

INTO THE PIXEL[®] 07

An Exhibition of the Art of the Video Game

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**TAKING ART FROM THE GAME TO THE GALLERY –
4TH ANNUAL “INTO THE PIXEL” VIDEO GAME ART EXHIBITION
NOW ACCEPTING SUBMISSIONS**

*Jury for 2007 unites prestigious museum curators and gallery owners with
the computer and video game industry’s top creative talent*

CALABASAS, Calif. – April 10, 2007 – Submissions are now being accepted for the highly anticipated 2007 *Into the Pixel* collection, which will premiere at a reception and juror panel discussion hosted by Creative Artists Agency in Los Angeles, June 2007. The framed artwork will be unveiled at the E3 Media & Business Summit in Santa Monica, Calif., July 11-13, 2007, and will open to the public at “Entertainment for All™ Expo” (E for All) – October 18-21, 2007, in Los Angeles.

Anyone who has found themselves captivated by the artistry of a scene or a character in a video game will be interested to know they’re in good company. Some of the world's most influential fine art experts are joining with digital artists, designers, educators and innovators to launch the fourth annual *Into the Pixel* exhibition. *Into the Pixel* is the only juried art exhibition that brings together the elite from the fine art world and the interactive entertainment industry to explore video game artwork from both a digital and traditional art perspective.

The annual *Into the Pixel* exhibition is presented by the Entertainment Software Association (ESA), the Academy of Interactive Arts & Sciences (AIAS), and the Prints and Drawings Council of the Los Angeles County Museum of Art (LACMA). The exhibition is a cultural exploration and celebration of the art of

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the video game, and will feature 16 extraordinary works, hand-selected by a panel of esteemed jurors from submissions by artists throughout the global video game art community.

The 2007 *Into the Pixel* jury panelists are:

- Kevin Salatino, Curator, Prints and Drawings, **Los Angeles County Museum of Art**
- Cynthia Burlingham, Director, **UCLA Hammer Museum - Grunwald Center for the Graphic Arts**
- John Doffing, Founder, **Start Mobile/Start SOMA Gallery**
- Jason Hall, President and Producer, **HDFILMS**
- Louis Marchesano, Collections Curator, Prints and Drawings, **The Getty Research Institute**
- Walter Meyer, Curator and Co-owner, **Karen Lynne Gallery**
- Craig Mullins, **Illustrator** (www.goodbrush.com)
- Scott Robertson, Founder, **Design Studio Press**
- Chris Taylor, CEO/Creative Director, **Gas Powered Games**

“The constant cross-pollination between the entertainment world and the art world cannot be ignored,” says Kevin Salatino, Curator of Prints and Drawings at LACMA and lead juror for *Into the Pixel*. “Understanding and explaining where one stops and the other begins is where the real difficulty lies, though why, ultimately, does it matter? We have seen startling things happening in the last decade as Japanese *anime* – perhaps the most overt example of videogame art influencing “fine” art – has infiltrated the world of high art. I predict that as more and more artistic talent is absorbed into the game world, the cross-flow from discipline to discipline will become ever more invasive and imperceptible.”

The deadline for *Into the Pixel* submissions is May 4, 2007. For more information about ITP, or to submit art for consideration by the jury, please visit www.IntoThePixel.com.

About *Into the Pixel* (ITP):

Into the Pixel is the world’s only curated art exhibition that brings together the traditional fine art and digital art worlds to explore and celebrate the art of the video game. Each year, a jury of world-class museum curators, cutting-edge gallery owners and interactive entertainment industry experts evaluate and select the art to be featured in the collection, from a field of game art submitted

from all over the world. Now in its fourth year, *Into the Pixel* has established itself as the annual opportunity for computer and video game artists to receive critical review of their creative achievements by both peers in the digital art world and renowned fine art experts. The program is a joint effort of the Entertainment Software Association, the Academy of Interactive Arts & Sciences, and the Prints & Drawings Council of LACMA. For more information, please visit www.IntoThePixel.com.

For more information about the *Into the Pixel* co-hosts:

Entertainment Software Association (ESA): www.theesa.com

Academy of Interactive Arts & Sciences (AIAS): www.interactive.org

Los Angeles County Museum of Art (LACMA): www.lacma.org

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