



PLAY22 – Creative Gaming Festival

Free and Gaming City Hamburg

📅 October 31 to November 6

„Take a Breath“ was the motto of this year’s PLAY22 – Creative Gaming Festival. After 7 eventful days, the festival successfully closed last weekend with the presentation of the Creative Gaming Awards. The physical festival location was the Jupiter building in midtown Hamburg. It was possible to attend the festival online using the virtual location PLAYvalley or via Twitch stream. More than 6,000 visitors visited the various venues on-site and around 35,000 attended online.

„The program’s hybrid concept was a complete success,“ explains Andreas Hedrich of the festival team. „At PLAY22, we demonstrated that creating and playing together across physical boundaries works, as exemplified by the program’s many shows, in which audiences at all venues could participate.“ Matthias Löwe, curator of the exhibition was pleased with the fact that „15 national and international developers were guests either on-site or online. The creators of two Canadian projects became acquainted in a conversation slot at PLAYvalley. They were followed by streamers as well as guests at the festival site through the so-called Magic Windows. Magic Windows connected the real and digital festival locations. “

The Creative Gaming Award in the »Most Creative Gaming« category went to Artholomew Video’s Stream Challenge (Alistair Aitcheson, UK, 2021). The judges were impressed by its ease of access and „how players are able to interact with the performer and other participants within a framework of creative games and decisions(...) This game taps into the creative brain.“ In the »Most Innovative Newcomer« category, Chanko Studios (France/Germany, not yet published) received the award for It’s a Wrap!, according to the jury, „a damn clever, fun and challenging game that makes fun of the old 80’s movies. We loved looking behind the scenes and rolled on the floor laughing at our own mistakes. We were especially fascinated by the two interactive phases, where players can take on the roles of both the director and the actor at the same time. That was great fun!“ In the audience award category, there was a neck-and-neck race between Schim by Ewoud van der Werf & Extra Nice (Netherlands, not yet published), Trombone Champ by Holy Wow Studios (USA, 2022) and GigaBash by Passion Republic Games (Malaysia, 2022), which won in the end. Visitors online as well as on-site were delighted to be able to relieve stress in the form of gigantic monster fights.

The Creative Gaming Studio was open to all festival visitors and offered hands-on stations focused on this year’s festival motto „Take a Breath“. There participants could make their own game controllers, an iron made of cardboard for ironing music for example. The digital home visits with Kim Adam (aka freiraumreh) and others were also well attended. During the visits the importance of and communication with communities were discussion points. Over 400 students participated in the school workshops before and during the festival. They developed and presented their own games with great enthusiasm and intensity.

„Playing with games!“ is the motto of the Creative Gaming Initiative, the group which has been organizing the PLAY Creative Gaming Festival since 2008. It is the world’s first and only festival that combines the fields of media art, discourse and education with the culture of digital games. Its focus is on the creative application of digital games. Each festival edition is dedicated to current developments and has a thematic focus. Next year, the PLAY – Creative Gaming Festival will again be held in November.

 playfestival.de  twitter.com/PLAYfestival  instagram.com/playfestival

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

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