

Press Information

PLAY17 Festival invites all gaming enthusiasts to Hamburg this fall

The PLAY17 program preview will be presented at gamescom

Hamburg, August 15, 2017. From the 1st to the 5th of November in Hamburg PLAY17 takes a look at the past and future of gaming. Under the motto “The Time is Now!” the Creative Gaming Festival examines the many facets of computer and video games. The scope and the motto of the many-sided program focuses on the examination of the relationship between time and games – from development time to speedrun.

During the gamescom, representatives of the PLAY Team will give an impulse presentation on the “Campus Stage” (Hall 10.2) on August 24th at 12:15 pm which will provide a detailed preview of what PLAY17 will offer. It is an opportunity for journalists and visitors to learn more about the Festival and to establish contact with its organizers.

In over 120 program events the PLAY17 Festival promises games enthusiasts new perspectives and an intensive encounter with their hobby. Naturally numerous specially selected games occupy a prominent place; within the context of an interactive exhibition, visitors will be able to try out exclusively premiered new games. Stars from gaming formats on YouTube or podcasts, Sofia Kats und Gunnar Krupp from Rocket Beans TV for example, explain their favorite games live. In Escape Rooms visitors can experience the transfer of virtual game ideas into the real world. The Creative Gaming Award will be chosen from hundreds of submissions of the best and most creative game ideas in Europe. And in the “LABOURGAMES” project young gamers will, during a game jam, be able to develop their own games.

The program and evening events will be announced on <http://www.playfestival.de> bit by bit over the next several weeks up to the start of the Festival. Tickets for PLAY17 will be available on the official website starting in September.

Current information on PLAY17 can be found on Facebook under <https://www.facebook.com/play.festival.germany> and Twitter under https://twitter.com/playfest_hh.

If you are interested in a background session on the PLAY17 - Creative Gaming Festival during gamescom in Cologne please contact Tina Ziegler at: tina.ziegler@creative-gaming.eu.

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 Kunsthau Hamburg, the schülerInnenkammer Hamburg the Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes, Gamecity:Hamburg

In cooperation with LABOURGAMES, Kampnagel and the Hamburg City Council.

Sponsored by BIU - Bundesverband Interaktive Unterhaltungssoftware e. V./BIU.Dev and siebold/hamburg messebau GmbH.

Media partnership with Rocket Beans TV und TIDE TV.

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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