

# Gamezone 2010

third edition of the cultural videogame festival

**19 - 20 February 2010**

at deSingel, Antwerp, Belgium

## INTRODUCTION

GAMEZONE is a cultural multimedia festival which takes a closer look at the world of games. The first edition of the festival in may 2006 drew a huge deal of attention, from public (with over 3.000 visitors) and the media alike.

A variety of potential audiences were targeted: children and their fathers, gamers, opinion-leaders and (culturally engaged) youngsters.

GAMEZONE 2008 (#2) went further. deSingel - as Antwerps primary 'temple' of culture - was transformed into an interactive and culturally aware arcade hall. Through new - often unique - projects and relevant theme specials we again seeked to reach a large audience; low- and highbrow.

Important themes were: the past and present of computergames and console-gaming, new low-tech gaming installations and a wide selection of 'indie' games .

Aside from these, GAMEZONE 2008 offered the audience:

- An overview of all the major consoles (PS2, PS3, PSP, Xbox, Xbox360, Wii, DS) with new releases.
- A PC Gamehall
- Exclusive pre-releases of new games
- An old skool arcade hall
- A new skool arcade hall with the newest sports arcades – straight from Japan
- A unique collection of working game consoles (1980 – 2005) from the Parisian collective MO5; a playable museum sort of speak.
- A range of interactive multimedia-art installations, never before seen in Belgium
- New academic findings and artistic views on game culture.
- A selection of films and documentaries: Machinima, films from Second Life, ...

## GAMEZONE 2010

Games have become an important part of the new digital lifestyle. GAMEZONE sees gaming as a cultural phenomena, rather than a commercial one, that delivers – just as films or comics – fascinating, tedious, insightful or interesting productions.

Looking further than the hype, we examine the gaming culture and the applications in various field of society: arts, media, education, museums. Gaming is no longer confined to the world of gamestudio's and console gaming youngsters, artists, teachers, psychologists, archaeologists and numerous other professions have discovered the variety of possibilities/applications of the gaming experience, and most importantly its technology.

After 2 editions primarily focused on the recreational quality of games, GAMEZONE 2010 wants to open its scope and show you exactly this 'alternative' segment in the gaming culture:

Aside from the familiar console gaming, what other forms of gaming are there? What are the hypes and what are the industries' visions of the future? What is gaming technology used for? Where do we find other applications?

## ***Art, Music, Games***

The third edition of the festival focuses on alternate applications - as mentioned above - but also on music and multimedia art; GAMEZONE as a museum with unique game-art, futuristic installations, and custom made multimedia projects/performances.

We also offer a wide variety of music acts, all embodying a different aspect of the interaction between gaming and music. (Game) (in) music (in) (games), all sorts of combinations are possible. We invite a few renowned game musicians, we take a closer look at games/consoles as an instrument and we plan a series of special Rock Band, Guitar Hero and DJ Hero exhibition events and contests.

The third main theme is 'gaming future'. The Belgian gamescene is rapidly growing and discovering new niche markets. For example: the market of flash/online/mobile games is expanding, independent and art games gather international attention, museums and educational institutions use game environments for both pedagogical and communicational purposes, and the first generation of newly graduated 'homegrown' game developers show remarkable, if not astonishing projects, demonstrating that they fully grasp the new medium and all its possibilities. Cutting edge, from Belgium.

### ***Also at Gamezone 2010:***

- guitar hero battles
- dj hero party
- game installations
- presentations: 'games DO have an effect on behaviour (?)'
- game and multimedia art / installations
- games and heritage
- games in schools
- indie games anno 2010
- new Belgian gamestudio's
- cutting edge work from master courses in gaming (HoWest, PHL en Universiteit Utrecht)
- online/mobile flashgames
- performances by famous gamemusicians (Junkie XL)
- new academic perspectives
- Q & A with game-developers
- Videogame and consolemuseum: 1970 – 2010
- Sports and excergames
- Arcade-o-rama
- Films and documentaries
- ...

### ***2 Days, 2 Nights***

The late night opening in 2008 was a a big succes. GAMEZONE 2010 features two nightly openings primarily focusing on the music theme.

### **TICKETS & MORE INFORMATION**

**Gamezone Days:** 20th & 21st of February from 12 till 18 pm. Tickets: € 5.

**Gamezone Nights:** 19th & 20th of February from 8 pm. Tickets: € 13 // € 10.

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