

Press Information

The right time and the right place: PLAY17 announces the Festival theme

**The 10th edition of the International Creative Gaming Festival will take place
from November 1st to 5th in Hamburg**

Hamburg, August 03, 2017. »*The Time is Now!*« Under this motto the Initiative Creative Gaming e.V. in cooperation with the Bundeszentrale für Politische Bildung and JIZ – Jugendinformationszentrum Hamburg is staging PLAY17 from November 1st to 5th in Hamburg: Five days to look back into the past and forward into the future of Gaming – and incidentally to reflect on its own 10-year anniversary.

Since its inception the PLAY – Creative Gaming Festival has had as its mission bringing the areas of media art, discourse and education together with the digital gaming culture and producing a balanced, informative, creative and entertaining framework for the attendees. Above all PLAY17 invites participants to invent, build, tinker, modify, program, dance and discuss. We anticipate over 8,000 visitors from educational and cultural institutions and the Games sector in Germany and Europe to visit the three established Games venues in the heart of Hamburg.

“The creative debate on computer and video games in the social, political, cultural and educational establishment is more relevant than ever”, so Andreas Hedrich of the PLAY17 Festival management team. “Now is the right time for a festival like PLAY that, far removed from economic considerations, focuses on all facets of gaming.”

This year PLAY17 will offer its public more than 120 program events from over 100 visiting specialists and speakers – and of course, many, many games. Visitors will be able to experiment and test out new and especially creative computer and video games on the spot. In talks and impulse presentations, the key questions concerned with the interaction of *Time* and *Games* will be explored: How has gaming culture and its role in society changed over time? How are actual contemporary historical events represented in digital games? How do time and time mechanisms influence game design and story telling? The Festival program and evening events will be announced on <http://www.playfestival.de> bit by bit over the next weeks up to the start of the Festival. Tickets for PLAY17 will also be available in the coming weeks on the official website.

“The Creative Gaming Festival takes the importance of the medium seriously and requires of the attendees creative treatment and critical discussion of digital games.“ So the statement of Thomas Krüger, president of the Bundeszentrale für politische Bildung, once again this year a cooperation partner and supporter of PLAY17.

Background

PLAY17 – Creative Gaming Festival:

Starting in 2007, each year the PLAY Festival hosts a gathering of young people, teachers, students, researchers, sector professionals, and the culturally interested public. Together attendees of all ages experience new perspectives of the games culture and the multiple possibilities to be discovered in digital games.

PLAY17 is an event produced by the Initiative Creative Gaming e.V., jaf – Verein für medienpädagogische Praxis Hamburg e.V. in cooperation with spielbar.de, the platform of the Bundeszentrale für politische Bildung/bpb on the subject of Computer Games, and JIZ – Jugendinformationszentrum Hamburg der Behörde für Schule und Berufsbildung. PLAY17 is supported by the Behörde für Kultur und Medien – Amt Medien, the Körber-Stiftung, the BürgerStiftung Hamburg, the HAW Hamburg – Fakultät Design, Medien, und Information offering Masters Degrees in Games, the Bücherhallen Hamburg / Hoeb4U, the Kunsthaus Hamburg, the schülerInnenkammer Hamburg and with LABOURGAMES and Kampnagel. For more information see the official website www.playfestival.de.

Initiative Creative Gaming

Gaming with games! That is the motto of Initiative Creative Gaming, the organizer and promoter of the Festival. Initiative Creative Gaming has been active in the Art and Education spaces since 2007 and has established itself as a pioneer of the media-pedagogical and creative application of computer games. Further information can be found at www.creative-gaming.eu

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