

Playeum Ltd

Annual Report for period 1 April 2018 – 31 March 2019

Playeum Ltd was set up on 17 December 2013 as a public company limited by guarantee. It was registered under the Charities Act on 11 August 2014.

Unique Entity Number (UEN): UEN201333807K

Registered Address: 273 Thomson Road
#02-03 Novena Gardens
Singapore 307644

Governing Board Members/Management Committee:

| Name | Designation | Date of Appointment |
|----------------------|-------------------|---------------------|
| Irene Liu | Chair | 27 June 2017 |
| Loh Nee Sian | Director | 17 December 2013 |
| Petrina Kow Wei Shih | Director | 17 December 2013 |
| Sumitra Pasupathy | Director | 17 December 2013 |
| Susan Carol Adams | Director | 17 December 2013 |
| Jaelle Ang Ker Tjia | Director | 13 October 2015 |
| Leon Toh | Director | 1 January 2019 |
| Charlotte Goh | Director (and ED) | 25 April 2019 |

Occupation of each of the current holders of the relevant offices and previous offices held:

| | |
|-------------------|--|
| Irene Liu | Current Chair of Playeum Board, Partner at PWC |
| Loh Nee San | Co-Founder of Playeum, Managing Director, Explorer Asia Holdings |
| Petrina Kow | Artist, Actress, Voice Coach, Educator |
| Sumitra Pasupathy | Co-Founder of Playeum, Country Director at Ashoka |
| Susan Carol Adams | Executive Coach, previous Chairperson of Playeum |
| Jaelle Ang | CEO & Co-Founder, the Great Rooms |
| Leon Toh | Executive Director, Damson Capital |
| Charlotte Goh | Executive Director, Playeum |

Board Meetings and Attendance

A total of three board meetings were held in the financial year. The last board meeting was combined with the AGM. The Executive Director attended 100% of the Board Meetings.

| Names of Board members | Attendance: September 2018, November 2018, January 2019 |
|-------------------------------|--|
| Sumitra Patsupathy | 3 out of 3 |
| Jennifer Loh | 3 out of 3 |
| Sue Adams | 3 out of 3 |
| Petrina Kow | 3 out of 3 |
| Jaelle Ang | 2 out of 3 |
| Irene Liu | 2 out of 3 |
| Leon Toh | 1 out of 1 |

Name and date of appointment of the Executive Director/Chief Executive Officer: Charlotte Goh, 15 August 2017.

Banker

DBS Bank Ltd

Auditor

Foo Kon Tan LLP
Public Accountants and
Chartered Accountants
24 Raffles Place
#07-03 Clifford Centre
Singapore 048621

Related entities

The charity has no related entities.

WHO IS PLAYEUM and WHAT DO WE DO

PLAYEUM'S VALUES

Playeum's pedagogical approach is underpinned by its **values**:

- **Equal opportunities** for all children to express and explore their imagination
- The **freedom** to create
- **Experiential learning** through art, science and play
- **Innovative environments** free from judgement
- Engaging **family & community**

- **Self-directed** learning

OUR MISSION

To give ALL children a voice and opportunities to develop their 21st century skills* through open-ended play and the arts.

*Creativity, Critical thinking, Communication, Collaboration

Playeum is a non-profit, independent organisation and IPC charity that champions children's voices (building agency) and the development of children through play, creativity and the arts. Playeum uses open-ended artful play approach to develop 21st century skills in children, namely; creativity, critical thinking, communication, collaboration, and problem solving. (www.playeum.com). Within its current exhibition and outreach program it infuses concepts of STEM (science technology engineering and maths) in our play-based approaches.

Playeum runs the **Children's Centre for Creativity** currently located at the serene naturistic setting of Gillman Barracks. It promotes active participation and inclusion for all children, regardless of background or ability. Children from marginalised backgrounds come for free through the play-if-forward fund set aside. Playeum also runs **high-touch, deep impact programmes** for children, where we work closely with children from our community partners in the social sector.

