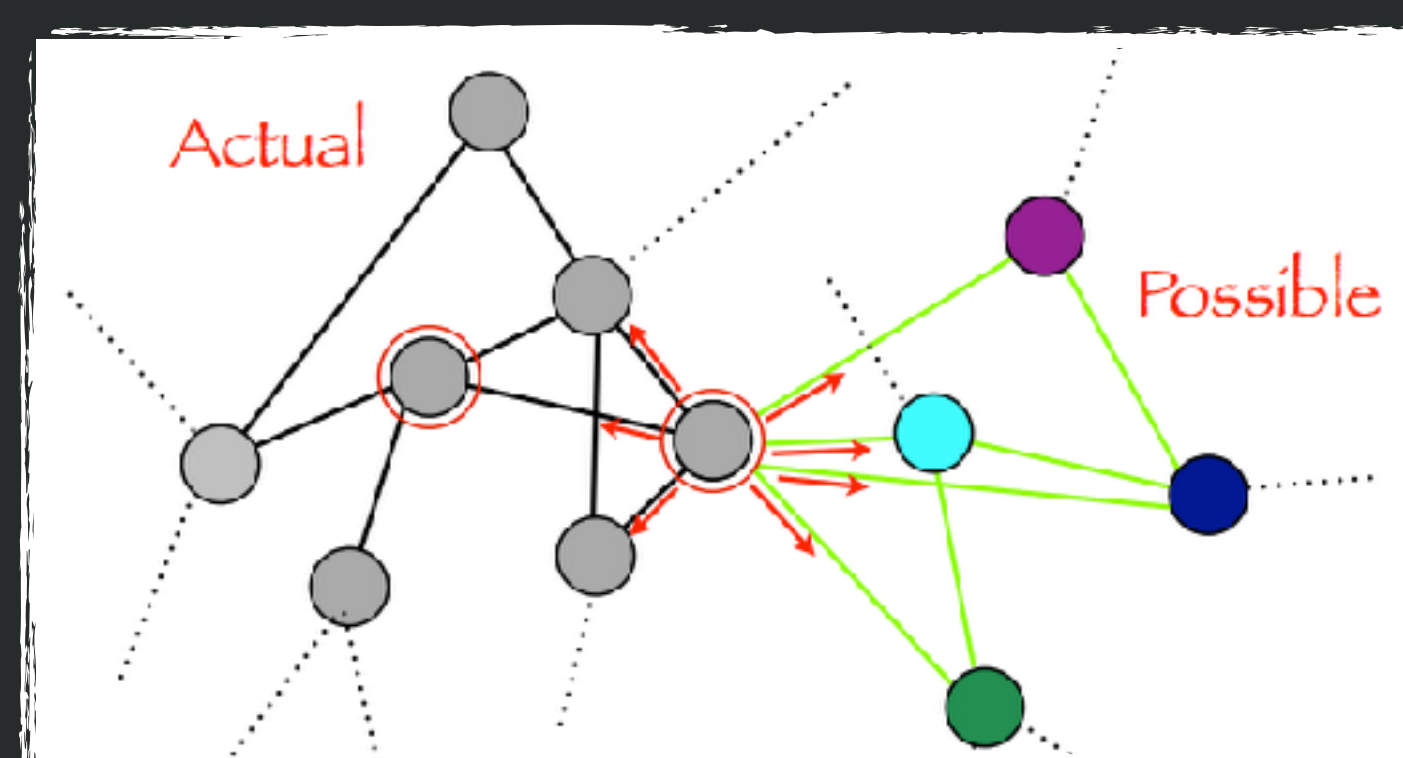


www.kreyon.net



A project addressing the dynamics of novelties with the aim to unfold and quantify the underlying mechanisms through which creativity emerges and innovations diffuse, compete and stabilize.



We shall exploit the unique opportunity offered by the combination of ICT tools for social computation with powerful analytical and modeling tools, by blending, in a unitary interdisciplinary effort, three main activities: web-based experiments, data science and theoretical modeling.



XTribe (www.xtribe.eu) is a general purpose web platform for social computation gamified experiments, hosting experiments of the Kreyon Project.



