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E3Expo Media Relations Team

E3EXPO, AIAS, AND LACMA ANNOUNCE ART SELECTED FOR INTO THE PIXEL EXHIBITION OF THE ART OF THE VIDEOGAME

Juried Exhibition at E3Expo 2005 Showcases the Art and Artists Bridging the Digital and Traditional Art Worlds

LOS ANGELES – May 4, 2005 – The Electronic Entertainment Expo (E3Expo) today announced sixteen pieces of art to be featured in this year's *Into the Pixel* art exhibition at E3Expo 2005. The art was selected from a field of more than 140 submissions by a panel of jurors representing both the interactive entertainment industry and the traditional art community. The 2005 *Into the Pixel* art exhibition will take place May 18-20 in the Concourse Foyer of the Los Angeles Convention Center (LACC), during E3Expo, the world's premiere interactive entertainment trade event.

Into the Pixel is an exploration and celebration computer and video game art, created by E3Expo, The Academy of Interactive Arts & Sciences (AIAS), and The Graphic Arts Council of the Los Angeles County Museum of Art (LACMA). Now in its second year, *Into the Pixel* showcases talented artists who create art using video games as their medium. For the second year in a row, the exhibit opening is sponsored by Spike TV.

Into the Pixel offers an unprecedented opportunity for today's computer and video game artists to receive critical review for their creative achievements by both peers in the digital art world and renowned traditional art experts," says Doug Lowenstein, president of the Entertainment Software Association, the trade association representing U.S. computer and video game publishers and the owner of E3Expo. "Through the cooperative relationship between the LACMA, E3Expo and AIAS, *Into the Pixel* continues to foster a fascinating dialogue between the digital and traditional art establishments. "

Into the Pixel: Selected Artworks & Artists

Artwork title	Artists	Game title	company
Song Engine	Raymond Swanland	Oddworld Stranger's Wrath	Oddworld Inhabitants
Hackha The Hunter	Marcos Domenech	Killzone	Guerrilla Games/Sony
Navy Shipyard	Tyler West	Godfather	EA
Vinegar Hill	Tyler West Margaret Foley-Mauvais, Veronique Garcia, Alejandro Gil, Anthony Mars, Matt Christmann, Ben Wanat, Ivetta	Godfather	EA
Eregion Orc	Harte, David Mosher	Lord of The Rings: The Third Age	Electronic Arts
Yellow Room	Stephan Martiniere	Uru, the Path of the Shell	Cyan Worlds

- more -

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Into the Pixel: Selected Artworks & Artists (cont'd.)

Soldier	Clarence Lansang, Alan Hunter	Shadow Ops: Red Mercury	Petrol Advertising/Atar
Babylon Panorama	Mathieu Raynault	Prince of Persia 3	Ubisoft
Kirby-ful Color	Tomomi Minami and Tomoko Kitada	Kirby: Canvas Curse	HAI Laboratory, Inc./Nint America Inc.
The Subway Depot	Nghia Lam, Mark Ecko, Brian Horton, Mike Evans	Marc Ecko's Getting Up: Contents Under Pressure	Atari, Inc.
CCK Tower - New Year's Eve	Danny Tamez, Mark Ecko, Brian Horton, Mike Evans	Marc Ecko's Getting Up: Contents Under Pressure	Atari, Inc.
Design & Construction	John Kendrew, John Machin, Darren Douglas, Lee Carus	Wipeout PSP	Sony Computer Entertainir Europe/ Studio Liverpool
Chinatown Level Study	Rich Mahon, Jon Gwyn, Chandana Ekanayake	The Matrix: Path of Neo	Shiny Entertainment
Return To BattleField	Matt Gaser	Demonstone	Stormfront Studios
Big Ben at Night	Jason Courtney	From Russia With Love	Electronic Arts

For more information about "Into the Pixel" art, artists and jurors, please refer to www.intothepixel.com.

"Spike TV is proud to sponsor such a worthy event which celebrates the incredible achievements in video game artwork," said Doug Herzog, president, Spike TV, and the presenting sponsor of *Into the Pixel*.

About the Jurors

Kevin Salatino, Lead Juror, LACMA: Curator and Department Head, Prints and Drawings

Kevin Salatino joined the staff of LACMA in 2000 as the Curator of Prints and Drawings, after a nine-year tenure as curator of the graphic arts at the Getty Research Institute. He has published and lectured widely in the US and abroad in his areas of expertise - most recently at the Louvre - and has curated numerous exhibitions, including LACMA's current "Rauschenberg: Posters." Last year, he curated and wrote the catalogue for the exhibition, "Van Gogh to Picasso: 19th- and 20th-Century French Master Drawings from LACMA," which was held in Belluno, Italy. His book, "Incendiary Art," is scheduled to be published in France next year.

