

Why Play?



Play Tectonics

Communication • Education • Transformation

Our learning culture is broken. The deterioration of a long outdated factory system has escalated in the 21st Century. Well-intentioned but failed attempts to raise the quality of the education experience by forcing school systems to disproportionately focus on testing has resulted in pressure so extreme that it isn't the students, but rather the administrators and teachers who are being caught cheating. The days of field trips and creative teaching methods seem a distant memory.

We now have an entire generation who have known no life without mobile technology and constant connection to social media. Tech giants employ psychological experts who misuse science in order to turn children into screen addicts, resulting in record levels of mental health issues among pre-teens and teens. Twenty-four hour bullying, fear-of-missing-out, and unrealistic comparisons to the carefully fabricated profiles of peers result in loneliness, envy, depression, body dysmorphia, and anger. These negative forces all too often result in drug addiction, overdose, suicide, and the all-too-common school-shooter syndrome.

Our schools have become zero-tolerance lockdown facilities, with students under an ever-present gaze of authority creating submissive, compliant minds and a school-to-prison pipeline for those students whose lives most desperately need a creative outlet. This broken system creates broken children who become broken adults unable to thrive in our fast evolving economy. Employers lament that the quality most lacking in prospective employees is initiative.

What is needed is a powerful transformative energy capable of healing and awakening. One that is universal, free, and proven. One that springs from and is owned by the individual, yet can unite those individuals in pairs or group settings, transcending age, background, and status. Play is that energy. Play is the foundational source of learning. Play shapes our brains from the earliest ages, increasing blood flow and oxygen to the brain and creating emotional connections to information, resulting in retention and recall. It forges social bonds, stimulates original thinking, and forms healthy identity. Play is the way humans, and all mammals, are biologically programmed to learn. So essential is Play to the human experience that it was declared a universal Human Right.

The good news is that a national movement is growing to bring Play back into schools. But Play must be seen not as an optional supplement in the classroom, or to be regulated and dispensed at recess but rather as a vital energy that brings life into the classroom experience. The transformational power of Play in the classroom cannot be understated.

We have created a universal symbolic language of Play, called Play Language, that has been utilized in classrooms around the world. Trademarked as Puppetools[®], our Play Language has been featured in Edutopia magazine, and recorded in the annals of neuroscience. We encourage you to learn more and join us on a journey of playful exploration.

For more information, visit PlayTectonics.org