MUSEUM OF THE MOVING IMAGE

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MOVING IMAGE AND INDIECADE, THE NATION'S PREMIER FESTIVAL FOR INDEPENDENT VIDEO GAMES, PARTNER TO PRESENT FIRST NEW YORK EVENT: INDIECADE EAST

Three-day festival celebrating independent games features showcase of 20 playable Official Selection games, seminars and presentations, workshops, festival-long game jam, arcade tournament, and more

February 15–17, 2013

Astoria, New York, January 31, 2013 (Updated February 7, 2013)—Museum of the Moving Image is partnering with IndieCade, the country's premier festival for independent games—dubbed "the video game industry's Sundance" by the *Los Angeles Times*—to present the first-ever East Coast edition of the festival. **IndieCade East**, taking place throughout the Museum from February 15 through 17, 2013, will feature 20 playable IndieCade Official Selection games; presentations from designers, academics, and journalists including Kris Piotrowski (*Superbrothers: Sword & Sworcery EP*) and Doug Wilson (*Johann Sebastien Joust*); seminars and workshops for budding game makers led by industry experts; an arcade tournament; a festival-long game jam; and much more.

Throughout the weekend, the Museum will also present "The Game-Making Game," a workshop for children ages 8 and older. All festival attendees are also welcome to visit *Spacewar! Video Games Blast Off*, an exhibition that commemorates the 50th anniversary of video games, on view through March 3.

"We are excited to partner with IndieCade to host the very first East Coast sampler and offshoot of this important and influential festival," said Carl Goodman, Executive Director of the Museum. "Since its inception 25 years ago, the Museum has embraced video games as part of our mission, and we have since maintained close ties with the game-making community. Hosting the nation's most significant independent game festival is a natural next step."

"IndieCade is thrilled to bring the Museum audience and the city at large a living, breathing, playing, walking, talking, game-jamming exhibition featuring the cutting edge of this innovative field," said Stephanie Barish, Founder and CEO of IndieCade. "With game creators from the region and beyond hosting screenings, giving talks, and

presenting their games for gameplay, IndieCade East will provide a window to powerful creative visions before they become commercial successes. All weekend we'll spotlight work that provokes thought and conversation, and that pushes the boundaries of interactive entertainment and how we see games."

Jason Eppink, the Museum's Associate Curator for Digital Media, said "New York is a key hub for independent games with a strong, deeply engaged community of designers, educators, artists, and writers. There's no better time than the present for IndieCade East to happen."

Over three days, IndieCade East will include:
- Presentations by game designer Kris Piotrowski, of indie game studio CAPY; Doug Wilson, game designer and partner at Die Gute Fabrik; Eric Zimmerman, co-founder of Gamelab and co-author of game design textbook *Rules of Play;* game designer, critic, and researcher Ian Bogost; theorist Jesper Juul, assistant professor at the NYU Game Center; game designer and educator Nick Fortugno (*Diner Dash*, *Ayiti: The Cost of Life*); John Sharp, art historian, game designer, educator, and curator of the Museum's *Spacewar!* exhibition; and many others
- Showcase featuring 20 new, independent games drawn from IndieCade's October 2012 festival competition—all playable
- "Well Played," a series of four events featuring finalist games from the 2012 competition that will be played live and analyzed by professionals in the Museum's Main Theater
- Night Games, a Saturday evening of game play over two floors of the Museum
- New York-centric game design challenge: students and faculty from NYU Game Center and Parsons The New School for Design will face-off in a real-time competition to design a video game in one hour
- Game Slam, in which game makers present their works (like a poetry slam, but with games), and an ongoing festival Show and Tell, inviting attendees to share their own games and to receive feedback
- Ten-game arcade tournament in the exhibition *Spacewar! Video Games Blast Off*
- Festival-long game jam, in which invited participants work day-and-night to build a game, culminating in a presentation of the completed games.

Full program descriptions are included below. For a complete and most up-to-date schedule of IndieCade East, visit movingimage.us or Indiecade.com.

IndieCade East is sponsored by Adobe, Sony Playstation, Parsons The New School for Design, NYU Game Center, Entertainment Technology Center - Carnegie Mellon University, Ouya, The Bohle Company, ITP: Tisch School of the Arts at NYU, Sifteo, Tumblr, Turtle Beach, Gamer Media Partners, and Kill Screen. IndieCade East Chair is Matt Parker; Co-Chair is Nick Fortugno.

