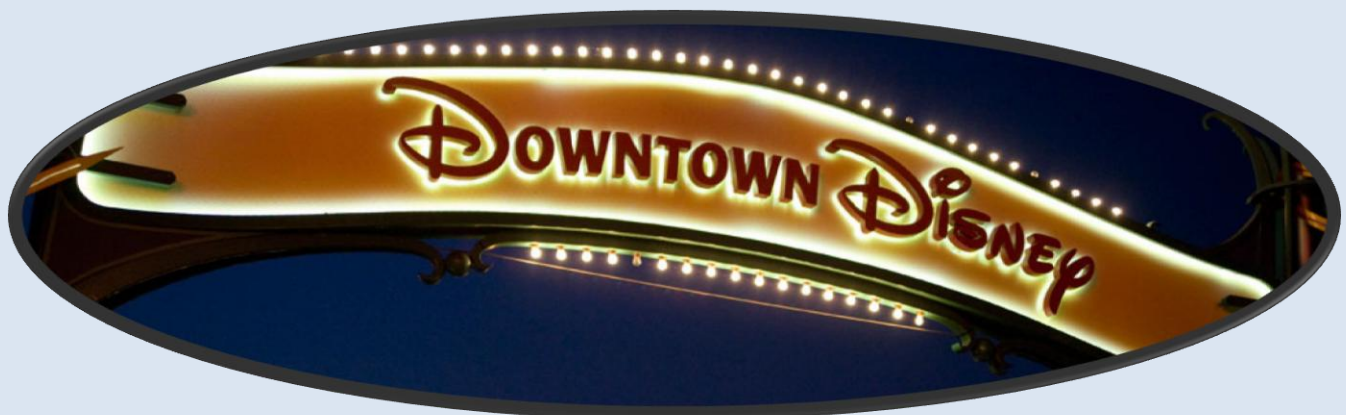
Prepare for a fantastic experience at Walt Disney World's outdoor shopping village, The Marketplace at Downtown Disney. In this brandscaping wonderland of magic and mice, narratives of capital and fantasy conflate into a colorful landscape where spectacular spending becomes spectacular entertainment. Art galleries blend with souvenirs shacks and the mass-produced parades as boutique merchandise. Girls acquire the means to perform princessness, boys the means to become pirates, and adults the means to glorify family and prolong childhood. Pack comfortable shoes and your resistance to all things pink and cute.



Itinerary:

1. World of Disney superstore, with attention to themed rooms
2. LEGO Imagination Center
3. Tren-D, or any other specialty souvenir shop
4. The Classic Carousel
5. The Art of Disney, with attached Design-a-T shop

Optional, but highly recommended, Ghirardelli Soda Shop





Adventures in Modern Globetrotting

(no mandatory charge):

Discussion leaders, Jennifer Brody & Charlotte Canning.

Excursion: Fri, 8/2/13 from 12:00–3:30pm

Discussion: Sat, 8/3/13 from 8:30–10:00am

Get ready to explore luxury resorts via futuristic transport and experience the delight of world travel without the complications of... well, world travel.

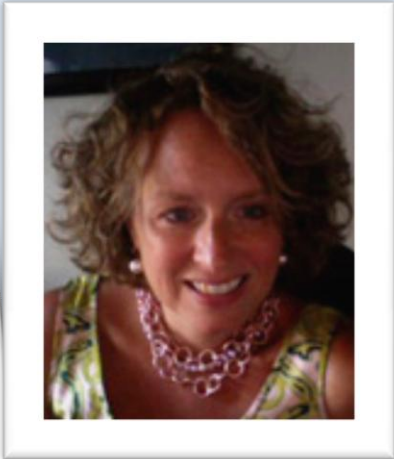
Adventurers will board Walt Disney World's trademark monorail to journey around a manufactured lake to three luxury themed hotels. Beginning in a sumptuous world of Palm Beach glamour that identifies all as elite Victorian vacationers, travelers will bypass a magic kingdom and time travel into the glass façade of an A-frame resort promising modern flair and contemporary luxury. Once acclimated to time travel, adventurers will brave the exotic beauty of a not-quite South Seas island paradise. Pack comfortable, time-traveling shoes, a healthy sense of entitlement, and a love for pineapple.



Itinerary:

1. The Grand Floridian Resort (Lobby/Atrium with shopping; Beachfront Pool with view of the Wedding Pavilion).
2. The Contemporary Resort (Lobby with view of Mary Blair tile mural; Glass wall with view of Magic Kingdom and Bay Lake Tower; Pool area on Bay Lake).
3. The Polynesian Resort (The Great Ceremonial House; Barefoot Pool Bar on Bay Lake; Captain Cook's for an optional but highly recommended Dole Whip).





