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### **Layers of Performativity in the Videogame *Spore***

In this presentation I identify and contextualize seven layers of performativity in the videogame *Spore*. Inspiration. Will Wright is the auteur at the creative heart of the *Spore* game experience. The Industry. Producing the inspiration for the game-stage is an action of performativity, in the linguistic and substantive sense. The Spectacle. Making player into character through the performative act of pretend. The Sacred Sphere. Ritual of sacred play that emerges by implementing imagination through dramatization and play. Transformation. Transformation of real behaviour into symbolic behaviour. Doubling and Duality. Action carried out for someone, an action involved in “doubling” that comes with consciousness and with the elusive “other.” Omnipotence. The role of the “camera” and other aesthetics of animation. Who is the camera?