



MEDIA ALERT -- MEDIA ALERT -- MEDIA ALERT

ATTENTION ALL GAME ARTISTS: THIRD ANNUAL "INTO THE PIXEL" IS OPEN FOR SUBMISSIONS

Video game art exhibition showcases industry's artistic talent – selected by world-renowned museum curators, cutting-edge gallery owners, and interactive entertainment art veterans

WHAT: The amazing artwork familiar to many video gamers has caught the attention of some of the most influential members of the art world. The 2006 "Into the Pixel" Art Exhibition (ITP) is an exploration and celebration of the art of the video game, juried by interactive entertainment industry veterans and experts from the art establishment.

Now in its third year, "Into the Pixel" has established itself as the one 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.

CO-HOSTS: The Electronic Entertainment Expo (E³) is co-producing "Into the Pixel" with The Academy of Interactive Arts & Sciences and the Prints & Drawings Council of the Los Angeles County Museum of Art (PDC-LACMA).

WHEN: **The deadline for submissions is Friday, March 3, 2006 at 9 a.m. (EDT)**
"Into the Pixel" 2006 will kick-off with a Gallery Opening and art unveiling reception on Wednesday, May 10, at 5:30 p.m. The ITP Gallery will remain open during E³ show hours on May 11 and 12.

**SUBMIT
ART TO:** www.intothepixel.com

**ELIGIBILITY/
DEADLINE:** Art submissions must be taken from published, or soon to be published, computer and video games. Entry for "Into the Pixel" is open to Academy members and E³ exhibiting companies. Artists may submit up to three original works. **Deadline is March 3, 2006, at 9 a.m. (EDT).** Artists should consult www.intothepixel.com for detailed information and to submit their art.

**2006
JURORS:** Kevin Salatino, Curator of Prints & Drawings, **Los Angeles County Museum of Art**
Cynthia Burlingham, Director Grunwald Center for the Graphic Arts, UCLA/Deputy Director of Collections, **Hammer Museum**
Ryan Church, Freelance Concept Artist/Formerly Senior Art Director, Industrial Light & Magic
Caryn Coleman, Co-owner and Director, art gallery **sixspace / art.bloggng.la**
Lorne Lanning, President and Creative Director, **Oddworld Inhabitants**
Tim Langdell, Professor, **University of Southern California**/Chairman, EDGE Games
Louis Marchesano, Curator of Prints & Drawings, **The Getty Research Institute**

ABOUT E³: E³ is the world's premiere trade show for computer and video games and related products. The show 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.

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ABOUT

AIAS: The Academy of Interactive Arts & Sciences is a non-profit organization of nearly 8000 members, solely dedicated to serving the entertainment software 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, enhance the image and awareness of entertainment software, and conduct an annual awards show. The Academy's board includes senior executives from the major video game companies, including Sony, Nintendo, Electronic Arts, 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.

ABOUT
LACMA:

Established as an independent institution in 1965, the Los Angeles County Museum of Art has assembled a permanent collection that includes approximately 100,000 works of art spanning the history of art from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States. 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 and cultural experiences for the people who live in, work in, and visit Los Angeles. LACMA offers an outstanding schedule of special exhibitions, as well as lectures, classes, family activities, film programs and world-class musical events. Museum Hours: Monday, Tuesday, and Thursday noon-8 pm; Friday noon-9 pm; Saturday and Sunday 11 am-8 pm; closed Wednesday, Thanksgiving and Christmas. Call (323) 857-6000, or visit our web site at www.lacma.org for more information.

General LACMA Admission: Adults \$9; students 18+ with ID and senior citizens 62+ \$5. Admission (except to specially ticketed exhibitions) is free every evening after 5 p.m., the second Tuesday of every month, and for children 17 and under. LACMA is located at 5905 Wilshire Boulevard, Los Angeles, CA 90036. "Free After Five" is sponsored by Target.

Please Note: *E³ is a trade event, and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced.*

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