

## Registration

Seats are \$1480 for one person or \$990 for two to five. The price includes all meals but one, workshop materials and ground transportation to and from the airport. In order to insure quality of discussion, group size is limited to 80. Seats are available on a first-come, first-serve basis in the order in which the tuition payment is received. Other restrictions may apply. To register, call 800-993-9499 (9-3 EST) or send an e-mail to [lisa@childrenstech.com](mailto:lisa@childrenstech.com). You can register online using the secure form at [www.dustormagic.com](http://www.dustormagic.com) or you can fill out this form and fax it to 908-284-0405.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

e-mail \_\_\_\_\_

## PAYMENT

Visa  MC  Amex  A check is enclosed

Number \_\_\_\_\_ Exp \_\_\_\_\_ Code \_\_\_\_\_

## CANCELLATIONS

Tuition is 100% refundable up to October 1; 50% refundable from October 2 to October 18; and non-refundable after October 18. Your Inn room can be cancelled up to 48 hours prior to the start of the event. In the event the Institute is postponed, you will have the option to receive a tuition refund or keep your seat for the next proposed date.

## INN RESERVATIONS

Participants stay at The Inn at Lambertville Station, 11 Bridge Street, Lambertville, NJ 08530. Room cost is \$138/night (standard) or \$148/night (deluxe). Suites are \$175. Call the hotel at 609-397-4400 (ask for Dust or Magic or visit [www.lambertvillestation.com](http://www.lambertvillestation.com)).

## Additional Information

### PHOTOGRAPHS & VIDEO

Sessions and discussions may be audio or video recorded unless you specify otherwise, and could be on YouTube. Dust or Magic is a free exchange of information.

### WHAT TO BRING

1. Literature to share. Participants are welcome to bring papers, samples or promotional materials. Send 60 copies to DUST OR MAGIC, c/o CTR, 120 Main Street, Flemington, NJ 08822. You can also bring materials with you.
2. A device, such as a computer for trying products or previewing Internet content using the Inn's Tried and True Wi-Fi.
3. Something to demonstrate. Bring a product or project that could be classified as either "dust" or "magic"—for on-the-spot feedback or an eight minute spotlight demo in front of the group (feedback optional).

### ATTIRE

Dress is informal/casual.

### QUESTIONS

More information can be found online at [www.dustormagic.com](http://www.dustormagic.com), or contact Lisa Dellafave at 908-284-0404 [lisa@childrenstech.com](mailto:lisa@childrenstech.com) or Warren Buckleitner of *Children's Technology Review*

*The title of this institute comes from Bob Hughes' book **Dust or Magic: Secrets of Successful Multimedia Design**. The book makes excellent reading, either pre- or post-conference. Follow Bob's blog, at [www.dustormagic.net](http://www.dustormagic.net).*



### PRIOR ATTENDEES

360KID  
Artgig  
Apple  
BinaryLabs  
Boggle Noggin  
Breteau Foundation  
Brainpop  
Carstens Studios  
Children's Ed. Network  
Clicktoy Interactive Inc.  
Club Penguin/Disney  
codespark  
Columbia Teacher's College  
Computer Explorers  
co.lab  
Core Learning  
Cupcake Digital  
Delta Editora  
Digital Kids  
Disney Interactive/Publishing  
DreamBox Learning  
Dubit  
ETS  
Erikson Institute  
ESRB  
Evan-Moor Ed. Publishers  
FableVision  
Fisher-Price  
Frog Design  
Gass Company  
Heavy Iron Studios  
Her Interactive  
Highlights for Children  
Jersey Caw Software  
Joan Ganz Cooney Center  
Leapfrog  
Legacy Interactive  
LEGO Group  
Livescribe, Inc.  
Living in Digital Times  
Mattel  
McGraw-Hill  
Michigan State University  
Microsoft  
MIT  
Moms With Apps/ACT  
NASA  
NCTM  
New York Times  
NMSU  
NOGGIN  
Nickjr.com  
Noodleworks  
Nosy Crow  
Oceanhouse Media  
Oppenheim Toy Portfolio  
Parents' Choice Foundation  
PBS  
Pearson Learning Group  
Playful Efforts  
Play Science  
PREL  
Sago Sago  
Scholastic  
School Zone Interactive  
Sesame Workshop  
Seven Academy  
Shiny Things  
Sockeye Media LLC  
Software MacKiev  
Sunburst Technology  
Techno-Source  
TERCworks  
Tiggly  
Time to Play Magazine  
Tinybop, Inc  
Tribal Nova  
Touch Press  
Toca Boca  
Toy Industry Association  
Ululab  
University of Maryland  
Viewpoints Research  
VizuVizu  
Voyager Learning  
Vtech Kids  
Waterford Research Institute  
WGBH

# Dust or Magic

## Announcing the 15th Annual Children's Interactive Design Institute

—with—

*Chris Byrne, Time to Play Magazine; Daren Carstens, Carstens' Studios; JP de Pedro, Toca Boca; Michael K. Frith, Muppeteer; Barbara Chamberlin, NMSU; Caroline Hu Flexer, Duck Duck Moose; Claire Green, Parents' Choice Foundation; David Kleeman, Dubit; Kathy Hirsh-Pasek, Temple; Kathryn Mullen, No Strings International; Emmet O'Neill, StoryToys; Scott Osterweil, MIT; Remco Pijpers, Mijn Kind Online; Robin Raskin, Living in Digital Times; Mark Schlichting, Noodleworks; Kimberley Sorenson, Waterford; Bob Tedeschi, New York Times; Scott Traylor, 360KID; Keli Winters; Evan-Moor*

November 1-3, 2015  
Sunday through Tuesday

To be held at:  
The Inn at Lambertville Station  
11 Bridge Street, Lambertville, New Jersey



Created by:

**ACTIVE LEARNING ASSOCIATES, INC.**  
PUBLISHERS OF  
**CHILDREN'S TECHNOLOGY REVIEW**  
800-993-9499  
[WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)



## About The Institute

Designers of children's interactive products (software, sites, apps, video games and toys) are invited to come to Lambertville, NJ, for the 15th annual Dust or Magic Institute.



