

PRESS

"Bounden" wins *European Innovative Games Award*

In the early evening-hours today, the most outstanding innovative achievement of the European games industry was awarded the European Innovative Games Award. "Bounden" from the Dutch studio Game Oven won the award, which is endowed with 10,000 Euro.

Frankfurt/Main, 30 June 2015 – For the fifth time, the red carpet was prepared for the European games industry in Frankfurt, Germany: At the opening-ceremony of the exhibition 'Films & Games. Interactions.' in the German Film Museum, the most outstanding innovative achievement of 2014 was honored in the early evening hours with the European Innovative Games Award (E.I.G.A.). The award, which is endowed with 10,000 Euro by the Hessian Ministry of Economics, Energy, Transport and Regional Development, went to "Bounden" from the Dutch studio Game Oven. Also nominated were "Ryse: Son of Rome" (Crytek) and "Professor S." (Ludinc). All in all, 93 titles from 15 countries made a bid for the E.I.G.A., which is awarded EU-wide since 2008. Prominent members of the industry such as Bernd Fakesch (Nintendo), Avni Yerli (Crytek), André Bernhardt (Target Games) and Prof. Bernd Kracke (University of Art and Design) took part in the celebratory award-ceremony of the E.I.G.A. 2014. The Hessian Minister of Economics Tarek Al-Wazir, the Director of the German Filmmuseum Claudia Dillmann as well as Markus Frank, the Deputy Mayor Frankfurt addressed the audience; Maciej Szymanowicz spoke in the name of the European Commission. The laudation was held by Dr. Florian Stadlbauer, jury member and chairman of the board of the game industry association gamearea-FRM.

"Bounden", a dancing-App after a choreography of the Dutch national ballet fascinated the jury with a great combination of innovative game design and a novel control-scheme, which is based on the gyro-elements found in many mobile phones. It is always exciting, when innovative gaming technologies are used outside the context of 'adventure', 'first person shooter' or 'strategy game', eulogist Dr. Florian Stadlbauer stated. With "Bounden", the team of Game Oven showed, that any two players can become graceful dancers thanks to a well-designed game mechanic. This, Stadlbauer continues, is "technically innovative and aesthetically breathtaking".

Tarek Al-Wazir, the Hessian Minister of Economics, Energy, Transport and Regional Development and Markus Frank, the Deputy Mayor, City of Frankfurt also spoke of the high importance of the innovation-rich games industry. The Hessian economy thrives on innovation. Like hardly any other, the games industry combines high-tech and creativity. With their innovation, game developers already influence other industries. What is true for the state is especially true for Frankfurt. Deputy Mayor Markus Frank confirmed that in the metropolis on the river Main, big studios worked on an international level and many smaller developers surprised with their artful and original projects, the young talents trained there were very much in demand. "The City of Frankfurt is very proud of its important place in this young and still growing industry," Frank added.

The **European Innovative Games Award** was created in 2008. The award, which is endowed with 10,000 Euro, is awarded in cooperation with the European Commission and honors innovative achievements in the sector of computer- and videogames every two years. Products and projects from all member-states of the EU are eligible. Host of the European Innovative Games 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, Energy, Transport and Regional Development in the scope of the program Hessen-IT. More information can be found at www.innovative-games.eu.

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