



# Seriously, Can Play Help Organizations?!

KRISTIN COBBLE | SEPTEMBER 4, 2012

[Gwen Gordon](#) is one of my favorite people to go to when I am facing a personal or professional challenge. She brings science, art, Buddhism, design, psychology, and philosophy, along with a dash of humor and zaniness, making her a fabulous thought partner. One of the professional challenges she helped us with was coming up with our company name, Groupaya!

Play has been a passion of hers for many years. Not only is she one of the most playful people I know, she has also spent years practicing it, studying it, and writing about it. She built Muppets for [Sesame Street](#), she served as the creative director of an Emmy award-winning children's television show, she worked as a designer at the [MIT Media Lab](#), and she's published numerous [papers](#) about play.

Because Gwen believes that play is vital to our our health, happiness, and the future of life itself, she is making a documentary called, *Seriously! The Future Depends on Play*. To raise additional funds for the movie, she is launching a [Kickstarter campaign](#) today. Here's her delightful Kickstarter video, where you can get a sense of how great her movie will be and why we love Gwen so much.

And here's a short video clip that I took of Gwen this past weekend, where she describes how organizations can benefit from more playful cultures.

**Please donate!** Help her turn all of the hours of filming she has already completed into a bonafide movie. The world will benefit, and so will you!

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