Ticketing information
Festival passes are available for the full weekend or for each day or evening session. Museum members, students (ages 13+ with valid ID), and senior citizens receive a discount. IndieCade access for children 3–12 will be included with regular Museum admission ($6). Silver Screen members and above receive free admission. Full festival pass: $80 public / $60 students, seniors, Museum members. Friday afternoon pass (4:00 p.m. onwards): $15 public / $10 students, seniors, Museum members. Day pass for Saturday, February 16 (not including Night Games) or Sunday, February 17: $30 public / $20 students, seniors, Museum members. Saturday evening pass: $12 public / $9 students, seniors, Museum members.

About IndieCade
IndieCade supports independent game development and organizes a series of international events showcasing the future of independent games. It encourages, publicizes, and cultivates innovation and artistry in interactive media, helping to create a public perception of games as rich, diverse, artistic, and culturally significant. IndieCade was formed by Creative Media Collaborative, an alliance of industry producers and leaders founded in 2005. For more information, visit indiecade.com.

Digital media at Museum of the Moving Image
As the first museum to include video games as part of the scope of the "moving image" and the first to appoint a full-time Curator of Digital Media in 1992, the Museum is considered a leading institution in the exhibition of digital media. Changing exhibitions focusing on this subject area have included *Hot Circuits: A Video Arcade* (1989); *Interactions/Art and Technology* (2004), presented in conjunction with Ars Electronica (Linz, Austria); and *Real Virtuality* (2011), six experiments in art and technology. The Museum has regularly exhibited video games in its core exhibition, *Behind the Screen*. Jason Eppink, the Museum's Associate Curator of Digital Media, assisted with organizing *Spacewar! Video Games Blast Off*, and organized the installations *DVD Dead Drop* and *Under Construction* currently on view at the Museum.

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For press accreditation, please use IndieCade's online form.

INDIECADE EAST, FEBRUARY 15–17, 2013 PROGRAM INFORMATION
All events take place at Museum of the Moving Image, 36-01 35 Avenue, Astoria, NY 11106.

ONGOING THROUGHOUT THE FESTIVAL

IndieCade East Game Showcase

IndieCade East presents a playable showcase of 20 independent games: finalists, nominees, and submissions from IndieCade 2012 that highlight the best of independent game design. From digital to physical, multiplayer to single player, active to meditative, playful to serious, the selected games celebrate the full range of innovation and artistry in independent game design today. For many attendees this will be their first and in some cases their only opportunity to see many of these games. Games include **Armada d6, Blindside, Bloop, Botanicula, Chroma Shuffle, Dyad, Find Me A Good One, Gorogoa, Guacamelee, Hokra, International Racing Squirrels, Reality Ends Here, Spaceteam** (Friday, February 15 only), **Spelltower, Splice, Tengami, The Stanley Parable, Thirty Flights of Loving, Unmanned**, and **Vornhiem**. For descriptions of each game, please visit movingimage.us or indiecade.com/2013. (Suitable for ages 6+)

Show and Tell Lounge (Saturday and Sunday only)
Check out the newest independent games from the IndieCade community. Throughout the festival, game makers will present their games for feedback, talk about their inspirations, and discuss how they made their game. (Note: Sign-up on Friday, February 15, to present your game)

***Spacewar!* Decathlon**
Sponsored by The School of Art, Media, and Technology at Parsons The New School for Design. Get back to basics and show off your old-school shooting skills in the *Spacewar!* Decathlon, a ten-game tournament in the Museum's video game exhibition *Spacewar!: Video Games Blast Off*. Prove your mastery of arcade classics like *Asteroids* and *Tempest* for a chance to play the championship game of *Spacewar!* on a working PDP-1 model.

FRIDAY, FEBRUARY 15

4:00–8:00 p.m.
Sportsfriends & Friends
Presented by Douglas Wilson, lead game designer and partner at Die Gute Fabrik
There is something special about playing games with friends. From chess matches to basketball games, players have traditionally shared the same physical space, but most modern digital games only offer opportunities for individual play or network play from afar. Sportsfriends is a group of game designers who have banded together to bring back local multiplayer with a compendium of four highly acclaimed games. These talented independent designers, and Henry Smith, creator of iOS party game sensation *Spaceteam*, will talk about the magic of digital games that friends play together. Games include: *Johann Sebastian Joust* (IndieCade 2011 winner for Best Technology, Impacting, and Audience Choice), *Hokra* (IndieCade 2012 Audience Choice winner), *BaraBariBall* (IndieCade 2012 Official Selection), and *Pole Riders*. Bring your iOS device to join in on a game of *Spaceteam*.

