



PLAY22 – Creative Gaming Festival

City and games

📅 **October 31 to November 6**

The PLAY22 - Creative Gaming Festival with the theme „Take a Breath“ opens on 31 October at 12 pm, CET, in Hamburg’s city center. For seven days, festival visitors can try out games in various program formats, discuss them and meet game developers from all over the world. The audience can decide how it wants to visit the festival: via Twitch stream, the virtual festival location PLAYvalley or live on site. All PLAY22 events are held at Jupiter, in the former Karstadt Sport building at Mönckebergstraße 2-4, and the games will take place on top of the roof and in the pedestrian zone outside.

PLAY Streetgames will transform the city center into a playground; during digital house visits, gamers from the most diverse areas of the gaming world will provide insights into their work at their respective work locations and at other active sites, among them is the 3D artist Marlena Beyer, who works for the international publisher Tivola based in Hamburg.

Other program activities include: „Walk With Me“ which invites visitors to take walks in video games and travel through worlds of the past, present and future; the open workshop on in-game photography and „The Crowd-Controlled Creativity Show“, in which the British game developer and comedian Alistair Aitcheson responds to commands from the PLAY audience creating performance art in interaction with them.

The Creative Gaming Studio, which is open to all festival visitors, offers hands-on stations focused on this year’s festival motto „Take a Breath“. Here, for example, visitors can build their own game controllers or control avatars via dance mats. At the „Hybrid Challenges“, festival visitors can compete against other players online in multiplayer games. On October 31st in conjunction with Halloween, a torchlight tour and horror game evening will be held on the festival grounds from 7 to 9 pm, CET. In „The Ultimate Tournament“, OddNina and Alistair Aitcheson will develop the latest and greatest game ever, based on the smartphone and on-site audiences’ input of ideas and inspirations.

Speakers' Corner, Nominations & Exhibition

As long as slots are available, interested parties can apply for one at the Speakers' Corner to share their own topics, ideas and experiences on the topic of digital gaming culture with the festival audience. The six games nominated for the international Creative Gaming Awards have been selected and will be playable during the festival.

Nominated in the Most Creative Game Award category:

- > [Artholomew Video's Stream Challenge](#) by Alistair Aitcheson (GB),
- > [Puppet Play](#) by Unechte Sachen (DE) and
- > [UNCERTAINTY](#) by Malenu (CH).

Nominated In the category „Most Innovative Newcomer Award“ for the best newcomer project:

- > [It's a Wrap!](#) by Chanko Studios (FR/DE),
- > [Sky Caravan](#) by Studio Bravarda (PT/BR) and
- > [Postal Secret](#) by Ymar Games (DE).

Honorable Mention:

- > [Atuel](#) by Matajuegos (AR)
- > [Das ist kein Spiel mehr](#) by Not So Serious (DE)
- > [Dot's Home](#) by Rise-Home Stories (US)
- > [Galaxy Bastards](#) by Till Gilsbach (DE)
- > [Give Me Strength](#) by James Poole und Laura Ryder (IE)
- > [Glasfäden](#) by Causa Creations (AT/DE/FR/VN)
- > [Hellcard](#) by Thing Trunk (PL)
- > [My Voice Comes Up Through Me](#) by Xavier Velastín (GB)
- > [somewhere.gl](#) by somewhere.gl Team (DE)
- > [SUPER IS HOT](#) by Pyrofoux (FR)
- > [The Fabulous Fear Machine](#) by Fictiorama Studios (ES)
- > [traVRsal](#) by Impossible Robert (DE)

In addition to the six nominated games and the 12 „Honorable Mentions“, 23 other international games on the festival themes of stress, reflection and relaxation can be explored in the interactive exhibition; these include installations and pre-release versions of unpublished works. On top of that, there will be one outstanding game featured in the Open Exhibit which changes daily. This means that PLAY will feature a total of 48 works, all of which are candidates for the audience award of the Creative Gaming Awards.

The Award Show, hosted by OddNina and Manu Fritsch, can be attended live at the festival or viewed via Twitch stream on 6 November at 8 pm, CET.

Workshops & advanced training

PLAY22 starts with Pre-program activities: school classes and young people can try their hand at game

development at the streetgame workshops in the mornings and afternoons of the week before the festival. During the festival week, 12 further workshops for school classes will be held. Teachers and disseminators can participate in the training courses „Take a Breath - Use Your Voice: Protest(ing) in Digital Games“ and „Basics of Creative Gaming“. Participation in all workshops is free of charge, registration is required, remaining places will be available on site at short notice.

 playfestival.de  facebook.com/play.festival.germany  instagram.com/_playfestival

Für Rückfragen und weitere Informationen stehe ich jederzeit gerne zur Verfügung und freue mich über Eure und Ihre redaktionelle Berücksichtigung.

Tina Ziegler  tina.ziegler@creative-gaming.eu  04521-83106 10  0174-444 04 54

The PLAY22 - Creative Gaming Festival is being held for the 15th time and is an event of the Initiative Creative Gaming e. V. and of jaf – Verein für medienpädagogische Praxis Hamburg e. V.

Funded by the Projektfonds Medien und Bildung Hamburg, BürgerStiftung Hamburg, gamecity: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, Fonds für kreative Zwischennutzung von der Freien und Hansestadt Hamburg und der Hamburg Kreativ Gesellschaft, htk academy, KUTI-Spiele, DOMO Camp and Kurzfilm Agentur Hamburg

Sponsored by siebold/hamburg messebau GmbH, BettaF!sh, Fritz Kola

Media partner: Polaris