Frank Lantz | CV

The NYU Game Center
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Education	**University of Maryland, College Park Maryland, 1986** **BFA, Painting**
Academic Experience	**Director, The NYU Game Center, 2008 - present**
	Chair, Game Design, Tisch School of the Arts, NYU, 2012 - present
	Director, MAGNET Presidium, NYU 2013 - present
	Adjunct Faculty, NYU, Interactive Telecommunications Program, 1995 – 2008 • **Game Design** • **Big Games** • **Interactive Narrative**
	Instructor, Parsons School of Design, Digital Design Department, 2004 - 2005 • **Hybrid Design Studio**
	Instructor, School of Visual Arts, 1992 - 1993 • **Computer Aided Design**
Work Experience	**Area/Code Games, New York, NY, January 2005- 2010** **Co-Founder, Creative Director**
	Area/Code was a pioneer in the fields of cross-media, real world, location-based, and large-scale social gaming. Working in multiple experimental and commercial contexts, Area/Code created games for CBS, Discovery Channel, Van Alen Institute, Arts&Entertainment Network, Qwest, Nokia, MTV, Nike, and the Ubiquitous Computing Conference.
	Gamelab, New York, NY, 2002 - 2005 **Director of Game Design**
	Gamelab is a premier developer of online and downloadable games with a focus on creating innovative and accessible games for a broad, non-hardcore audience.

Pop & Co. New York, NY, 2000 - 2002
Senior Game Designer

Online game design for clients including Cartoon Network, Lifetime TV, and VH1.

RGA, New York, NY 1991 – 2000
Creative Director

Lead creative for this highly respected, award-winning digital design studio.

Select Publications **Pervasive Gaming**, Editors: Markus Montola, Jaakko Stenros, Morgan Kauffman Press, 2009
"Pervasive Games and the 'Art Question'"

Game Design Workshop: A Playcentric Approach to Creating Innovative Games, Tracy Fullerton, Morgan Kauffman Press, 2008
"Designer Perspective: Frank Lantz"

Space Time Play: Computer Games, Architecture and Urbanism, Drew Davidson, Heather Kelley, Julian Kücklich, Friedrich von Borries, Steffen P. Walz, Matthias Böttger, Birkhäuser Basel, 2007
"Design Case Studies: Big Urban Game, PacManhattan"

Metropolis Magazine, April 2006
"Slow Games and the Quest for Play Everlasting"

Rules of Play: Game Design Fundamentals, Katie Salen and Eric Zimmerman, MIT Press, 2003
"Foreword", "Commissioned Game: Ironclad"

Merge Magazine, 1999
"Rules, Play and Culture: Towards an Aesthetic of Games"

Panic Encyclopedia, The Definitive Guide to the Post-Modern Scene, Editors: Arthur and Marilouise Kroker, St. Martin's Press, 1989
"Panic Quake"

Select Speaking Engagements / Presentations **"Life and Death and Middle Pair: Go, Poker, and the Sublime"**, Game Developers' Conference, San Francisco, March 2011

"Reinventing Gaming", TEDx PennQuarter, 2010

"Alternate Approaches to Alternate Reality: Designing a Different Kind of ARG", Game Developers eXchange, Savannah College of Art and Design, April 2008

"The Metagame: A Battle of Videogame Smarts", Game Developers' Conference, San Francisco, March 2007

"The Return of the Real: Using Real-world Gaming to Achieve Real-world Goals", Serious Games Summit, Washington DC, October 2006

"The Future of Real World Gaming", Nokia Games Summit, Monaco, August 2006

"Away From Keyboard: Designing Real-World Games", Montreal International Game Summit, November 2005

"Radical Territories: The Future Frontier of Game Design", panel at the AIGA Design Conference, September 2005

"Urban Gaming" Sidney Kahn Summer Institute for New Practices in Performance and Technology at The Kitchen, New York City, June 2005

Selected Ludography	**Drop7**, iPhone, Area/Code Games
	Parking Wars, Facebook, A&E
	Chain Factor (the Numb3rs ARG), CBS
	Sharkrunners, Discovery Channel
	Sopranos A&E Connection, A&E
	ConQwest, Qwest Communications
	Big Urban Game, University of Minnesota Design Institute
	Diner Dash, Playfirst Games
	Subway Scramble, Playfirst Games
	Arcadia, Shockwave Games
	Openhouse, Lifetime Television
	RSVP, Lifetime Television
	Trick or Treat, Cartoon Network
	Spybot, Lego
	Worldbuilder, Lego
	Junkbot, Lego
	The Robot Club, South Peak Interactive, 1998
	Gearheads, Phillips Interactive, 1996
Awards	Creativity 50, Creativity Magazine
	Sopranos Connection – best of 2007 "tech/mech", AdWeek
	Sopranos Connection – finalist MIXX
	Sopranos Connection – gold, OMMA
	ConQwest – "Best Game", Future Marketing Summit
	ConQwest – Silver, Clio Awards
	ConQwest – Silver Pencil, One Show
	ConQwest – Guerilla Marketing of the Year, Brandweek