

PLAY21

CREATIVE GAMING FESTIVAL
NOVEMBER 5-13, 2021 | ONLINE & HAMBURG

«_Restart Together!

playfestival.de



Press Kit

PLAY – CREATIVE GAMING FESTIVAL

📅 November 5–13, 2021

PLAY21 – THEME – What does this year's theme mean?

This year's edition focuses both on the past and the future, on isolation and communalization, on proximity and distance. PLAY21 deals with the role of games in a (post-)pandemic society and with the questions on how games bring us together during a global crisis situation, give hope, become alternative places of encounter, and how game culture will change after and as a result of Corona.

PLAY21 – ACCESS – How can I participate in the festival?

The audience can decide how actively they want to participate in the festival. One possibility is to follow the livestream via YouTube, to ask questions there and to participate in discussions. Another option is to join the program in PLAYvalley, our virtual festival location, and play our exhibition there - together or alone. In the PLAYvalley, a virtual festival environment built on Topia, the audience can also exchange ideas and even participate in program points. The games nominated for the Creative Gaming Awards are also playable in Gamecity Hamburg's online hub. Access to the livestream, PLAYvalley and the online hub is available via our website.

In addition to the online program, workshops will be held at Hamburg-based schools around the festival theme. In addition, two face-to-face workshops will take place at Schorsch District Center in Hamburg, St. Georg, for which you can register via our website.

The PLAY21 studio is located in the heart of Hamburg in the Europa Passage. The program will be produced and streamed there. Visitors can also play some of the games in the exhibition on site.

PLAY21 – TICKET FEE – Is everything really free of charge?

Yes, everything at PLAY21 is free of charge. However, our workshops and advanced training courses have limited places, so you should reserve a place for them. This is possible via our schedule on the festival website.

PLAY21 – ONLINE

Most of the festival can be experienced online. Whether talk or show formats and the playable exhibition. In PLAYvalley, visitors can find all the events of the festival. The direct access to the festival is provided via www.playfestival.de.

PLAY 21 – HAMBURG

PLAY21 has two play venues in the city in addition to the 12 PLAY schools where workshops for students take place. In SCHORSCH, the Integrative Family Center (IFZ) St. Georg, the face-to-face workshops take place and in the Europa Passage on the second floor the studio program is produced and the playable exhibition can be visited.

PLAY21 – PROGRAM – What does the program look like in detail? What will be offered this year?

The program includes the PLAY classics: such as the opening on November 5th and the Creative Gaming Awards ceremony on November 12th, hosted by OddNina and Manuel Fritsch (Insert Moin), the popular talk format „PLAY Couch“ with host Christian Schiffer, the Speakers' Corner an open stage for short thematic impulses around games and the curated exhibition this year focusing on multiplayer games.

The virtual festival location is PLAYvalley, a festival environment built on Topia. There you can find the event streams,

workshops and the exhibition, where you can play together online.

Other festival activities include the „Snacktime“, short tutorials on various topics of creative access with games. In the evening, festival visitors can look forward to various show formats: among other things, there will be a Games Olympics in Minetest, a show with the British game developer and entertainer Alistaire Aitcheson, an interactive Twitch streaming and roundtable discussions.

In addition to the PLAYvalley playable exhibition, there will also be a small on-site exhibition. Included are games that can be played contactless and behind shop windows in the Europa Passage. The six games nominated for the Creative Gaming Awards are an integral part of the exhibition. The international prize is being awarded for the seventh time in the categories „Most Creative Game“ for the most creative project and „Most Innovative Newcomer“ for the best up-and-coming production.

The festival will visit twelve schools with workshops. But there are also offerings at the SCHORSCH District Center in St. Georg. The „Digital Home Visits“ will also give festival attendees a direct insight into Hamburg's successful games industry.

PLAY21 – WORKSHOPS – What workshops are available at PLAY21 and who are they for? How can I participate?

At the face-to-face workshops at the SCHORSCH District Center in St. Georg, young people from the age of 13 and adults can develop, build and play an Escape Game (Escape Games in Minetest | November 7th, 10 am - 12 pm) or develop their own stories on social and political events (Storytelling in Games - Game Development on Crises and Society | November 13th, 11 am - 1 pm).

Online workshops will be offered on topics such as theater and film productions in Minetest (Electric Theater in Minetest | November 6th, 12 pm) or TikTok as a gaming platform (Social Media Games - Play & Make | November 7th, 3 pm).

PLAY21 – ADVANCED EDUCATION – What advanced training courses are available at PLAY21 and who are they for? How can I participate?

Traditionally, there are two advanced training courses at PLAY - and this year is no exception. Both trainings take place online. You can secure a place via our website in our program section. The trainings are aimed at teachers and educators, as well as people working in media education.

On Saturday, November 6th from 10 am to 12 pm: „Creative Gaming - Designing Online Spaces Creatively!“ In addition to an insight into the basics and principles of our work, we will explore the question of how online spaces can be used creatively and playfully in educational work.

On Friday, November 12th from 4 to 6 pm: Training on how Minetest can be used in the classroom. Using the example of the „Mine Ulm Topia“ project, teachers and media educators involved in the project will share their experiences with the use of the open-world game Minetest.

PLAY21 – FESTIVAL – Through PLAY20 you already have experience in organizing an online festival. What has changed for festival visitors with the new online formats?

The online formats open up access to the festival for the non-local audience. But in addition to broadening access, the program can also be more flexibly adapted to guests and speakers. Increasing internationalization is thus a given. PLAY would not be the festival that deals with creative perspectives on games if we did not also take up the online worlds in a playful way. The festival itself is characterized by communication, community and shared (gaming) experiences. The online world that is created for PLAY offers exactly that.

PLAY21 – AWARD – Since 2015, the festival has been presenting the Creative Gaming Awards. What is different this year?

The Creative Gaming Awards will be presented for the seventh time this year. What is new this year is that developers and artists from all over the world were able to submit entries. Thus, for the first time, the Creative Gaming Awards will honor the world's most creative games and up-and-coming productions and no longer, as before, the European ones. In addition, the cooperation with Gamecity Hamburg has been further intensified this year, which is reflected in a higher funding amount for the awards and an extra exhibition of the nominees in the Gamecity Online Hub.

PLAY21 – LOCATION – How good and how important is PLAY for Hamburg as a festival location?

Hamburg has always been a city with numerous media festivals. Above all, many film festivals for different audiences and different focuses have established themselves since the 1980s. Many other media genres are also

highlighted with festivals in the Hanseatic city. Until 2012, there was no festival for and with digital games in Hamburg. PLAY's move from Potsdam to Hamburg is part of its success. The festival was able to establish itself very quickly in the Hamburg structures of media education and media art, but also in the game location Hamburg. In the meantime, PLAY has become one of the festivals in the city where the focus is not on commercial success, but on the participation, the discussion and the fun of the visitors. PLAY is also an important building block for media education activities in Hamburg.

PLAY21 – SUPPORTERS

PLAY enables different perspectives on digital games. This is also reflected in the list of organizers and partners:

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.

Supported by HAW Hamburg – Department Design, Media, and Information offering a Master's Degree in games, the BürgerStiftung Hamburg and gamecity:Hamburg.

Special thanks to the venue providers: SCHORSCH at IFZ and Europa Passage Hamburg

Sponsored by: siebold/hamburg messebau GmbH.

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

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