Other areas of focus include our work and **training with teachers and educators** through our Inspire through Play and Learning through Play programmes (ECDA endorsed course for pre-schools). Through Leading through Play, we conduct retreats for teachers and schools who want to be open and develop experiences in using play as an approach to discovery and learning. Playeum also works directly with schools for PAL and in-situ training.

Playeum also does **outreach to the community**, bringing Playeum's creative play to other parts of Singapore, **space design** for schools or settings where a creative makerspace, innovation space or play space can be created to allow children to express their creativity and skills, and finally **research**, where we document our impact of the work we do. Currently, Playeum conducts a research on the project Giving Tuesday and the program Open Minds, Open Doors. This research initiative received a grant from NCSS and investigates the effect of unstructured play on children with varying disabilities.

PLAYEUM'S PEDAGOGICAL DRIVERS ARE:

Championing children

To celebrate children as confident and agentic beings, they need opportunities to make sense of the world. Irrespective of age, abilities or social status and express their

thoughts in meaningful ways. Children are naturally driven to be active meaning-makers. We believe in celebrating this through the design of our exhibits and installations. Our playmakers encourage children's active explorations through open-ended approaches where each individual child can take in whichever direction they wish. The open-ended nature of the design of the exhibits is not the effective pedagogy here; the fact that children can explore their own ideas more effectively through open-ended design, is.

Within the current exhibition, children with disabilities and artist's original ideas and work are championed through interactive high quality displays, and integrally through listening to and responding to their ideas throughout the development of the content. For each exhibition, we seek engagement with the community and to connect with issues of social equity. This is managed through regular consultation sessions with children, from responding to concepts at the ideation stage, to testing their own and others' ideas throughout the design process. Playeum is renowned in designing and leading such programmes and exhibitions to ensure that children's voices are heard and that they are an integral part of the design process.

Collaborating with artists and other content creators

The arts have the power to connect one with the creator within, the power to inspire, the power to start conversations and possibly see different perspectives and even to heal. At Playeum, the artists we work with provide opportunities for the children to express their voices and ideas.

Playeum collaborates with artists in our creative process to create our art installations that inspire children and adults to respond to the artists' interpretation of the theme of each exhibition. The aim is for children to be inspired by the interactive installations to create their own original expressions.

We actively ensure that our content creators work closely with children throughout the development process, responding to and adapting their content accordingly. All therefore have a great deal to offer when developing hands-on installations for children, resulting in content moving in new and unexpected directions.

A Child Centred Approach to Play: The Person, The Purpose, The Practice

With Playeum's focus on the child as an active citizen, the design of creative spaces and outreach, there is a need for the design process within a structured framework. This process designed by Dr Esther Joosa, Playeum's Consultant Pedagogist, first starts with understanding the needs, abilities and cultural context of the child and the stakeholders. This is followed by the purpose and beliefs about the child and the creative program. Lastly to form the base of the design of child-centred practices that advocate Playeum's foundations and to allow

1. Opportunities to valuing childrens' agency, ideas and creations
2. Treating children as individuals, active learners and agentic beings
3. Looking at the world from a different perspective that includes viewpoints from different children; and
4. A positive social and dialogic learning environment in which failure is recognised as part of the learning process.

What Playeum Advocates

Empowerment of children – giving children a voice and space to contribute as global citizens and powerful agents of change.

Playful Learners

We encourage children to engage in hands on, minds on, self-directed enjoyable play situations.

Flexible, Innovative & Creative

We allow multiple entry points to suit children of all ability and skill levels – encompassing a diversity of learning approaches.

Responsive & Caring

We encourage two-way respectful exchanges between adults and children through communication and collaboration.

Child-Centered

We aim to find out what the learner knows and make meaningful connections to their prior knowledge and personal experience; we integrate their learning.

Empowered

We provide opportunities for children to make choices and be agents of their own learning so that they can develop self- and social confidence.

Developmentally Appropriate

We take into consideration children's background, age and individual differences for maximum inclusion and participation.

Warmth & welcome, Social-emotional Learning, and Intergenerational learning

Many exhibits, installations and activities are at their most successful when they invite more than one person to interact. This can prompt not just increased levels of language, but also the exchange of new ideas and the formation of new relationships. This approach can raise levels of enjoyment, which in turn is proven to deepen the learning experience. Playeum's design approach reflects these significant benefits.