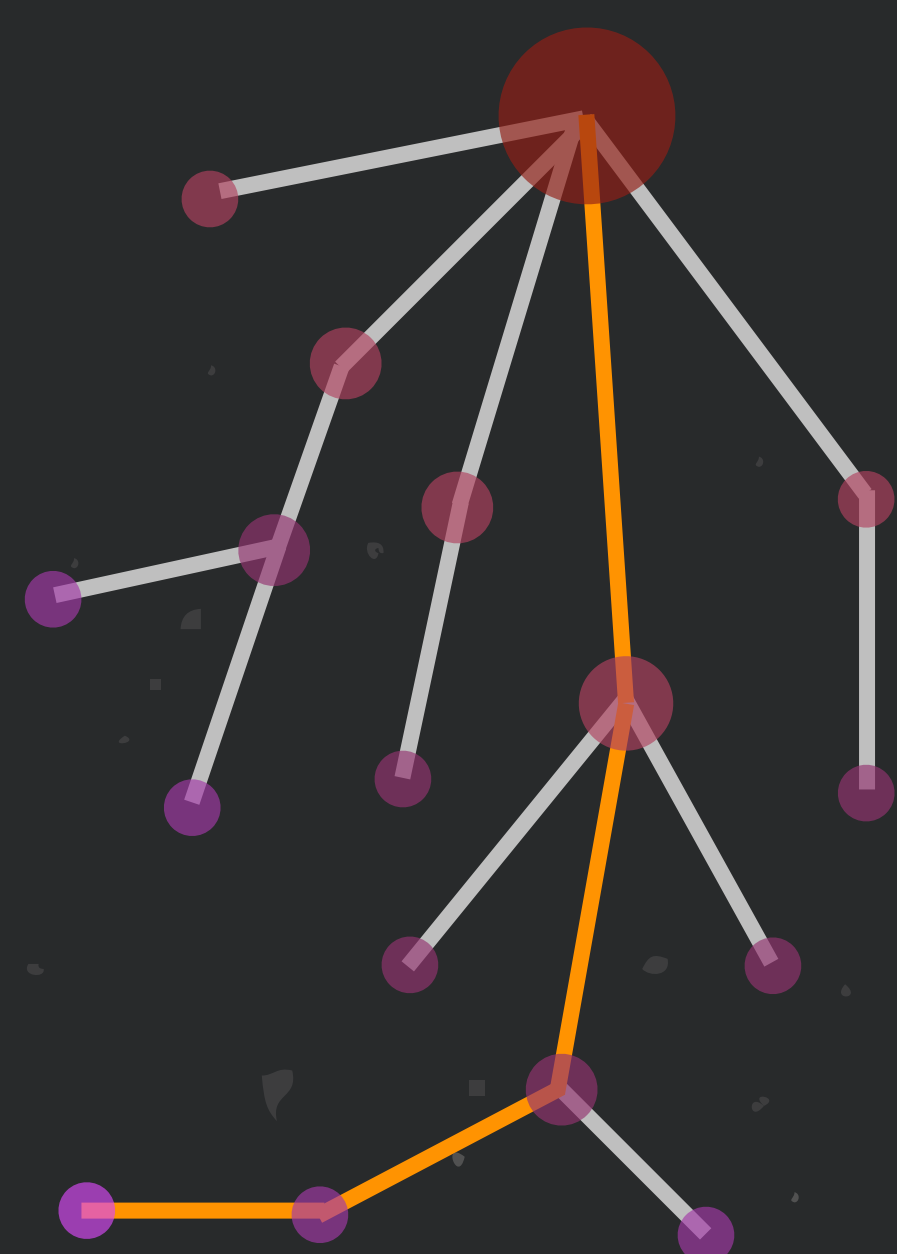
Kreyon Project is coordinated by Sapienza University of Rome in collaboration with ISI Foundation, Turin. It is supported by the John Templeton Foundation.

CreaStoria is a game where players become authors, creating growing trees of collaborative flash-fiction.



In the first stages of the game, players choose their favourite of several short opening lines, and have to exercise their creativity by continuing the story with a brief sentence of their own.

