

PRESSRELEASE

**European Innovative Games Award 2012**

The shortlist for the *European Innovative Games Award 2012 (E.I.G.A.)* is complete: Twelve titles from seven countries are nominated; three of them have the chance to win the prize in the category *N – Innovative Newcomer*, which is worth 10.000€. The winners will be announced in January 2013.

Frankfurt am Main, December 6. 2012 – Videogames enthuse an audience of millions, the launch of a new title or a new hardware is just as big as the orchestration of a Hollywood-blockbuster. Like the music- or film-industry, the games-industry celebrates their best with several award-shows or audience-awards. However, one thing that easily slips under the radar due to the – actually commendable – everyday presence of computer- and videogames, is the enormous innovative potential displayed by the games-industry. That is why the *European Innovative Games Award* is granted since 2008. It awards the often spectacular innovations achieved in the development of games in the categories *T – Innovative Technology*, *GD – Innovative Game Design*, *AME – Innovative Application Methods and Environments* and also *N – Innovative Newcomer*. For the E.I.G.A. 2012, twelve titles from seven countries are nominated. Three of them compete for the award in the category *N – Innovative Newcomer*, that is endowed with 10.000 Euro from the Hessian Ministry of Economics. Among those is *Code Sustainable* from Frankfurt.

"In contrast to other competitions, the E.I.G.A. does not decorate the darlings of the public for their success in the market. It indicates all the creative and technological potential of the whole European games industry", Dag Asbjomsen from the European Commission emphasizes. "That gives the E.I.G.A. an important role in the appraisal of the European game-companies' power of innovation on an international scale.", says E.I.G.A.-juror Asbjomsen. "We are certain, that the opinion of our jurors carry importance on an international scale.", Dr. Florian Stadlbauer, board member of the game industry association gamearea-FRM e.V. explains. "The internationally positioned committee is not only diverse in terms of biographies, but also in the different specializations of the jurors and thus mirrors the standards of the award", Stadlbauer concludes.

**The jury of the European Innovative Games Award 2012**

**Dag Asbjomsen** - Programme Manager Education and Culture, European Commission

**Dr. Malte Behrmann** – General Secretary, European Game Developer Federation (EGDF)

**Markus Frank** – Deputy Mayor, Head of Department of Economy, City of Frankfurt

**Andreas Garbe** – Editor ZDF / ARTE

**Irina Orssich** – Programme Manager Education and Culture, European Commission

**Heico Purwin** – Director Games Academy RheinMain

**Florian Rentsch (FDP)** – Hessian Minister of Economics, Transport, Urban and Regional Development, State of Hessen

**Jan Wagner** – Board member gamearea-FRM e. V.

**Will Weber** – Professor, University of Applied Science Darmstadt

**Avni Yerli** – Managing Director, CRYTEK

The *European Innovative Games Award* was created in 2008. It is awarded in cooperation with the European Commission and honors innovative achievements in the sector of computer- and videogames. The categories are T – Innovative Technology, GD – Innovative Game Design, AME – Innovative Application Methods and Environments as well as N – Innovative Newcomer. Products and projects from all member-states of the EU are eligible. Host of the award is a joint effort of the Frankfurt Economic Development GmbH, the game industry association gamearea- FRM e.V. and the Hessian Ministry of Economics, Transport, Urban and Regional Development in the scope of the program Hessen-IT. The winners of the E.I.G.A. 2012 are announced in January 2013.

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**PRESSRELEASE**

**European Innovative Games Award 2012 – The Shortlist**

<b>T - Innovative Technology</b>			
<i>APlay Multiplayer Engine</i>	Activator	Germany	Middleware
<i>articy:draft</i>	Nevigo	Germany	Software
<i>Wonderbook</i>	SCE London Studio	Great Britain	Technology
<b>GD – Innovative Game Design</b>			
<i>From Dust</i>	Ubisoft Montpellier / Ubisoft	France	Artificial Life
<i>The Secret World</i>	Funcom	Norway	MMORPG
<i>Tiny&amp; Big: Grandpas Leftovers</i>	Black Pants Studios	Germany	Adventure
<b>AME – Innovative Application Methods and Environments</b>			
<i>Gambitious</i>	Gambitious BV	Netherlands	Crowdfunding-Plattform
<i>Juv</i>	Ranj	Netherlands	Educational-Game
<i>Music Tiles</i>	Center for Playware, Technical University of Denmark	Denmark	Music-Fun-Game
<b>N – Innovative Newcomer</b>			
<i>Game Change Rio</i>	Code Sustainable	Germany	Simulation
<i>Pid</i>	Might & Delight	Sweden	Platformer
<i>Seasons after Fall</i>	SwingSwingSubmarine	France	Puzzle

APlay Multiplayer Engine from Activator, articy:draft from Nevigo (both: Germany) and Wonderbook from SCE London Studio (Great Britain) contend for the European Innovative Games Award 2012 in the category T - Innovative Technology. From Dust (Ubisoft Montpellier / Ubisoft, France), The Secret World from Funcom (Norway) as well as Tiny& Big: Grandpas Leftovers from Black Pants Studios (Germany) compete in the category GD – Innovative Game Design. The crowdfunding-platform Gambitious from Gambitious BV, the educational-game Juv from Ranj (both: Netherlands) and the music-fun-game Music Tiles from the Center for Playware of the Technical University of Denmark (Denmark) made the shortlist in the category AME – Innovative Application Methods and Environments. One title from Germany, one from Sweden and one from France are in the race for the category N – Innovative Newcomer. Nominated alongside Game Change Rio from Code Sustainable (Germany / Frankfurt) are also Pid from Might & Delight (Sweden) and Seasons after Fall from SwingSwingSubmarine (France).

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