

SUBMIT NOW FOR THE 2017 THE “INTO THE PIXEL” VIDEO GAME ART EXHIBIT

AIAS and ESA Celebrate Video Game Artistic Achievement at E3, June 13-15

March 28, 2017 – LOS ANGELES AND WASHINGTON, D.C. – The Academy of Interactive Arts & Sciences (AIAS) and the Entertainment Software Association (ESA) are pleased to announce that the annual “Into the Pixel” (ITP) video game art exhibit is now accepting submissions for its fourteenth collection. Co-produced by the AIAS and ESA, ITP celebrates the hard-working video game artists who continue to push the interactive entertainment art form forward.

The 2017 ITP collection will be premiered at E3, the world’s leading computer and video game event from June 13-15, 2017. Video game artists and representatives can submit their in-game or concept art for consideration at www.intothepixel.com until Wednesday, April 26, 2017. This year, the current collection will be auctioned off on eBay the week of E3, with proceeds benefiting the AIAS Foundation and ESA Foundation.

The ITP exhibit could not be made possible without the support of its esteemed jurists, who have had lifelong careers spanning interactive entertainment, the contemporary museum art world, photography, digital expression, and experiential art forms:

- Bob Rafei, Big Red Button Entertainment, Founder, CEO and Visual Director
- Glenn Phillips, Getty Research Institute, Curator, Modern & Contemporary Collections
- Matt Hall, Amazon Game Studios/Double Helix, Senior Concept Artist
- Nora Dolan, Independent Curator
- Patricia Lanza, The Annenberg Space for Photography, Director of Talent and Content
- Seth Spaulding, Blizzard Entertainment, Senior Art Manager

ITP art may consist of in-game or concept art, including character, environmental/landscape or other artwork used in the creation of games. Each year’s collection covers a broad spectrum of genres and platforms, and reflects what the jurists feel represent the best art in the interactive entertainment platform from the past year. Notable pieces from the [previous ITP collection](#) included scenes from AAA titles like *Far Cry Primal* and *The Witcher 3: Wild Hunt* and acclaimed indie games like *Song of the Deep*, *No Man’s Sky* and *Edge of Nowhere*.

Created in 2004 by the Entertainment Software Association and co-produced with the Academy of Interactive Arts & Sciences, ITP is an exploration and celebration of the art of video games from around the world. Each year the new collection is unveiled at E3 and tours industry events. For more information please visit: www.intothepixel.com

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