Linked to this is the design of installations which promote intergenerational learning. This type of interaction, when designed successfully, can have a lasting impact on family life and behaviour.

The overall feel of Playeum's installations and environments also seeks to exude social and emotional values within a safe, non-judgemental and trusted environment. The warmth and welcome of a space have a noticeable effect on visitors' confidence and behaviour while in the space, the success of their experience, and ultimately their recall.

These drivers influence how our Playmakers work within the Children's Centre for Creativity. We actively encourage them to strike up conversations and work closely

with the adults just as much as with the children. Everyone is welcome at our Centre and we seek to build up communities of support through all of our audiences.

OUR SOCIAL IMPACT:

Advocating children's rights

At the very core of our values, Playeum believes in leading a cultural paradigm shift in our society, where children are viewed as respected, competent and creative human beings. We believe that every child is unique and has his or her strengths and passions, which they should be given the freedom to discover themselves. Through play, children become masters of their own worlds, where creating, exploring, conquering fears, negotiating, making decisions and resolving conflicts become second nature. Providing the physical space to empower children helps nurture healthier, contributing global citizens.

Developing Creativity through art and play

Creativity is a complex concept. Within the context of Playeum it is summarized as a open-ended process to nurture lifelong original thinking, self-motivated learning and independent problem and solution seeking. Creativity, the process of meaning-making and innovation aligns with current directions of policy makers. Despite the shifts in focus of policymakers on innovation and greater attention to the arts, play and creativity, this acknowledgement is not matched with curricular change. The arts, play and creativity in current education still reside in a relatively small space in educational policy. This gap provides Playeum with the opportunity to further contribute as a thought leader and changemaker.

Empowerment and Giving equal opportunities for all children: PLAY-IT-FORWARD Programme

Playeum strives for a world of inclusiveness and active participation, where every child of every socio-economic background can play side by side without fear of judgement. Through our Play-It-Forward programme, we have been systematically serving marginalized children and adults with special needs by providing free entry to our Children's Centre for Creativity. It is our hope that cross-cultural, collaborative and therapeutic play will sow seeds of tolerance and authenticity in our society.

Creating high touch programmes: SERVING THE SOCIAL SERVICE SECTOR

Apart from outreach programmes and visits to our centre, Playeum has also been creating high touch programmes that target language/communication and social emotional development. Our tailored early intervention programmes such as our grant funded STEAM programmes (using play- and arts-based approach), in partnership with the social sector, aim to build confidence, resilience, skills and creativity in children from at-risk backgrounds, whether due to poverty, single parenthood, low parental education levels, parental incarceration, or living in a community with a high crime rate. It is our goal to be able to break vicious cycles and strive for long term impact by

inspiring children to take charge of their own circumstances and meet their fullest potential.

In 2018/19, we ran high-touch programmes powered by Sage Foundation, Quantedge Foundation and NCSS.

Documented impact that the programme created was the ***immediate outcome of lower absenteeism in school with the cohort, higher punctuality and lower petty crime rates, besides the development of stronger voices (confidence) from the children in the cohort and an increased level of interest in STEM subjects.***

Proliferating mindset change: TRAINING THE EDUCATORS

“At the start of this millennium with the rapid technological advances and globalisation, play the arts and creativity will become the new classroom learning. This includes all forms of artistic and aesthetic communication, and the opportunities for technology to give a voice to children, especially those of disenfranchised communities” (Dr Esther Joosa)

Playeum is a driving force for establishing an ecosystem that connects and engages all sectors of the community, spearheading change and transforming mindsets. For sustainability of impact, we have found engaging families, caregivers, teachers, social service providers as well as volunteers to be key. Playeum has since been successfully running training programmes and retreats for teachers and caregivers that explore the value of play in children’s learning and development.

Creating Designs for Safe, Creative and Innovative Play/Art Spaces.

Playeum works with the education community to develop innovative spaces that present new ideas for teaching and learning. Over the past year, Playeum has contributed to the design of inspiring environments in which student centred learning is central.

