



PLAY22 – Creative Gaming Festival

Ready for PLAY22

📅 October 31 to November 6

„Take a Breath“ is the motto of this year’s PLAY22 - Creative Gaming Festival. It begins a week from today, on 31 October at 12 pm. The opening event as well as many other sessions will be held at Jupiter, in the former Karstadt Sport building at Mönckebergstraße 2-4. The festival can be followed using the virtual festival site PLAYvalley or via Twitch-Stream.

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 using dance mats. At „Hybrid Challenges“, festival visitors can compete against other players online in multiplayer games. On October 31st in keeping with Halloween, a torch tour and horror game evening will take place on the festival grounds from 7 to 9 pm. In „The Ultimate Tournament“, OddNina and Alistair Aitcheson will develop the funniest and greatest game ever, based on the smartphone and on-site audiences’ ideas and inspirations.

During the digital house visits, gamers from the most diverse areas of the gaming and online worlds provide insights into their work at their respective workplaces and other active sites. Kim Adam, for example, explains what is behind the „freiraumreh“ brand; why topics such as sustainability, minimalism and fair fashion are important to her and how she implements these themes on her streaming channels.

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

Exhibition & Speakers’ Corner

The interactive exhibition features a total of 23 experimental and playful works under the themes Stress, Reflection and Relaxation. Here, the main focal points of a specific theme can be examined and experienced interactively: For example, in the installation „Office Job“, pop-up windows on the office PC must be closed with an oversized 2m mouse, in „Kayak VR: Mirage“ guests take a seat in a real kayak and paddle a route they see in the VR glasses, in „South of the Circle“ they explore Antarctica and Love or try to reach the President of the USA on a telephone hotline in „Coldline“. Amidst the hustle and bustle, the relaxation tent invites you to just relax and listen with headphones to the sounds of the games being played outside the tent. Again, this year one game in the Open Exhibit is replaced with a new one each day giving attendees a chance to discover different international creations from 15 countries.

The award show, hosted by OddNina and Manu Fritsch, can be experienced live at the festival or via Twitch-Stream on 6 November at 8 pm. Three works in each category are nominated for the „Most Creative Game Award“ and the „Most Creative Newcomer Award“. All exhibited games are candidates for the Audience Award.

In the Speakers’ Corner, students, game designers and many other speakers will present their own topics, ideas and experiences on the theme of digital gaming culture. Speakers include Christina Kutscher, who will talk about what a poster and an armchair can reveal about villains, or Karolina Kaczmarczyk and Daniel Heinz, who will talk about Mindful Gaming in media education practice.

Workshops & Advanced Training

PLAY22 starts with a pre-program: school classes and young people can try their hand at game development at the streetgame workshops in the mornings and afternoons a week before the festival. Registration is still open for those who wish to participate on short notice. During the festival week, 12 additional workshops for school classes will be conducted. 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 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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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 and FUNDUS THEATER | Forschungstheater
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