

Press Information

Overcome boundaries playfully

Hamburg, October, 1st 2020 - “Exploring Borders” is the theme of this year's PLAY - Creative Gaming Festival, which will take place from November 4th to 8th, 2020 as a hybrid and free event.

Where does a game end, where does the real world begin? Which boundaries are unavoidable for digital games, which should ultimately be abolished? These questions are the focus of this year's festival edition. It's about diversity in games, accessibility and access, and the limits of good taste. It's about overcoming borders, about community, communication and belonging. PLAY20 invites festival visitors to discover, measure and exceed the bounds of digital games - this year both analog and digital.

“Even before the Corona crisis, the topic for this year's edition had been determined; suddenly it applied very specifically to us as well. We had to overcome our own limits and decided to implement a hybrid festival edition with selected physical events on site and an extensive online program in which festival visitors can, during five days, participate from home using a computer, tablet or smartphone via various channels”, so Christiane Schwinge member of the PLAY team.

The production location, broadcasting center and festival hub is the Fundus Theater | Theater of Research in Hamburg. From here, discussions and keynote speeches are recorded in advance or streamed live on YouTube. The blogger OddNina and the podcaster Manuel Fritsch (Insert Moin) will guide through the program during the festival. Various channels can be accessed from a menu on the PLAY website. The well-known festival events such as the live program including the opening and award ceremony, the PLAY Couch with moderator Christian Schiffer, the Speakers' Corner, the laboratory and the curated exhibition with around 20 games on the topic of “Borders” will also be available this year - mostly online. The version of the A MAZE./SPACE, specially adapted to PLAY20, provides that festival feeling, a digital platform developed for this year's A MAZE. Festival in Berlin. Here the avatars of the visitors can meet, exchange ideas and explore the festival together.

There will be on site events in an exhibition at designxport in Hamburg, where the six games nominated for this year's Creative Gaming Awards will be presented. For the sixth time, the international awards will be given to the most creative project and the best young production in the categories “Most Creative Game Award” and “Most Innovative Newcomer Award”. A jury of experts will select the winners, awards will be announced at the award ceremony on November 7, 2020. This year there were 100 submissions from 25 countries.

In addition, workshops on the topic will be held at schools in Hamburg during the festival, the results of which will be presented by the participating groups in the festival's virtual Speakers' Corner.

“Play with games!” Is the motto of the Creative Gaming initiative that the PLAY Festival has been hosting since 2008. PLAY is the world's first and only festival that combines media art, discourse and education with the culture of digital games. The focus is on the creative application of digital games. The festival is aimed at game lovers and gamers, indie game developers and media artists, schoolchildren and students, teachers and educators, scientists and people from the games industry, as well as everyone who plays digital games and who wants to learn about them.

PLAY20 is an event produced by the Initiative Creative Gaming e. V. and jaf - Verein für medienpädagogische Praxis Hamburg e. V. in cooperation with spielbar.de, the platform of the Bundeszentrale für politische Bildung/bpb on the subject of computer games, Behörde für Schule und Berufsbildung Hamburg and JIZ - Jugendinformationszentrum Hamburg (BSB).

Supported by the Fakultät Design, Medien, and Information offering a Master's Degree in game, BürgerStiftung Hamburg, designxport und Gamecity Hamburg

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