

European Innovative Games Award 2010 – the shortlist is complete!

Eleven titles from seven different countries continue their run for the European Innovative Games Award 2010; another eight projects will have the chance to win one of the advancement awards endowed with € 10,000.

Frankfurt am Main, September 28, 2010 – The shortlist for the European Innovative Games Award 2010 finally is complete: eleven titles from seven different countries have taken the first hurdle and are now nominated for one of the three different awards; another eight projects are in the run for one of the three advancement awards endowed with € 10,000 by the FrankfurtRheinMain GmbH International Marketing of the Region. The organizers look forward to several hundred invited guests at the grand gala on October 15 at the Fair Frankfurt. The Deputy Mayor and Head of the Department of Economy, Human Resources and Sports of the City of Frankfurt, Markus Frank, and the Parliamentary Secretary of State of the Federal Ministry of Economics, Hans-Joachim Otto, will open the event. Musical support will come from Kay-Ree and her band. The TV presenter Viola Tensil (play'd) and the TV journalist Andreas Garbe (zdf/3sat) will lead through the evening.

Jury member Jan Wagner (Cliffhanger Productions) is most impressed by the high quality and width of this year's submissions: "Experimental student projects, very individual and artistic independent titles, and medical-therapeutic applications and hardware were submitted, as well as internationally renowned and successful AAA-titles.", he says, and adds that because of this quality the jury decided to nominate additional projects in some categories.

Roughly 50 developers, publishers, freelancers, and young professionals from ten different member states of the EU submitted their current projects in order to win one of the renowned awards. Most projects came from Germany, followed by France and Denmark.

A result, about which Dr. Hartmut Schwesinger, managing director at the FrankfurtRheinMain GmbH Marketing of the Region, whose company endows the advancement awards of the European Innovative Games Award 2010, also is very happy about: "Once again the European Innovative Games Award gathers the most innovative projects of the European games industry in Frankfurt", he says. For the games industry, he adds, the organizers of award and gala have realized, what also is the goal of the FrankfurtRheinMain GmbH Marketing of the Region: the representation of top performances in the Frankfurt.

The European Innovative Games Award 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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Fr., October 15, 2010, 8 pm
European Innovative Games Award 2010 gala – only on invitation

Sa. October 16, 2010, 10 am
Showcases – Nominees & award winners show their projects, and Making Games Talents recruiting event

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

More information:
www.innovative-games.eu

Press accreditation
may be acquired informally through our press contact. Please send a mail and include information on your medium / editorial office and on the scope of your coverage.

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T – Innovative Technology		
"Blobo"	Ball-it Oy	Finland
"Kinect for Xbox 360"	Microsoft Germany	Germany
"CryENGINE3"	Crytek GmbH	Germany
Advancement Price T – Innovative Technology		
"Treasure Bay"	René Ksuz	Austria
"Cloddy"	BiteTheBytes	Germany
GD – Innovative Game Design		
"LIMBO"	PLAYDEAD	Denmark
"R.U.S.E."	Eugen Systems/ Ubisoft GmbH	France/ Germany
"The Settlers 7 - Paths to a Kingdom"	BlueByte/ Ubisoft GmbH	Germany
"Demon's Souls"	Namco Bandai Partners Germany GmbH	Germany
Advancement Price GD – Innovative Game Design		
"Swimming under Clouds"	Piece of Pie Studios	Germany
"Tentacles"	Press Play	Denmark
"The Path"	Tale of Tales	Belgium
AME – Innovative Application Methods and Environments		
"Wakfu - The Guardians"	Ankama Games	France
"UBRAIN: Digital Tonic"	Digital Reality Publishing	Hungary
"WEEWAA"	Zoink Games AB	Sweden
"Houthoff Buruma - The Game"	Ranj Serious Games	Netherlands
Advancement Price AME – Innovative Application Methods and Environments		
"GABARELLO"	Cornelius Müller	Germany
"TRAUMA"	Krystian Majewski	Germany
"Red Robot Inc."	Oliver Eberlei	Germany

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In the category 'T – Innovative Technology' "Blobo" (Ball-it Oy, Finland), "Kinect for Xbox 360" submitted by Microsoft Deutschland, and "CryENGINE 3" by Crytek (both: Germany) are nominated. "LIMBO" (PLAYDEAD, Denmark), "The Settlers 7 – Path to a Kingdom" (Bluebyte/Ubisoft), "Demon's Souls" submitted by Namco Bandai Partners Germany (both: Germany), and "R.U.S.E." (Eugen Systems/Ubisoft) have a chance on the award in the category 'GD – Innovative Games Design'. On the shortlist for the category 'AME – Innovative Application Methods and Environments' are "Wakfu – The Guardians" (Ankama Games, France), "UBRAIN: Digital Tonic", submitted by Digital Reality Publishing (Hungary), WEEWAA (Zoink Games, Sweden), and "Houthoff Buruma – The Game" (Ranj Serious Games, Netherlands).

For the advancement awards three international and five German submissions are shortlisted: from Austria comes "Treasure Bay" (René Ksuz), from Belgium "The Path" (Tale of Tales), and from Denmark "Tentacles" (Press Play). The German contestants are "GABARELLO" (Cornelius Müller), "Swimming under Clouds" (Piece of Pie Studios), "Cloddy" (BiteTheBytes), and "Red Robot Inc." (Oliver Eberlei/University of Applied Science, Darmstadt).

Four of the nominated submissions come from the German state of Hesse: Crytek, Namco Bandai Partners Germany (both: Frankfurt), BiteTheBytes (Fulda), and the University of Applied Science, Darmstadt.