To date, Playeum has designed three spaces at Raffles Girls Primary School, Marymount Convent School and Moral Welfare Home at Henderson. Playeum has shared the concept of space design and exhibition curation with MOE’s STAR Academy, National Arts Council, National Gallery and the Round Table of Museum Educators.

Reaching out to the Community

Playeum was invited on numerous occasions to bring our artful play activities into the community and to engage with the local community. For example, from January – March 2019, Our Tampines Hub invited Playeum to set up an artful play space free for the community that come to Our Tampines Hub. On weekends, our Playmakers engaged and facilitated open-ended, unstructured play and art activities – making and creating and allowing children to express their ideas and solutions without judgement; a safe place to experiment.

Playeum was also invited to Istana Art Day Out 2018 where we used Spin Art, originally conceived by artist and scientist Dr Isabelle Dejeux. The event attracted thousand from all walks of life coming to celebrate art and using art for self-expression and meaning making.

Playeum also made meaningful outreach through the Malay Heritage Centre's Youth Invasion programme with River Valley High School. The programme allowed secondary 2 and 3 students to conceptualise and facilitate programmes for families to learn more about Malay culture and heritage on National Day. Playeum came on board as a partner to look at engagement strategies for families.

Giving Tuesdays and the research

With little known about young children with disabilities and the effect of their engagement in unstructured play, the program Open Minds, Open Doors is a unique Playeum outreach initiative. The research investigates the value of engagement through play with children with disabilities in a creative environment together with non-disabled peers. The program and research was funded to investigate how through play children connect in a creative and playful way with 21st century skills, development of executive functions and make sense of their experiences. The program has so far collated twenty weeks in-situ research. Data collection included anecdotes, transcriptions of conversations (if participants are verbal), still photos and videography. The research is led by Dr. Esther Joosa.

So far the research garnered two conference presentations; the methodology for this research presented through a poster presentation and the preliminary findings through an oral presentation during the IASSIDD world conference in Glasgow, Scotland in August 2019.

REVIEW OF YEAR 1 April 2018 – 31 March 2019

STAFFING

On 31 March 2019, there were **9 full-time** staff employed by the Charity, and a team of part-time freelancers.

Key management personnel whose remuneration amounted to over \$100,000 during the year 2018/2019: **1**

YEAR IN IMPACT

For FY 2018/19



PLAYEUM 2018/2019



46,196 HOURS OF CHILD-LED PLAY TIME & PARENTS' INTERACTION



23,098 CHILDREN & ADULTS VISITED OUR CENTRE TO PLAY AND BOND



15,014 UP TO UNIQUE CREATIONS BY CHILDREN AND ADULTS



1,115 CHILDREN & ADULTS REACHED THROUGH COMMUNITY OUTREACH



11 OUTREACH EVENTS

PLAYEUM

IMPACT ON TRAINING & LEARNING JOURNEY



1,992 HOURS OF LEARNING JOURNEY



1,517 STAKEHOLDERS & EDUCATORS TRAINED

PLAY-IT-FORWARD

IMPACT ON MARGINALISED COMMUNITY



734 HOURS OF CHILD-LED PLAY TIME



367 CHILDREN FROM MARGINALISED COMMUNITY



15 COMMUNITY PARTNERS



2,202 INDIVIDUAL UNIQUE CREATIONS USING RECYCLABLE MATERIALS

HIGH TOUCH PROGRAMME

IMPACT ON MARGINALISED COMMUNITY



1,320 HOURS OF STEM AND CHILD-LED PLAY PROGRAMME



85 CHILDREN FROM MARGINALISED COMMUNITY



8 COMMUNITY PARTNERS, 2 CORPORATE PARTNERS



3 HIGH TOUCH PROGRAMMES



14 CREATIVE WORKSHOPS CONDUCTED

CSR PROGRAMME

IMPACT ON COMMUNITY



2,018 HOURS OF STEM AND CHILD-LED PLAY PROGRAMME



852 CHILDREN FROM COMMUNITY AND THE PUBLIC



19 COMMUNITY PARTNERS, **3** CORPORATE PARTNERS



30 CREATIVE WORKSHOPS CONDUCTED

Calendar of Events

April 2018 - March 2019

April 2018

Learning Through Play Teacher Training
Make A Pinhole Camera Workshop
Outreach @ Gateway Theatre