Lorne Lanning, Oddworld Inhabitants: President/Creative Director

Lorne Lanning has 18 years experience in computer graphics and digital media and is the co-founder and president of video game development company Oddworld Inhabitants. Lorne also serves as the Executive Committee Vice Chairman for The Academy of Interactive Arts and Sciences and on the Advisory Board to the President for the San Francisco Academy of Art College. He has a BFA from the California Institute of the Arts and was also awarded an Honorary Doctorate Degree from the San Francisco Academy of Art College.

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About the Jurors (cont'd.)

Louis Marchesano, Getty Research Institute: Collections Curator, Prints and Drawings

Louis Marchesano is the collections curator of Prints and drawings at the Getty Research Institute in Los Angeles. He received his Ph.D. from Cornell University, where he worked on seventeenth century Italian prints, a topic on which he has published. His recent exhibition, entitled Drawn to Rome, was a ground-breaking work on the remarkably rich sketchbooks of young French artists who trained in Rome in the eighteenth century. Louis' upcoming exhibitions include two collaborative projects with the Getty Museum, one on the prints and painting of James Ensor, and the other on the Drawings and related prints of Peter Paul Rubens.

Stephan Martiniere, Midway Games: Visual Design Director

Stephan Martiniere is an internationally renowned science fiction and fantasy artist. Although he's neither a performer nor a politician, his work regularly influences TV watchers, moviegoers and magazine and newspaper readers throughout the world. Graduating from a four-year art school in his native France 20 years ago, and then attending an animation school also in Paris, Martiniere has worked in virtually every segment of the entertainment industry.

Billy Shire, La Luz de Jesus Gallery/Billy Shire Fine Arts: Owner/Curator

Native Los Angeleno Billy Shire is best known as the prodigious owner of the Soap Plant and Wacko stores and La Luz de Jesus Gallery. Shire's gallery, La Luz de Jesus, is one of the most important, ground-breaking galleries in Los Angeles and has garnered a considerable reputation with collectors, galleries, and artists around the world. La Luz de Jesus gallery started as an experiment: interested in redefining how a gallery worked, Shire set out to change the relationship between the artist and patron, challenging the notion of "exclusivity," and making a commitment to art and artists regardless of immediate commercial viability. His dedication to the "underground" scene is what earned him the title, "The Peggy Guggenheim of Lowbrow," from Juxtapoz magazine.

Chris Swain, USC School of Cinema-Television and EA Game Innovation Lab: Co-Director

At USC, Chris is interested in how games - which are mathematical systems - work as dramatic systems. Previously Chris was a founding member of game developer Spiderdance, Inc. - a company focused on games for mass audiences. Prior to Spiderdance, Chris was a founding member of R/GA Interactive, a premiere New York design firm. Chris has served on the Board of Directors for the Academy of Television Arts & Sciences (Emmy's). He led the team that established the first Emmy for "Excellence in Interactive Television" and he chairs the Academy's Editorial Committee. Chris is co-author of the book "Game Design Workshop" which was published in 2004 by CMP Books.

Sponsors:

Into the Pixel is presented by Spike TV, with generous donations from Epson America, Hamagami/Carroll.

About E3Expo

E³ is the world's premiere trade show for computer and video games and related products. The show, now in its eleventh year, is owned by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. For more information, please visit www.e3expo.com or www.theesa.com.

About the Graphic Arts Council of LACMA

Established as an independent institution in 1965, the Los Angeles County Museum of Art, LACMA, has assembled a permanent collection that includes approximately 100,000 works of art representing regions throughout the world from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States.

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About the Graphic Arts Council of LACMA (cont'd.)

LACMA has organized its curatorial departments into innovative centers for art that foster multidisciplinary collaboration across the museum. Located in the heart of one of the most culturally diverse cities in the world, the museum uses its collection and resources to provide a variety of educational, aesthetic, intellectual, and cultural experiences for the people who live in, work in, and visit Los Angeles. The Graphic Arts Council supports the Department of Prints and Drawings and encourages appreciation in the field of original works of art on paper.

About the Academy of Interactive Arts & Sciences

The AIAS is a non-profit member organization of over 3500 members, solely dedicated to serving the entertainment software industry. The Academy's board includes senior executives from the major videogame companies, including Sony, Nintendo, EA, Microsoft, Atari, Take Two, Activision, THQ and Ubisoft. Current members represent such varied fields as: art and graphics, animation, acting, interactive design, production, software engineering, sound design and music, testing and quality assurance, video and special effects, editorial and storyline writing, as well as the business segment of the industry. The mission of the Academy is to: Promote and advance common interests in the worldwide entertainment software community, recognize outstanding achievement in interactive content and the entertainment software community and conduct an annual awards show and enhance the image and awareness of entertainment software.

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Note to reporters/editors: *To view and download the selected artwork, please go to:*
<http://www.intothepixel.com/selected.php>