



free
Ice
Cream

Playful Ways Into Big Conversations

We design playful interfaces for the big topics. The trickier and more complex the issue, the more it needs a playful approach.

We create immersive, collaborative and fun experiences that engage people in the big questions. Whether it's the value of art, ethical data, feminism, climate change, or anything else you need to start a conversation about.

Here are some examples of existing installations,

Or ask us to design something to your brief.

The top of the slide features a dark background with several ice cream balls. One ball is teal, and the others are white. The text 'Free Ice Cream' is written in a pink, stylized font on the left side.

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Level Playing Field

A table top racing game that is probably (not) a level playing field.

Playing with themes of feminism and intersectionality.

Players are assigned race/gender identities and then a series of real world challenges, all by spinning a fairground Tombola. Along the way, the gradient of their table-top racing lane is physically changed, culminating in a fast paced and ludicrous race to the end.

I Am An Artist

A simple and resonant networking game about the network of connections we exist within, and about the artist within all of us.

As a player, you join with a group in the game space and are given a sensor to wear as a wristband or sticker. On the wall is a screen with a beautiful network visualisation.

Your challenge is to figure out what node you are in the network, and to find your kindred artist among the group. You explore the network in the real world by reaching out to touch someone else on the wrist. As you do, a connection pops up on the screen.

THIS. THIS. THIS. THIS. T
MIGHT. MIGHT. MIGHT. MIGHT. M
BE. NOT.BE. BE. NOT.BE. B
ART. ART. ART. ART. A

Hey, You Look Like Art!

Want to build a sustainable arts practice? Why not submit your work to the Curatatron 5000 and fill in our [Application Form!](#)

Measuring the immeasurable (using the power of machine learning) since 2019.

What gets counted counts!

A playful installation offering up one future for valuing and sustaining creativity.

A network diagram of the 17 Sustainable Development Goals (SDGs) is visible in the background. Nodes are represented by circles of varying sizes and colors (red, green, blue, orange), connected by thin lines. Some nodes are highlighted with larger, semi-transparent circles. Labels for some SDGs are visible, such as 'Gender Equality 717,544', 'Life Below Water', 'Zero Hunger 408,932,55', 'Innovation & Infrastructure 50,764,33', 'Climate Action 32,189,64,253', and 'No Poverty 43,785,475'.

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Freeicecream.co.uk

@itsfic

shn@freeicecream.co.uk

Company reg no: 10196853