

European Innovative Games Award (EIGA) 2010

Developers, publisher, freelancers, and young professionals from every EU member state are invited to apply for the EIGA 2010.

Frankfurt am Main, July 21, 2010, Germany – The contest for the European Innovative Games Award (EIGA) 2010 starts, as developers, publisher, freelancers, young professionals, and students are invited to submit their games to the renowned award until August 31. Eligible are projects and products from all EU member states, which were released not more than one year ago. The EIGA is awarded for the third time, as always in the categories ‘T – Innovative Technology’, ‘GD – Innovative Game Design’, and ‘AME – Innovative Application Methods and Environments’; in addition to the honor award, an advancement price endowed with € 10,000 will be awarded in every category to a project in prototype status. The glamorous award show will be held on October 15 in the Congress Center of the Frankfurt fairground.

“We are very happy to welcome the international game industry to Frankfurt am Main for the European Innovative Games Awards 2010”, says Markus Frank, head of the Department for Economic Affairs, Personnel and Sport of the city of Frankfurt. For years the city had been expanding its games sector by means of events like the EIGA, which this year for the first time is held on the same day as the executive-level game industry conference GAMEplaces International, showing the significant synergy potentials of the city, he adds.

The EIGA is organized by the Frankfurt Economic Development GmbH, the Hessian Ministry for Economics, Transport, Urban and Regional Development in scope of the program Hessen-IT, as well as the game industry association gamearea-FRM e.V.; as last years awards, the EIGA is realized in cooperation with the European Commission. “The EIGA thrives to encourage the realization of innovative ideas and technologies”, explains Maruja Gutierrez-Díaz of the European Commission the awards. As an established studio, a publisher, or a student, as a niche - or single production, serious game, or AAA-title: the competition would address all developers and publishers of computer and videogames from every member state of the EU, Gutierrez-Díaz adds.

As in the last years, all submissions will be examined by a jury of experts with focus on their relevant innovative characteristics in scope of their category, as well as their “added qualities” reaching beyond the pure entertainment values for instance in terms of educational or marketing effects. New to this year’s EIGA are the showcases: on the day following the gala all winners and nominees introduce their titles and projects to an interested public.

About the European Innovative Games Award (EIGA): The EIGA was established in 2008 and honors special innovative qualities in computer and video games. The award is organized by the Frankfurt Economic Development GmbH, the Hessian Ministry for Economics, Transport, Urban and Regional Development in scope of the program Hessen-IT, as well as the game industry association gamearea-FRM e.V. and in cooperation with the European Commission. The glamorous award show is held in Frankfurt am Main, Germany.

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Submission Deadline:
August 31 2010

**Further Information, Rules
& Submission Materials:**
www.innovative-games.eu

Submissions & Contact:
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All Dates:

GAMEplaces International:
Fr., Oktober 15, 2010
<http://www.gameplaces.de>

EIGA Gala (only on invitation):
Fr., Oktober 15, 2010

EIGA-Showcases:
Sa., Oktober 16, 2010

Venue:
Messe Frankfurt / Congress Center
Ludwig-Erhard-Anlage 1
D-60327 Frankfurt am Main

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