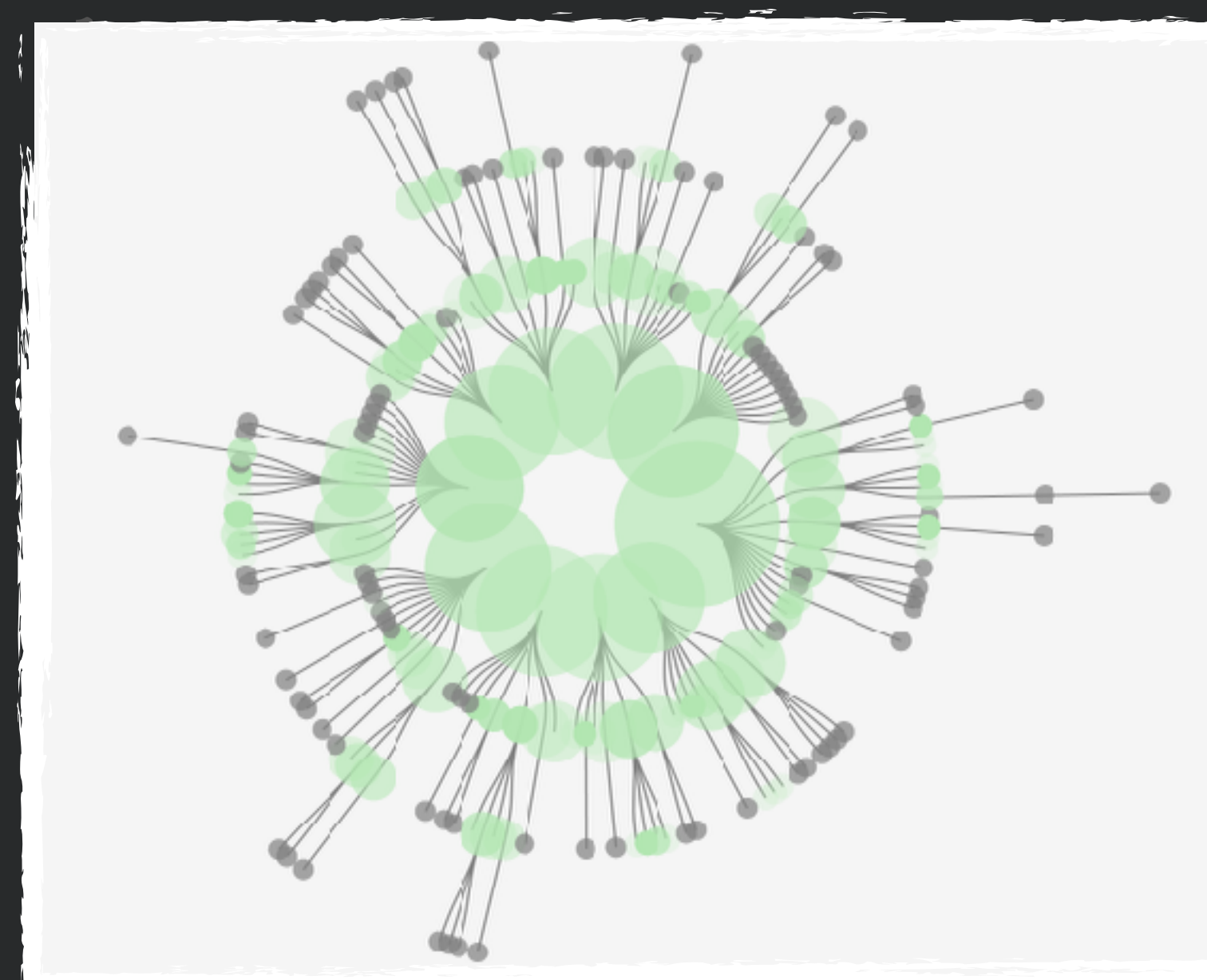
**EACH
PATH
IS A**



CreaStoria helps us to gather data about story evolution, reaching a deeper understanding of what sparks creativity and how it can be stimulated. Studying the CreaStoria network will provide valuable insights not only about creative processes, but also about interactions and influences between players engaging in creative tasks.

LINK:
PLAY
tinyurl.com/playstorie

At each turn, players choose which story they they want to continue, adding 'choose your own adventure' flavour to the game. Players who write particularly successful additions to the stories will be the trigger for longer story threads, as well as more potential directions in which any story can grow. Contributions are gathered and can be explored in "story trees" where you can explore different potential paths for each story.



EXPLORE
tinyurl.com/xplorstories

LEGOPIXELART

LEGOPIXELART is a representation guessing game. On one hand, you can compose a bi-dimensional drawing using a small set of LEGO bricks to represent a given topic. One the other hand, you can look at other players' creations, trying to guess which concept they wanted to represent.