June 2018

Outreach @ Casa Raudha
Father's Day Workshop
Evergreen Primary School Retreat
Clementi Primary School Retreat
NCSS High-touch Programme
Pop-up Adventure Playground Workshop

August 2018

Apple Early Childhood Conference
Outreach @ Maker Faire 2019
Apple Summit @ Playeum
Content Creators' Night
Space Design Training @ RGPS

October 2018

The Play-full Conference 2018
ECDA Conference 2018
Festival For Good 2018
PAL Teacher Training
Learning Through Play Teacher Training
Personalised Teacher Training for E-Bridge

December 2018

BASF Kids' Lab Programme
December Holiday Camp

February 2019

Valentine's Day Card-making
Outreach @ Our Tampines Hub
Content Creators' Night

May 2018

Exhibition Turnover
Educator & Social Sector Preview for Going Play-ces
PAL Teacher Training
Content Creators' Night
FBN Networking Event

July 2018

Outreach @ Habitat for Humanity Event
Outreach @ Singapore Chinese Orchestra Event
Outreach @ Istana Art Day Out Event

September 2018

NCSS High-touch Programme
Learning Through Play Teacher Training
SAGE High-touch Programme

November 2018

NCSS High-touch Programme
PAL Training
SAGE High-touch Programme
Fizz Fizz Zoom CSR Programme
Clementi Primary School Retreat

January 2019

Outreach @ Our Tampines Hub
Singapore Art Week Camera Obscura Workshop

March 2019

Quantedge High-touch Programme
Learning Through Play Teacher Training
Outreach @ SAFRA Toa Payoh
KidsConnect 2019
SAGE High-touch Programmes

EVENTS and ACTIVITIES

Our Children's Interactive Exhibitions:



Developing and presenting hands-on exhibitions for children aged 1-12 and their adults: 'Going Play-ces' from May 2018 till April 2019 (with Pedagogist Dr Esther Joosa, artists Mohammed Izdi and Ernest Goh and Participate in Design).

From May 2019 – Playeum currently presents “I-Opener” featuring the collaborative work of four artists with disabilities; Dr Dawn Joy-Leong, Cavan Chang, Jo Davadason and Sol Pickens. Co-curated by Imran Mohamad and Dr. Esther Joosa.

In 2018/19, Playeum presents a few key examples of our work:

KidsConnect 2019

15 & 16 March 2019



KidsConnect is a peer-to-peer arts carnival hosted and performed by young people for young people. It attracted close 700 children and their adults with 36 performances over two days. Designed by artist and arts educator Noorlinah Mohamed, KidsConnect partnered with Playeum: Children's Centre for Creativity in 2019. Aligned with Playeum's focus on children's voices and play as the centre of young people's development, KidsConnect featured drama

& music performances put up by children, maker booths by young entrepreneurs and hands-on activities.

Istana Art Event

29 July 2018



The *Istana Art Event*, in celebration of the nation's birthday, attracted thousands from all walks of life to the Istana grounds for a day of art exploration. Local museums and heritage institutions were part of the event and Playeum came on board with 'Spin Art' activity as part of the *We Are Singapore* community art installation.

The Play-full Conference 2018

13 October 2018



The Play-full Conference: A Child's Right to Play was hosted by Playeum and Chapter Zero Singapore. The conference featured a line-up of speakers from the early childhood industry, each with their own expertise. The conference was free and open to all parents and educators who wanted to gain knowledge and deepen their understanding on practical strategies of play.