SATURDAY, FEBRUARY 16

12:00–2:00 p.m.
Game Jam Live Feedback and Playtesting
Join the IndieCade East game jammers as they put the finishing touches on their Sony

Playstation Mobile games. In this workshop session, participants can offer crucial feedback, witness the game development process in realtime, and playtest groundbreaking games in their final hours of development.

2:00–3:00 p.m.
Games as Commentary
Presented by Paolo Pedercini, Richard Hofmeier, and Ian Bogost
The aesthetics and mechanics of games offer developers a host of new tools for persuasive communication. Some game developers harness these unique properties to craft criticism and pointed political commentary. In this conversation, independent game designers Paolo Pedercini, Richard Hofmeier, and Ian Bogost will discuss making games for the purpose of commentary, documentary, and persuasion. Paolo Pedercini teaches experimental game design and media production at Carnegie Melon Unversity. Ian Bogost holds a joint professorship in the School of Literature, Media, and Communication and in Interactive Computing in the College of Computing at the Georgia Institute of Technology.

2:45 p.m. and 3:45 p.m.
FAMILY WORKSHOP: The Game-Making Game
Ages 8+ with caregiver (12+ on their own). 45 mins.
The exhibition *Spacewar! Video Games Blast Off* looks at the first 50 years of video games. All games, from *Tag* and *Tic Tac Toe* to *Pac Man* and *Super Mario Galaxy* are actually systems that share common features. In this 45-minute workshop presented by Museum educators, children learn what makes a game a game—and what makes a game fun—by making one, using tokens, die, game chips, and other materials.
Materials fee: $5 / free for Family members and above.

3:00–3:30 p.m.
Well Played, Session 1 (*Thirty Flights of Loving*)
Presented by Drew Davidson, Director of ETC-Pittsburgh, Founding Editor of ETC Press
What makes a game good? or bad? or better? Building on the ETC Press Well Played book series and journal and the success of IndieCade 2012 sessions, Drew Davidson will play and speak about *Thirty Flights of Loving*, created by Brendon Chung. *Thirty Flights of Loving* approaches interactive storytelling from a radical departure point. Though moments and style may seem familiar, the economy of storytelling and unique interactions set *Thirty Flights of Loving* apart. The game's compelling narrative is built from short vignettes that tease the story out while the player explores a contained but rich and unique world. Well Played Sessions are hosted by Carnegie Mellon's Entertainment Technology Center. (Suitable for ages 10+)

3:30–4:00 p.m.
Well Played, Session 2 (*Hokra*)
Presented by Margaret Robertson and Kevin Cancienne
Margaret Robertson and Kevin Cancienne find out if they have what it takes to challenge some of the world's best players in Ramiro Corbetta's *Hokra*. In an interview with Corbetta, Robertson and Cancienne discuss the process of getting good at a particular game, the importance of doing so, and the challenges and benefits of gaming with a spouse. *Hokra* is a fast-paced, minimalist digital sports game for two teams. The game employs simple controls and minimal

rules without losing the depth that makes multiplayer games exciting for advanced players. Like the sports from which it draws inspiration, Hokra is engaging for both players and spectators. Hokra's music and sound design were created by Nathan Tompkins. (Suitable for ages 10+)

4:00–5:00 pm
Game Slam, hosted by Ouya
Like a poetry slam, only with games. See the games on view in IndieCade's festival-long Show and Tell, or bring your own game and unveil it to a group of eager game developers and game lovers. Learn the ideas behind developers' work, their process of development and their future plans. Keep presentations short and snappy and make sure to sign up early; there are many eager to show and tell. Sign-ups are open through the IndieCade Show and Tell, located in the Fox Amphitheater. The Game Slam is an informal affair and a good time for anyone who has made a game, wants to make a game, or appreciates that people make awesome games.

4:00–5:00 p.m.
Why We Make Games (Game U)
Presented by Rami Ismail
Vlambeer's Rami Ismail has been making video games since he was six years old and designing them professionally for two-and-a-half years. Ismail talks about the history of video games, the reach of the medium, the power of interactivity, and some games that should not be missed. Rami Ismail co-founded Vlambeer, the award-winning Dutch independent studio best known for *Super Crate Box*, *GUN GODZ*, *Ridiculous Fishing*, *LUFTRAUSERS*, and *Yeti Hunter*.

