



WIN WIN

by Friedrich Rackwitz



SYNOPSIS

Gamification refers to the transfer of knowledge and elements from the games sector to everyday processes that do not involve games, with the aim of allowing tedious and laborious activities to be experienced as games. This is intended to increase motivation and performance.

In the documentary WIN WIN, Friedrich Rackwitz addresses the topic of gamification from three different perspectives:

In a cinematic self-experiment lasting several months, Rackwitz uses a fitness app that is supposed to support him with playful elements to overcome one's weaker self and achieve real training success.

From an observational perspective, the filmmaker accompanies the development of a gamification app that is intended to help service technicians at the Bosch company bring more joy and productivity to their work.

With the help of an acting coach and real-life accounts from Uber drivers, Rackwitz develops a vivid and condensed picture of how the gamified app motivates people to exploit...

FESTIVALS

2022

56 IFF Hof

39 IDFF Kassel

CAST AND CREW

DIRECTOR Friedrich Rackwitz

Germany 2022

84 min

FORMAL CATEGORIES

Current Affairs, Economy, Politics

ORIGINAL LANGUAGES

German, English

PREMIERE

Germany (2022)

PRODUCTION COMPANY

NEOS FILM GMBH & CO. KG

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COPRODUCTION COMPANY

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LINKS / REFERENCE

FORTIS GREEN FILM+Medien

<https://www.fortisgreen.de>

TRAILER

<https://youtu.be/OuQUAygOfJ...>

<https://win-win-derfilm.de/>