Enabling Children Through Playful S.T.E.A.M High-touch Programme

Supported by Quantedge Foundation

Session 1 out of 6 in started in March 2018



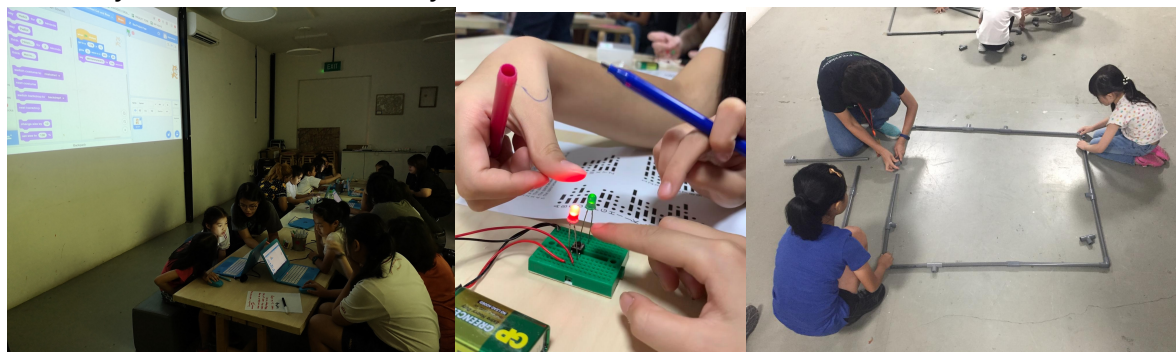
Enabling Children through Playful S.T.E.A.M is a STEAM-based (Science Technology Engineering Arts and Math) programme designed by Playeum for primary school children from the ages of 7 to 12 years old from marginalised backgrounds. The programme was built on global interest in the importance of creating more play-based learning opportunities that incorporate the understanding of STEM. The program used the arts to develop innovation, creativity and concepts of design with the aim of developing crucial 21st century skills for the future.

Key outcome: Apart from the development of social emotional skills and 21st century skills, the teachers reported the immediate outcome of lower petty crime rates, higher punctuality and lower absenteeism in school.

Girls Gone Tech High-touch Programme

Supported by Sage Foundation

9 weekly sessions held in the year



“Girls Gone Tech” is a STEAM (Science, Technology, Engineering, Arts and Mathematics) programme designed for 30 primary school girls from the ages of 7 to 12 years old from marginalised backgrounds. The programme looked at the growing local support for marginalised communities and global interest in the importance of creating more STEM learning opportunities that incorporate the arts, as innovation, creativity and design. In Singapore, only one third of the technology industry is represented by women in the workforce. The gender imbalance can be due to cultural bias and stigmas that give less exposure to girls in the realm of technology. Early intervention during the primary going age, especially from the low socio-economic backgrounds with deliberate provision for young girls, hopes to equal out women representation in the technology industry.

Treasure Your Trash High-touch Programme

Supported by the National Council of Social Service (NCSS)

Sessions held in June, September & December 2018



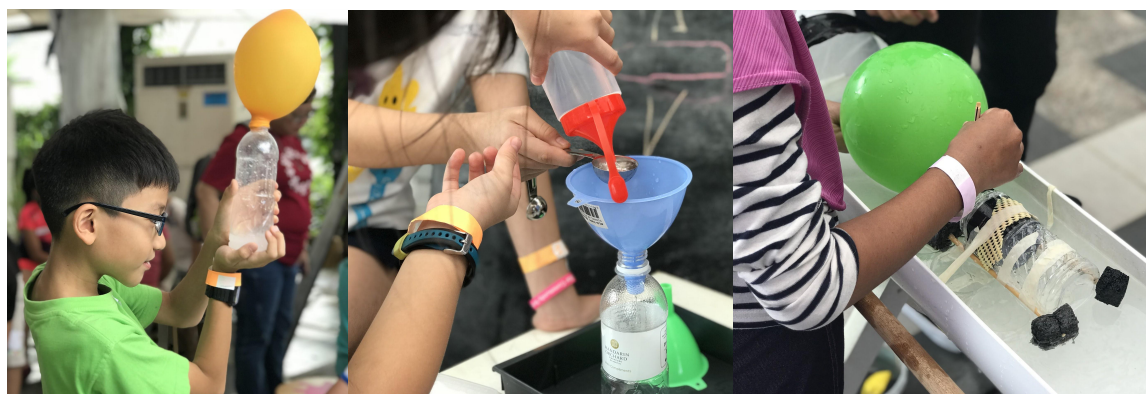
Treasure Your Trash is a high-touch S.T.E.A.M programme designed children, and Playeum worked with children from marginalised backgrounds; aimed at bringing about strong problem-solving skills, confidence building, social emotional learning and working with the children's immediate community to encourage learning to be replicated after the programme. Several sessions took place over a span of 6 months, with hands-on activities that encouraged a holistic approach to learning.

