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**Brainstorming presentation (10 + 20 min)**

*Topics:* Digital and new materialist artistic and art educational practices and theories

*Keywords:* Game, Education, Museum, Lifelong Learning, Game and Culture

**Display the Play but Playful: Investigating the word 'game' and the new role of lifelong learning in digital era**

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#A) The word “game” is conceptualized differently between the cultures and languages. The terminological discourse is one of the biggest unsolved questions in the field of game studies and game in pedagogy, which still affects the shapes and boundaries in the game, play, and game for learning discourses.

#B) The number of permanent game museums has been increased worldwide in a recent decade. Once regarded as private collections, now game museums are quickly establishing their position as a lifelong learning institution. These new a rising institutions each (tries to) display local sociocultural interpretation on game and play culture, the feeling of “playful” and interactivity in museum art space.

#A+B) This paper overviews the cultural and terminological discourses surrounding the concept of 'game' between Finland and South Korea, by examining the cases of Finnish Museum of Games (Finland) and Nexon Computer Museum (South Korea). An analysis will be conducted with the question of “how they understand the concept of (digital/electronic/video/computer) game?” And “how does this relate to visitor experiences?” This in-depth museum pedagogy analysis will give readers the insights on digital and game as a cultural phenomenon, and the discussion in the role of lifelong learning and game/playful in education in the digital era.