



Let's PLAY Again

PLAY – CREATIVE GAMING FESTIVAL

📅 November 5–13, 2021

Playing and being together: PLAY21 on the theme „Restart Together!“ will be held both online and live on site in Hamburg in the PLAY Studio on the second floor of the Europa Passage from November 5th to 13th. For nine days, festival visitors will be able to discover and discuss games in various program formats and meet game developers from all over the world.

The program events include, among others, the Super Creative Crazy Esports Tournament with Germany's most successful and world-ranked e-sports player Alena „TIFA“ Maurer, an online show with British game developer Alistair Aitcheson, who will develop 100 game ideas within one hour, an exclusive look at Fein, a gaming studio founded in 2020 that focuses on games for women, Danny Hawk and Emily Koonce's online workshop using TikTok as a gaming platform, and a keynote presentation by Rocket Beans TV's Daniel Budiman during the festival opening on the 5th at 7:00 pm.

One against all comers: Alena „TIFA“ Maurer takes up the challenge at PLAY21 and tries to master a course, which will be created in advance by teenagers on the „Minetest PLAYground“. The battle will take place on Nov. 10th at 6:00 pm.

Snacktime, PLAY Couch & Evening Events

In the new **Snacktime** format offering 30-minute tutorials about games, Lea Schönfelder from the game studio Fein will discuss games for women (How to Become Your Own Boss on Nov. 12th at 3:00 pm), and the Total Refusal artist collective will explain how it acquires digital game spaces and puts them to new uses (How to Desert from Battlefield on Nov. 8th at 5:00 pm). On the **PLAY Couch** with moderator Christian Schiffer, guests include psychologist Jessica Kathmann, journalist Matthias Kreienbrink, and game developer Corinna Rath. They will discuss the role of game characters as companions during the time of the pandemic (PLAY Couch „Companions - Together and Less Alone“ on Nov. 6th at 6:00 pm). The **evening events** include PLAY's Next Top Companion (on Nov. 8th at 8:00 pm). A jury will choose from their perspective the best companion from a computer game. At the Interactive Twitch-Game Session, on Nov. 11th at 8:00 pm, the audience will have the opportunity to intervene in the game via chat.

Speakers' Corner & Exhibition

Up to the beginning of the festival, interested parties can apply for a slot at the Speakers' Corner to share their own topics, ideas and experiences on the subject of digital game culture with the festival audience. Current accepted submissions explain why game developers should meditate on or talk about classism in games. The six games nominated for the international Creative Gaming Award have been identified and will be presented in the interactive exhibition during the festival; they will also be playable there. Nominees in the category of „Most Creative Game Award“ are: **Alekon** by The Alekon Company (USA), **Hexagroove** by Ichigoichie (Sweden) and **One Hand Clapping** by Bad Dream Games (USA). In the „Most Innovative Newcomer Award“ category for the best up-and-coming project the games **Help Yourself** by Flat Head Studio (Austria), **Tentacular** by Firepunched Games (Germany) and **Terrorbane** by BitNine Studio (Italy) are in the running for the Creative Gaming Award. There are 12 more candidates for the Audience Award; these games are also presented and playable in the interactive exhibition. The award show will be broadcast from the PLAY Studio in the Europa Passage on November 12th, 2021.

Digital Home Visits

For the first time, PLAY21 invites the festival audience to visit people from different areas of the gaming world online at their respective workplaces and activity sites. Insight into their work will be provided by e-sports trainer Josef Kolisang aka blackgator (Nov. 9th at 11:00 am), audio director Philipp Muckenfuss from Fishlabs (Nov. 10th at

11:00 am), game designer Christin Matt from Innogames (Nov. 11th at 11:00 am) and others.

Workshops & Advanced Education

Workshops on creative computer gaming and game design will again be offered this year. At the face-to-face workshops in the SCHORSCH district center in St. Georg, young people starting at age 13 as well as adults can develop, build and play an Escape Game together under the guidance of Anja Böckmann and Tobias Thiel (Escape Games in Minetest on Nov. 7th from 10:00 am to 12:00 pm). Alternatively, participants can develop their own stories on social and political events under the direction of Sarah Fartuun Heinze and Michael Geithner from Playing History (Storytelling in Games - Game Development on the subjects of Crises and Society on Nov. 13th from 11:00 am to 1:00 pm). Online workshops will be conducted on topics such as theater and film production in Minetest (Electric Theater in Minetest on Nov. 6th at 12:00 pm) or using TikTok as a gaming platform (Social Media Games - Play & Make on Nov. 7th at 3:00 pm). For teachers and multipliers, there will be two online advanced training courses on the subject of creative gaming during the festival. Participation in all workshops is free of charge, registration is required.

Festival access

The festival livestream can be accessed via the PLAY Website and the virtual festival location PLAYvalley can also be visited there. The production location is the PLAY studio on the second floor of the Europa Passage. Talks, discussions and shows will be streamed live from there. On-site, games can also be played live. The unique digital festival environment PLAYvalley creates a genuine "festival feeling". During the festival, Blogger OddNina and podcaster Manuel Fritsch (Insert Moin) will guide attendees through the program.

I am available at any time for queries and further information and look forward to your and your editorial consideration.

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PLAY21 – Creative Gaming Festival is an event of the Initiative Creative Gaming e.V., of jaf - Verein für medienpädagogische Praxis Hamburg e.V. in cooperation with spielbar.de, the Federal Agency for Civic Education's platform on the subject of computer games, Behörde für Schule und Berufsbildung Hamburg and JIZ – Jugendinformationszentrum Hamburg of the Behörde für Schule und Berufsbildung Hamburg.

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