



PLAY23 – Creative Gaming Festival It's Drama, Baby!

📅 31 October to 05 November

Attention cliffhanger: Game enthusiasts can find out what soap operas have to do with games from October 31 to November 5 at this year's PLAY23 – Creative Gaming Festival in Hamburg. Festival visitors are invited to try out games for seven days both on-site at JUPITER, Mönckebergstraße 2/4, and via the digital festival location PLAYvalley. They can meet game developers from all over the world and contribute their own game ideas to the festival.

Participation is a top priority this year: In the new format Makers' Corner, festival visitors can actively offer their own mini-workshops on-site, present new design tools and test their developed prototypes with other participants. For the first time, young people between 14 and 21 from all over Germany play an integral part in organizing the festival. The Young PLAY team is involved in preparing the program and in curating its own exhibition.

„By including all schools and universities in Hamburg that offer training in the games sector, the diversity of participation on-site is greater and the workshops even more open. It is possible to join in and get started quickly at any time,“ says festival director Andreas Hedrich.

Established items on the program agenda are the Speakers' Corner, where attendees' own topics, ideas and field experiences in the digital game culture can be shared with the festival audience, and the digital house visits, where professionals from the fields of animation, storytelling and developing, among others, give insights into their work at their own workplaces.

Exhibitions

The exhibition has four major focal points: International productions dealing with the festival theme „Soap Opera“, games creations that have been produced in Hamburg, games and concepts that have been nominated for the Creative Gaming Award and a Young PLAY youth team curated game world. All exhibited products will be entered in the contest for the audience award. The award show on November 4 at 8pm, hosted by OddNina, can be experienced live at the festival or watched via Twitch stream.

Workshops

During the festival week, there will again be a special program for school classes. In workshops and at various on-site hands-on stations, students can talk to developers, develop their own games, and present the results to a broad festival audience at the Speakers' Corner. In addition, many other open workshops and hands-on activities will attract students to JUPITER on the holiday and on the weekend. In a Prompt-A-Thon, new game prototypes will be developed using AI tools; in Bodybuilding, participants will be trained on the gestures and posture of computer game characters. In the Creative Gaming Studio, character designs will be ironed and drawn, game worlds programmed, and controllers crafted, glued, and wired. Numerous offerings from the VHS Hamburg, the JIZ – Jugendinformationszentrum Hamburg and the Fundus Theater, among others, make possible the practical examination of the digital gaming culture.

🖥 playfestival.de [f twitter.com/ PLAYfestival](https://twitter.com/PLAYfestival) [@ instagram.com/ playfestival](https://instagram.com/playfestival)

I will be happy to answer any questions and provide further information at any time, and I look forward to your editorial consideration.

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