5:00–6:00 p.m.
Iron Game Design Challenge (Parsons v. NYU)
Presented by Eric Zimmerman (NYU) and Colleen Macklin (Parsons)
Ohio State vs. Michigan. North Carolina vs. Duke. Harvard v. Yale. IndieCade East introduces the next great university rivalry, NYU Game Center vs. Parsons The New School for Design. These two New York universities will compete on the most sacred of battlefields: game design! Whose design will reign supreme? Join team captains Eric Zimmerman (NYU) and Colleen Macklin (Parsons) as they lead teams of student designers in the challenge of real-time game design. Teams will be given a theme, materials, and a secret ingredient, and tasked with designing a real-world game. As they wrack their brains for the right recipe, commentators Sam Roberts (IndieCade Game U Chair, USC) and Simon Ferrari (Georgia Institute of Technology) will give play-by-play and color commentary on this epic battle!

6:00–7:00 p.m.
Kris Piotrowski Keynote: The Dark Days: A Harrowing Journey Through CAPY's Secret Gameography
The accomplished independent game studio CAPY is well known for their hits *Critter Crunch*, *Clash of Heroes*, *Superbrothers: Sword & Sworcery EP* and most recently, *Super Time Force*. However, things weren't always so exciting for CAPY, which started out in the pre-iOS mobile space and spent its first five years making a veritable bucket-load of mobile games just to keep the lights on. For the first time, this keynote will dissect CAPY's forgotten gameography and outline how and why the studio transitioned—out of necessity—to independence. Kris

Piotrowski is the co-founder and creative director of CAPY, based in Toronto, Canada. He is one of the creators of *Superbrothers: Sword & Sworcery EP*, which received over 40 awards, including IndieCade 2011's Best Visuals Award and *Time* magazine's Top Ten of Everything 2011.

7:00–10:00 p.m.
Night Games
For one night only, explore a selection of physical and digital games ranging from collaborative to competitive, sublime to athletic, meditative to explosive, solo to multiplayer. Night Games will take over two floors of the Museum, and may include buttons mounted on hard hats, iOS-monitored cooperative dancing, and dozens of laser pointers. Participants will also have access to the IndieCade East Game Showcase and the Museum's exhibition *Spacewar! Video Games Blast Off* throughout the evening.

SUNDAY, FEBRUARY 17

12:00–1:00 p.m.
Bedroom Developments: Making PlayStation Games in Your Underwear
Presented by Rami Ismail, Shawn Alexander Allen, and Manuel Marcano
PlayStation Mobile is democratizing the publishing ecosystem on consoles, tablets, and smartphones by allowing independent developers to create and sell their games across an array of certified devices, including the PS Vita handheld console. By eliminating the need for special development hardware and creating a simple portal for publishing, it is now easier for smaller teams to create compelling experiences that reach hardcore console gamers. And although the PlayStation Mobile platform has only recently launched, it is already attracting a diverse crowd of gamemakers, including established independent teams like Vlambeer and up-and-coming talent like Nuchallenger, Inc. Panelists talk about their personal journeys in independent game development, and their experience with PlayStation Mobile. (Suitable for ages 10+)

1:00–2:30 pm
Game Design Workshop
Learn about the fundamentals of game design by creating small, tabletop games. After a brief introduction to the common characteristics of games, attendees work in groups and rapidly prototype a game, and then test and get feedback on their work.

2:45 p.m. and 3:45 p.m.
FAMILY WORKSHOP: The Game-Making Game
Ages 8+ with caregiver (12+ on their own). 45 mins.
See Saturday, February 16, 2:45 p.m. for description.
Materials fee: $5 / free for Family members and above.

3:00–3:30 p.m.
Well Played, Session 3 (*Cart Life*)
Presented by Nick Fortugno, IndieCade East Co-Chair
"What makes a game good? or bad? or better? Building on the ETC Press books and journal and

the success of last year's sessions, Nick Fortugno will play *Cart Life*. *Cart Life* is a retail simulation for windows. This game combines common videogame devices with a mundane setting to examine the life of a street vendor. It plays with game literacy and expectations to help truly simulate its experience of modern capitalism. Well Played Sessions hosted by Carnegie Mellon's Entertainment Technology Center. (Suitable for ages 10+)