The traditional group photo from last Fall

This relaxing three-day meeting brings a small group of smart people to the same place to brainstorm and critique the state-of-the-art.

## Unique Opportunities

This year's agenda includes a mix of professors, reviewers and publishers who will share what they've seen this year and explain what they'd like to see more of in 2016. Don't miss the chance to:



- Relax and take notes as you view the latest interactive products by way of fast, critical demonstrations.
- Personally test the latest watches, goggles and multi-touch techniques, and start to understand what they mean for children.
- Learn to apply principles of child development to the latest technologies in order to "capture the magic" that can launch a new line of products, or a company.
- Contribute your own vision of a product that represents either "dust" or "magic."
- Leave inspired to create more engaging products that work with children, with practical techniques and specific design ideas that you can apply—tomorrow.

## Don't Delay!

The Institute has room for 80 participants, and has sold out every year. Check for availability at [WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)

## ARRIVAL AND DEPARTURE

If you arrive early, come to AppFest at 2PM in the room beneath the Riverside Room where small publishers or students show their work. The first formal session starts at 5PM; followed by dinner. The Institute will end at 1:30 PM on Tuesday, Nov. 3, following lunch.



## YOUR TRIP

Plan to arrive at Newark Liberty Airport or New York Port Authority the morning of Sunday, November 1. Take the **Trans-Bridge Bus** (908-730-6552, [www.transbridgebus.com](http://www.transbridgebus.com)) directly to Lambertville. Ticket counters are onsite; tickets are \$24. There are two bus options that start in NYC and end four blocks from the Inn.

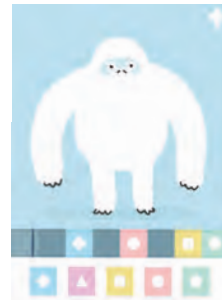
From Newark Airport to Lambertville

Bus 1 10:55 AM → 12:40 (arrive)

Bus 2 3:00 PM → 4:25 (arrive)

## RETURN

Check out of the Inn on Tuesday morning, bags ready to go in the Riverside room. The luncheon will end at 1:30. Buses depart at 9:15 (10:35); 12:20 (1:35); 1:55\* (3:15) and 5:20 (7:30). \* = best option. If you have specialized travel plans, let us know in advance.



## DRIVING DIRECTIONS

Set your GPS to **11 Bridge Street, Lambertville, NJ 08530**. From New York City: (approx. 90 minutes) I-78 West to I-287 South (exit 29). Merge onto US-202 South (exit 17) on the left- toward US-22 Somerville/Flemington for about 25 miles. Take the last exit before the toll bridge, Rt. 29. Watch for **Bridge** street. The Lambertville Station is 11 Bridge Street, on the edge of the Delaware river.

*Save the Date! Dust or Magic AppCamp 7 at Asilomar in Pacific Grove, CA May 22-24, 2016*

## EVENTS & SPEAKERS

We start Sunday with an informal "AppFest" where anyone can come and set up a demo station without registering. At 5PM, we review the year with a panel moderated by **Chris Byrne** of Time to Play magazine; followed by a banquet and a special talk by muppeteer legends **Michael Frith** and **Kathryn Mullen** (hint: look them up on the Muppet Wiki). They will explain how they helped Jim Henson turn cloth, glue and wood into some of the most loved characters.



Frith

Monday will mix essential demos of key 2015 products, with analysis and talks by the likes of **Claire Green**, Parents' Choice Foundation; **Robin Raskin**, Living in Digital Times; **Bob Tedeschi**, New York Times; **Mark Schlichting**, Noodleworks; along with top interactive designers from around the world. Each will be ready with laser-sharp commentary. Additional talks will be by **Kathryn Hirsh-Pasek**, Temple University on "educational" apps; and **David Kleeman** on the state of Virtual Reality.



Hirsh-Pasek

After a field trip to the Mediatech Foundation to meet some real kids; we turn you loose for a dinner in New Hope, followed by an evening with Zoombini's creator **Scot Osterweil**, Creative Director of MIT's Education Arcade.



Osterweil

Tuesday will feature demos and short presentations about current events by Toca Boca mastermind **Jens Peter de Pedro**; Professor **Barbara Chamberlin**; Dutch educator **Remco Pijpers**, **Caroline Hu Flexer** of Duck Duck Moose; and a much overdue discussion about awards and ratings. Check the latest agenda at [www.dustormagic.com](http://www.dustormagic.com).



The Inn at Lambertville Station is located on the shore of the Delaware River. The station was designed in 1867 by Thomas Ustick Walter, who also designed the United States Capitol. The Inn is an easy walk (via bridge) to New Hope, PA, a picturesque town nestled along the Delaware River. New Hope is a shopper's paradise with 100 stores.