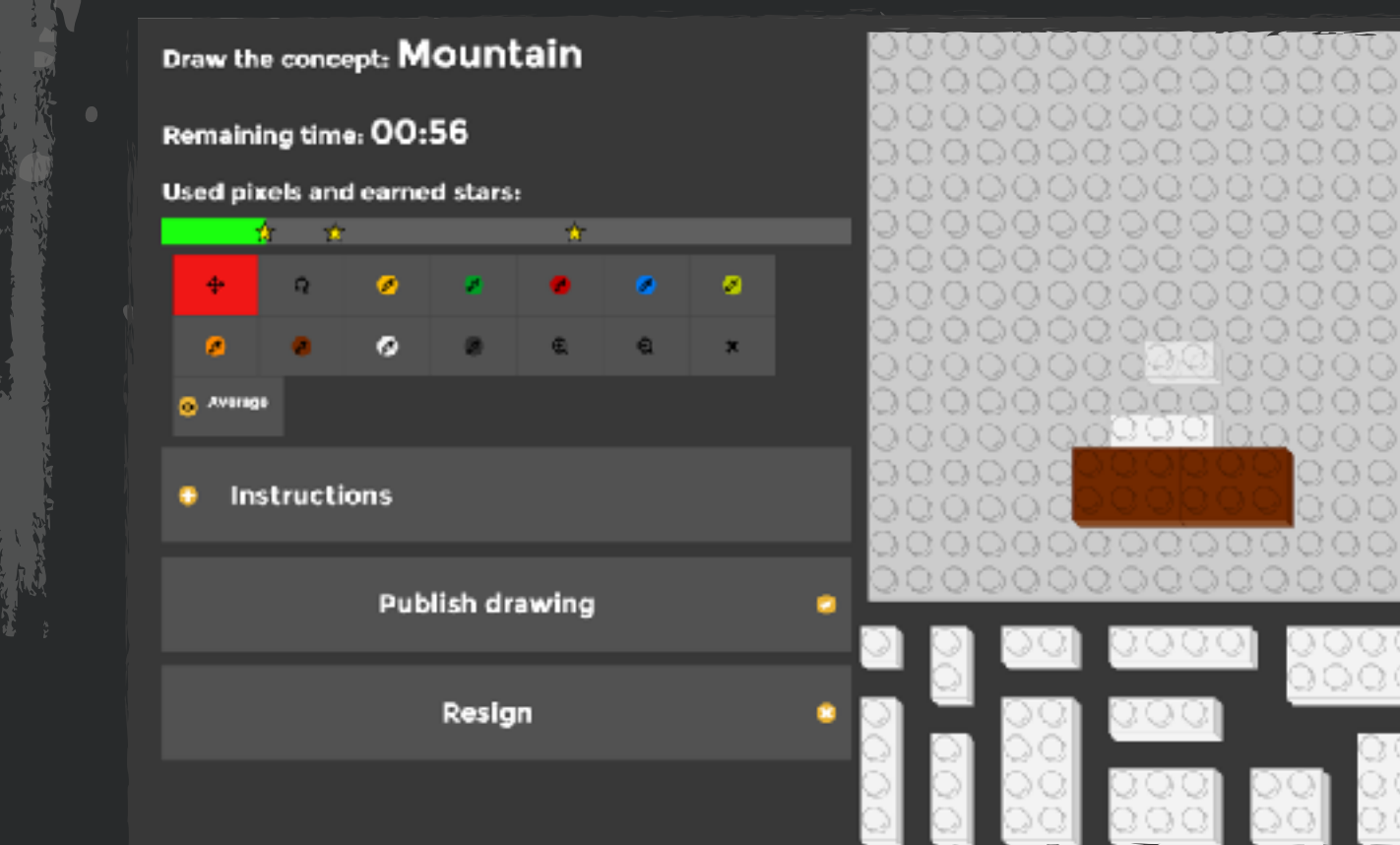
GUESS

Guess a concept drawn by other players! You have 30 seconds and you can earn up to 100 LegoCoins!



DRAW

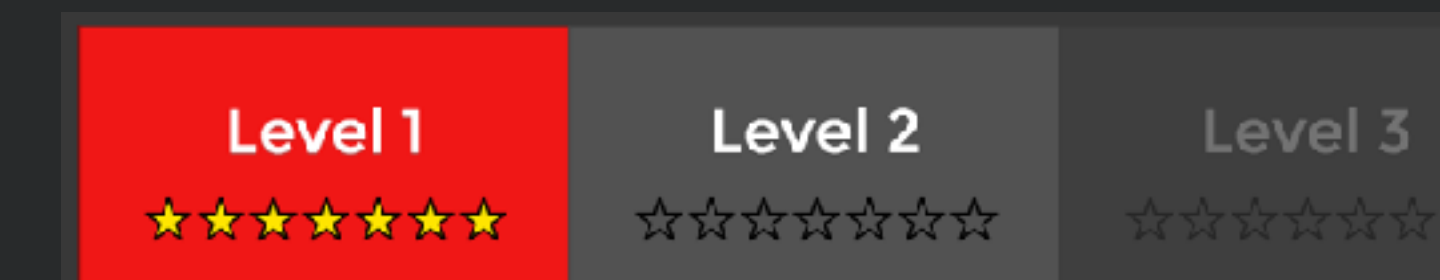
Draw a concept, earn stars and reach the next level! You have 5 minutes! Every attempt costs 500 LegoCoins!