Key Outcome: An important outcome was that the children who attended the programme brought the activities back into their community (under South Central Community Family Service Centre) – they built capacity in their own community. Furthermore, through the children, we worked with some of the parents and now Playeum employs 3 members of the community to enable our work.

Fizz Fizz Zoom

Supported by ExxonMobil Singapore

25 November - 1 December 2018



Fizz Fizz Zoom is a S.T.E.A.M based programme that was supported by ExxonMobil Singapore. Children experimented with vinegar and baking soda to make mini explosions that could power a vehicle over water. Held over a week, the programme welcomed 364 children, of which 78% were children from our social service organisation partners (family service centres and Children's Homes). Children explored concepts of S.T.E.A.M through an interactive 2-hour activity.

FUNDING SOURCES

The Charity is financially supported by the following funding mix:

- Ticketing Income - Admissions to the Children's Centre for Creativity
- Programme income
- Teachers' Training
- Space Design
- Grants
- Donations

Donations and Grants

- Playeum received donations totalling \$114,649. This includes contributions from individuals through Giving.sg and cash donations, and from corporate entities.
- Playeum received a grant income S\$128,569 from sources including from the National Arts Council (NAC) Cultural Matching Fund, Presentation & Participation Grant, and VWOs-Charities Capability Fund Consultancy Grant, Charity Support Fund and Other Grants

Review of financial state

As at 31 March 2019, the Charity has a comprehensive income loss of (\$238,442). (Refer to the Financial Statements for 1 April 2018 – 31 March 2019 for the full details.)

Funds Management policy

The objectives of the directors when managing funds are:

- (a) to safeguard the Company's ability to continue as going concerns; and
- (b) to provide capital for the purpose of promoting the social and cultural advancement of the community in Singapore

The directors actively and regularly review and manage its funds structure to ensure optimal capital structure, taking into consideration the future requirements, prevailing and projected profitability, projected operating cash flows and projected capital expenditures.

The directors monitor funds using the annual-operating-expenditure-to-total-funds ratio.

Future plans and commitments

- The Children's Centre for Creativity will continue to collaborate with artists and other key stakeholders to create interactive art installations that inspire children and their adults to respond with their own artistic interpretation at our open-ended play space.
- Our plan to reach deeper into communities and provide opportunities for children have materialised in a partnership with Our Tampines Hub where Playeum has a presence every weekend there for one year starting August 2019.
- Playeum will continue to work with educators and parents through Learning through Play, an ECDA endorsed course for pre-school teachers and we are aiming to create more platforms and opportunities for teachers through Inspire through Play

Learning Journeys and Leading through Play. We plan to expand Playeum's approach by working with schools directly with their curriculum, space or through training.

- Playeum further intends to develop the training agenda in schools and institutions, either through specially tailored workshops or PAL training.
- Playeum has started the Giving Tuesdays programme every Tuesdays starting March 2019. This programme is open to all children with disabilities at no cost. The project is currently ongoing with research to monitor the development of the child as well as the caregiver, especially in their relationship with the child. Our future plans are to use the documentation of this research, to garner support, extend the opportunities of unstructured play within the community and to open the centre free to all children with disabilities year-round.
- Looking forward, Playeum will expand its efforts for space design. We look to partner key organisations that can help Playeum scale this aspect. A specific focus is on Space design of creative spaces that provides for opportunities to design creative curricula that include sound theoretical foundations. A key feature is the focus on the value of creative expression, ideation, experience, and reflection. We further aim to develop more training to have a high impact as creative spaces will generally cater to many students especially if the spaces are in schools.
- As part of the continuous focus on the importance of practice-based research and evaluation of practices, Playeum will invest in an ongoing effort to develop a research agenda for arts and play that includes the above and will strengthen pedagogies.