Adventures in the American West

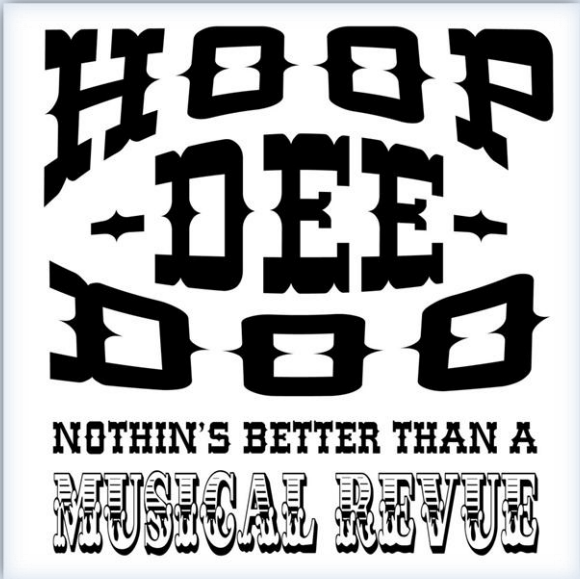
(\$68.00, paid in advance)

Discussion leaders, Stacy Wolf & Kirsten Pullen

Excursion: Fri, 8/2/13 from 5:30-9:00pm

Discussion: Sat, 8/3/13 from 8:30-10:00am

Pull up your boot-straps and tuck a napkin in your shirt for the rootin'est, tootin'est, tackiest, and most over-priced Wild West dinner show in Orlando: The Hoop De Doo Revue. Eating as entertainment prevails once guests are invited into Pioneer Hall by the gingham-clad wait staff. At the intersection of all-you-can-eat fried chicken, barbecue ribs, light beer and cheap red sangria, adventurers will encounter a band of six ruffian, Western vaudevillians whose seemingly innocent comedy mines the depths of bad puns, frontier stock characters, and persistent cultural stereotypes. Pack a knee for slapping and clothing resistant to barbecue sauce. (Vegetarian options available, assuming you want to be in a room with people gnawing on rib bones.)



Itinerary:

- Ft. Wilderness's Pioneer Hall, home to the Hoop De Doo Revue.
- Optional perusal of the Settlement Trading Post for souvenirs and Ft. Wilderness beach on Bay Lake.





Adventures in Fantastical Identity (no mandatory charge):

Discussion leaders, Jill Dolan & John Fletcher.

Excursion: Fri, 8/2/13 from 12:00-3:30pm

Discussion: Fri, 8/2/13 from 5:45-7:15pm

Enter a world where men and mice, women and warthogs, ducks in drag and princesses in petticoats become objects of desire, fantasy characters who both reinforce and exceed conventional notions of race, gender, and sexuality. After investigating the merchandise offerings of Walt Disney

World's Downtown Disney Marketplace, board a Sassagoula River Boat for a gentle two-mile cruise to the Port Orleans' French Quarter and Riverside Resorts. These simulations of New Orleans Mardi Gras (minus the drunken revelry) and a Mississippi Delta plantation (minus the slaves) offer an experience of "Old South" gentility that's all brass bands and banjos. Pack comfortable, gender-appropriate shoes, a recipe for mint juleps, and your worst impression of Scarlett O'Hara, y'all.



Itinerary:

1. Downtown Disney Marketplace (World of Disney superstore, Bibbidi Bobbidi Boutique).
2. Sassagoula River Cruise dock
3. Port Orleans French Quarter (French Quarter Square lobby, Doubloon Lagoon pool, and Sassagoula Floatworks Factory for the optional but highly recommended beignets)
4. Port Orleans Riverside (Sassagoula Steamboat Lobby, Fulton's General Store, and the River Roost Lounge for an optional but highly recommended Bayou Bloody Mary).





Adventures in Post-Colonial Fantasy Worlds (requires \$55 park admission*):

Discussion leaders, Harvey Young and Jill Lane.

Excursion: Fri, 8/2/13 from 4:00-8:30pm

Discussion: Sat, 8/3/13 from 4:00-5:30pm



Prepare to “go wild” at Walt Disney World’s Animal Kingdom, a theme park that conflates the diversity of the African and Asian continents into a delightful daytrip. Adventurers will take advantage of late entry fees for conference goers to brave the theme park experience in the Florida sun. Simulated safaris and rollercoasters through the Yeti-inhabited Andes Mountains excite and confuse while offering earnest messages of conservation alongside a healthy dose of fantasy. The authentic and inauthentic collide in a mixture of living animals and cartoon characters, international performers wearing bedazzled “ethnic” costumes, and tourists hoping to learn and escape at the same time. Bring sunblock, light clothing, comfortable shoes, a camera, a begrudging tolerance for humidity, and a pith helmet.

* Park admission will be available for conference attendees through a special website/phone number, tba.

Itinerary:

1. Admission to Animal Kingdom theme park
2. Kilimanjaro Safari
3. Other attractions and performances as determined by the group.



To apply for any excursion:

All applicants should write short (100-200 word) position statements wherein they state their rationale for wanting to join a PLAYdate excursion. Applicants should also include a very brief (100 word max) bio. Applicants can participate in other conference events, but must list all other conference commitments including paper sessions, roundtable discussions, focus group or committee meetings, etc. Applicants should NOT apply for an excursion that conflicts with other scheduled sessions. Applicants should email their position statement and bio to atheplaydates@aol.com by **Monday, April 15th**.

Submissions will be reviewed by the 2013 Conference Committee and final selections will be approved by select discussion leaders by the end of April/beginning of May.

Please email Chase Bringardner (chasebrin@aol.com) or Christin Essin (christinessin@gmail.com) if you have any questions.