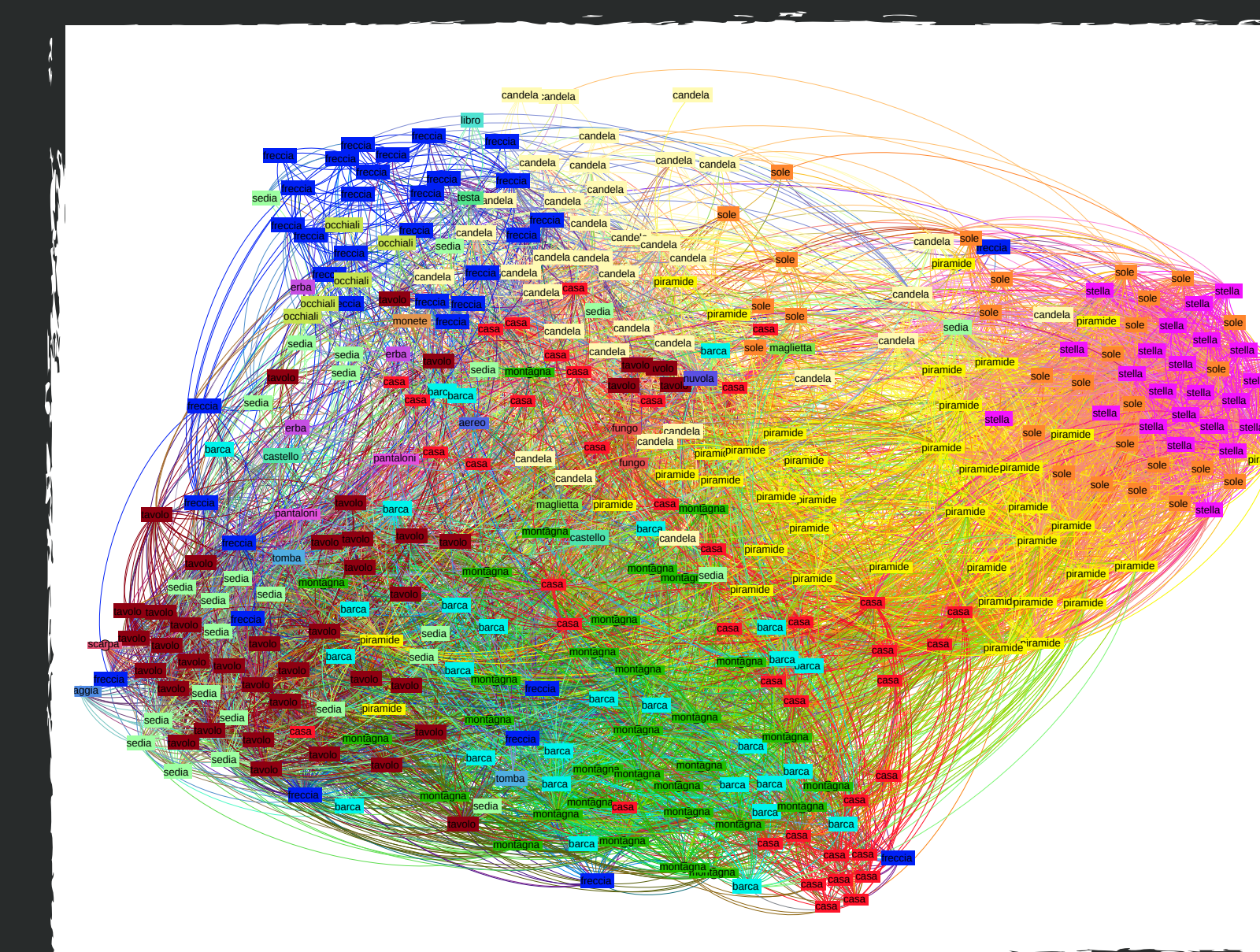
Each composition earn Stars and LegoCoins to the author according to how many times is guessed, copied, liked, shared, but above all, depending on its **ORIGINALITY SCORE!** So, be original!!!



Get Stars and advance through the levels. Will you be able to enter the **Top 10?**



The target of this experiment is to observe a community trying to solve a communication problem in an original way. The subject of the data gathering is the absolutely non trivial dynamics under the search for a balance between the struggle to be original and the need to be understandable. The formation and surpassing of communication standards and convention will be (hopefully) observed, leading to novel modelling of these kind of phenomena.



LINK to PLAY: <http://tinyurl.com/legopixelart>