3:30–4:00 pm
Well Played, Session 4 (*Unmanned*)
Presented by game designer Naomi Clark
What makes a game good? or bad? or better? Building on the ETC Press *Well Played* book series and journal and the success of IndieCade 2012 sessions, Naomi Clark will play and discuss *Unmanned*. Unmanned is an experimental game about a day in the life of a drone pilot. "The game uses a series of short, split-screen vignettes to combine simple mini-games with clickable conversation options, and takes you through the rather safe, humdrum existence of a modern drone pilot. Shaving, driving to work, flirting with your cute co-pilot, and even playing video games with your son are all given equal weight to actually blowing up a suspected insurgent thousands of miles away from a comfortable seat in front of a monitor. The result is a nuanced, wide-ranging look at a soldier's life from a variety of viewpoints."—Ars Technica.
 (Suitable for ages 10+)

4:00–5:00 p.m.
You Don't Seem Happy! Video Games and the Philosophical Problem of Being a Sore Loser
Presented by Jesper Juul, "The Ludologist" and assistant professor at NYU Game Center
We often say that video games are "fun," but in this lively talk, Jesper Juul will explain why this is almost entirely untrue. When we play video games, we rarely express happiness or bliss. Instead, we frown, grin, and shout in frustration. So why do we play video games even though they make us unhappy? Citing *QWOP*, *Super Hexagon*, and *Red Dead Redemption*, Juul will compare the experience of being a sore loser to the experience of reading tragic plays and the shock of watching horror movies. Juul is an assistant professor at the New York University Game Center who has worked with the development of video game theory since the late 1990s. His publications include *Half-Real* on video game theory and *A Casual Revolution*. His upcoming book *The Art of Failure* will be published in Spring 2013 by MIT Press . He maintains the blog *The Ludologist*.

4:00–5:00 p.m.
Developer Panel (Game U)
Developers from IndieCade's 2012 Official Selection share and discuss their processes, inspirations, and experiences in this lively panel discussion.

5:00–6:00 pm
John Sharp Keynote: *Spacewar!*, Punk Rock, and the Indie Dev Scene: A Semi-Secret Quasi-History of Our DIY Roots
In 1961, the Hingham Institute Study Group on Space Warfare emerged from the nascent hacker community at MIT to kick start video games. Fifteen years later, DIY (Do It Yourself)

bubbled out of the punk rock scene. Today, the same DIY ethos that led to *Spacewar!* and punk rock lives on with independent developers as they build entirely new experiences, bring the hacker mindset to established industries, and create new systems for making outside of monolithic capitalism. John Sharp will put on his ex-punk rock art historian indie developer hat and connect the dots between the first video game, the birth of DIY, the indie game scene, and more.

Sharp is the Associate Professor of Games and Learning in the School of Art, Media and Technology at Parsons The New School for Design where he co-directs PETLab (Prototyping, Evaluation and Technology Lab). He is a member of the game design collective Local No. 12, which focuses on games as a research platform. He is also a partner in Supercosm, where he focuses on interaction and game design for arts and education clients. Sharp is the curator of *Spacewar! Video Games Blast Off*, currently on view at the Museum.

6:00–7:00 p.m.
Developing in the Physical World: Digital Tools for Sweaty Games
Featuring panelists Kaho Abe, Katherine Isbister, and Greg Trefry. Moderated by Jamin Warren, founder of Kill Screen
Movement sensors and cameras capable of motion capture are ubiquitous, embedded in devices ranging from major game consoles to mobile phones. Taking full advantage of these new input possibilities requires radical shifts in game design. Panelists will discuss examples of playful, movement-based experiences on a range of platforms.

7:00–8:00 p.m.
Game Jam Screenings
Join the IndieCade East game jammers as they present the Sony Playstation Mobile games they developed over the course of the festival, immediately followed by an awards ceremony. Grand prize includes a Sony publishing deal and participation in Sony's press conference at the Game Developers Conference in March.

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. Closed Monday and Tuesday except for select holiday openings that include Monday, February 18 (Presidents' Day), and Tuesday, February 19.
Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.
Museum Admission: $12.00 for adults (18+); $9.00 for senior citizens and for students (13+) with ID; $6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.
Location: 36-01 35 Avenue (at 37 Street) in Astoria.
Subway: R (all times) or M (weekdays only) to Steinway Street. N(all times) or Q (weekdays

only) to 36 Avenue.
<u>Program Information</u>: Telephone: 718 777 6888; Website: <u>movingimage.us</u>
<u>Membership</u>: 718 777 6877, <u>members@movingimage.us</u>

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit <u>movingimage.us</u>.

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